

29 October 2018

WINNING THE 9TH "PRIMANIYARTA" EXPORT AWARD



Toyota Make The Position to Be The Hub Of Local Industry to Global Industry

Jakarta - PT. Toyota Motor Manufacturing Indonesia (TMMIN) for the 9th time, once again received the 2018 Primaniyarta Award, the highest award in export's sectors from the Government of Indonesia in the category of Performed Exporters. This acquisition is the result of the synergy between the consistent efforts of all employees and Toyota's supply chain in increasing competency and competitiveness as an automotive industry, which is fully supported by government policies that are conducive in encouraging export growth in manufacturing industry products, including the automotive industry. The Primaniyarta Award was presented directly by the President of the Republic of Indonesia, Ir. H. Joko Widodo who was accompanied by the Minister of Trade, Enggartiasto Lukita to TMMIN's President Director, Warih Andang Tjahjono at the opening ceremony of the 2018 Trade Expo located at Indonesia Convention Exhibition (ICE) Bumi Serpong Damai, Tangerang, Wednesday (24/10).

"Thank you for the award given to TMMIN as a company performing in the export sector. This achievement is certainly a trigger for our enthusiasm to be able to contribute more to the nation and the country. We are committed to making Indonesia the export base for Toyota branded vehicles. Moreover, we want to develop the Indonesian automotive industry even

better through investment in welcoming the era of electric cars, "Warih said.

Toyota Indonesia's position as one of Toyota's global production and export bases in the Asia Pacific region enables Toyota Indonesia to contribute in three ways. First, in attempt to substitute imports through local production for the domestic market and the invention of export market potential. More than 90% of the sales volume of Toyota-branded vehicle products in Indonesia are domestically made products produced by the children of the Indonesian nation.

Second, the contribution to automotive export performance. The production of local vehicles is also marketed to the global market, to more than 80 countries in Asia, Africa, Latin America, the Caribbean and the Middle East, so that local production of Toyota-branded vehicles contributes for more than 80% of total export from intact vehicles made by Indonesia.

Third, as the hub for suppliers of local vehicle components to be able to penetrate to the export market. The high percentage of domestic content in Toyota products which currently reaches 75% to 94% indicates that only a small part of Toyota branded vehicle components use imported materials. This also contributes to strengthening the development of local component industries in Indonesia.

More than 1 Million Exports of Intact Vehicle Product

The export history of Toyota cars from Indonesia began with the initial export of 50 units of Toyota Kijang in Completely Built Up to Brunei in 1987. The best momentum for Toyota's export activities began with the operation of the Innovative International Multi-purpose Vehicle project in 2004. Strategic position as a Kijang Innova production base, provides a great opportunity for Toyota Indonesia to expand its penetration into the global market other than meeting the needs of the domestic market. Since then, Toyota Indonesia's export volume has increased to around 7,000 units per year.

"The export success of the Kijang Innova led the way for other Toyota branded CBU models, they are Fortuner, Vios, Yaris, Sienta, Avanza, Rush, Agya, Town Ace/Lite Ace, both manufactured at TMMIN manufacturing facilities and at PT. Astra Daihatsu Motor (ADM) as part of the Toyota group in Indonesia also to be able to penetrate the global market through the attempts of export expansion," said Deputy President Director of TMMIN, Edward Otto Kanter.

Since the initial shipment until September 2018, the total volume of Toyota-branded intact vehicles that have been exported to foreign countries is more than 1.4 million units. Not only in the form of intact vehicles, Toyota also exports Completely Knock Down vehicles (CKD), full TR and NR type machines, vehicle components and production aids in the form of dies (the tools for pressing process) and jigs (the tools for welding process) which also shows the depth of TMMIN industry.

The consistency of Toyota Indonesia in doing the export activity has gain the acknowledgement from the Indonesian government by winning the Primaniyarta award in Performed Exporter in the year of 2008, 2010, 2011, and consistently every year since 2013 to 2018.

Toyota Indonesia has exist for almost 50 years to grow and develop with the Indonesian society. In accordance with the spirit of Toyota Berbagi (Building Indonesia Together), Toyota is strongly committed to provide products and technologies that are in line with customer needs, being part of the national automotive industry development, also playing an active role in social activities. (*)

Important Milestones for Toyota Exports:

Year	Activity	Country of destination
1987	The first export activity of TMMIN (Kijang 3rd generation)	Brunei Darussalam
1988	The first export of engine type 5K	Jepang
1988	The first export of Kijang Pick Up	Papua Nugini
1996	The first export of engine type 7K	Taiwan, Filipina
2004	The first export of Kijang Innova and Avanza	Asia
	The first export of engine type TR	American latin
2005	Export expansion of Kijang Innova	The Middle East

2006	The first export of Fortuner	The Middle East
2007	The first export of Rush	Malaysia
2008	The first export of Town Ace & Lite Ace	Jepang
2010	The first export of ethanol engine	Argentina
2014	The first export of Vios in significant numbers	The Middle East
	The first export of Agya	Filipina
2016	The first export of Sienta and engine type NR	Asia

Summary of PT. Toyota Motor Manufacturing Indonesia

Location	North Jakarta, Indonesia
Established	April 1971 (initial name was PT. Toyota-Astra Motor)
President	Waruh Andang Tjahjono
Share Composition	Toyota Motor Corporation (95%), PT. Astra International (5%)

Factory Information PT. Toyota Motor Manufacturing Indonesia

Factory	Karawang Plant 1	Karawang Plant 2	Karawang Plant 3	Sunter Plant 1	Sunter Plant 2
Location	Karawang, Indonesia	Karawang, Indonesia	Karawang, Indonesia	North Jakarta, Indonesia	North Jakarta, Indonesia
Production Started	1998	2013	2016	1973	1977
Product	Kijang Innova, Fortuner	Vios, Yaris, Sienta	Mesin Type NR(bensin, ethanol)	Mesin type TR(bensin, ethanol)	Stamping parts/dies; castings
Product Capacity (year)	130,000 unit	120,000 unit	216,000 unit	Mesin : 195,000 unit; Iron castings: 12,000 ton	