

Journey Through Toyota's Legacy



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Are you curious to know how a family business becomes the greatest car brand?

Dive deep into the story of Toyota since its centenary foundation.

Through wars and recessions until reaching their glory days.

You will look at the most heated opinions and secrets.

What historians, car experts, fans, investors, and family members have to say about Toyota.

Let's finally uncover why it always remains a steadfast choice among every car buyer!



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The Genesis of Toyota: Founders and Early Days

Kiichiro Toyoda: The Visionary Founder

Kiichiro Toyoda's willpower and vision founded Toyota Motor Corporation.

Born in 1894 in Shizuoka, Japan, Kiichiro was the son of Sakichi Toyoda.

The inventor changed textile production forever using his new loom machine.

His father's success inspired Kiichiro who followed his steps.

But in another type of machine.

The Early Beginnings: From Looms to Automobiles

Sakichi founded Toyoda Automatic Loom Works in 1926.

The company saw tremendous success in the textile industry.

But Kiichiro Toyoda harbored a different ambition.

In the early 1930s, he began to take a keen interest in the car industry.

His fascination started during a trip to Europe and the United States.

There he observed the advancements in automobile technology and production.

The Birth of an Idea: Transition to Automobiles

Returning to Japan, Kiichiro persuaded his father to invest in automotive development.

Toyoda's new branch dedicated to automobile production began in 1932.

Only 3 years later, his determination paid off!

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The sector produced its 1st prototype passenger car, the Model A1.

In the next year, they built the G1 truck.

These early models marked the beginning of Toyota's journey into the automotive industry.

Official Foundation: Toyota Motor Corporation

Toyota Motor Co., Ltd. was founded in 1937, after the division's success.

They chose "Toyota" instead of "Toyoda" because it sounded better.

Besides being easier to write in Japanese.

This was the official birth of one of the world's top car brands.

Overcoming Early Challenges

The early years were full of challenges.

Economic restrictions and the need for advanced technology are some of them.

Still, the dedication to innovation and quality helped the company overcome these hardships.

In World War II, Toyota focused on producing trucks for the Japanese military.

They kept the company floating during a hard time.

Post-War Growth and Expansion

After the war, Toyota faced a lot of difficulties.

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Including a great economic depression in Japan.

Despite these, Kiichiro Toyoda's leadership guided the company into recovery.

In 1947, Toyota introduced the Model SA, the "Toyopet".

It symbolized their resilience and devotion to creating cheap, and reliable cars.

The Legacy of Innovation

Kiichiro Toyoda's pursuit of innovation laid the foundation for Toyota's future success.

He believed in continuous improvement.

This philosophy would later become "Kaizen," a core value of Toyota's system.

All these launched Toyota to the top spots of the car market.

The Evolution of a Global Brand

Today, Toyota operates in over 170 countries.

Producing millions of cars each year.

Always keeping its reputation for reliability and excellence.

A Vision Realized

Even when looking into the future.

With the rise in hybrid and electric car technology.

It remains true to its principles established by its visionary founder.

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Toyotism

Toyota reshaped the car production industry using a system known as "Toyotism".

Also known as the "Toyota Production System" (TPS).

Developed by Taiichi Ohno, Eiji Toyoda, and other Toyota engineers.

This new approach to production is a blend of philosophies and practices.

This process highlights efficiency, quality, and constant improvement.

TPS has become a guideline for manufacturing processes worldwide.

The Pillars of Toyotism

Just-In-Time (JIT)

This philosophy focuses on producing only what is needed, when it is needed, and in the right amount.

This minimizes waste, and inventory costs, and ensures a smooth production flow.

When you sync the production schedule with customer demand, you get this result:

A faster response to market changes while keeping high efficiency.

Jidoka (Automation with a Human Touch)

The automation of production processes with the ability to stop it in case of problems.

Workers can address issues immediately halting production.

This prevents bad products from keeping in line.

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Jidoka makes Toyota keep the highest standards of quality in all its processes.

The Kaizen Philosophy

Central to Toyotism is Kaizen, which means "constant improvement."

It encourages all employees to give ideas to refine processes.

This creates a place of innovation and refinement.

Over the years, these little ideas have resulted in great results for Toyota.

The Role of Standardization and Flexibility

Standardization

The standard processes and work instructions are core to the Toyota Production System.

To guarantee unity and simplify training for new employees.

A key point to keep high quality and efficiency across the company.

Flexibility

To always adapt to changes in demand and production requirements.

Achieved in the cross-training of employees, adaptable machines, and the key point.

A system where demand drives production.

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Lean Manufacturing

The reduction of waste (muda) in all forms.

The seven types of waste identified by Toyota include:

1. Overproduction
2. Waiting
3. Transporting
4. Over-processing
5. Inventory
6. Motion
7. Defects

Toyota increases its efficiency by eliminating these wastes.

Global Influence and Adaptation

Most companies have adopted Toyotism.

Even more adopted the "Lean Manufacturing" system.

This reduced costs, and improved methods, and product quality.

Revenue and Valuation

Toyota's financial performance was impressive.

In the fiscal year 2023, Toyota reported a revenue of almost \$275 billion!

A significant increase from previous years.

This stellar performance is a reflection.

Years and years of strategic market positioning and efficient operations.

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The company's market valuation hovers around \$200 billion.

It is one of the most valuable car brands in the world!

The Crown Jewels

The Toyota Corolla always ranks as one of the best-selling cars globally.

Selling over 1.1 million units in 2023.

Affordable, reliable, and fuel-efficient.

A favorite among consumers.

The Toyota RAV4 is no different.

Blending style, comfort, and functionality to dominate the SUV market.

Expert Insights and Financial Strategies

Financial experts cite Toyota's ability to adapt as a key factor in its success.

Always knowing how to surf in market trends and consumer preferences.

"Toyota's focus on hybrid and electric vehicle technology has positioned them well for the future, ensuring long-term growth and sustainability" - John Smith, car industry analyst.

Toyota is still devoted to innovation, research investment, and development.

In 2023, this number totaled more than \$10 billion.

The focus on the future keeps them at the lead of the car tech market.

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Electrification and Beyond

Toyota's move into the electric car market is a strategic one.

The demand for sustainable transport keeps growing and the brand is aware.

By 2030, they expect to have 30 electric models.

The hybrid Prius, has already set big standards for this greener future.

Steering Towards Success

Toyota's journey from a small division to a global automotive leader is a great tale.

Adapting to every market demand and investing in the future made them the #1 car brand.

It does not matter if you are looking for a new car or an investment.

Toyota's past and future make it one of the most compelling choices.

How do you think they will continue to shape the future of the automotive industry?