

Establishing a *Quality Philosophy* and Incorporating It in Our *Guiding Principles*

Toyota Technical Development Corporation (TTDC, Head Office: Toyota, Aichi, President: Yoshiyuki Kagawa) has established a *Quality Philosophy* and incorporated it into its *Guiding Principles* for the purpose of further enhancing quality.

Thanks to your longstanding support, our company has enjoyed steady growth while constantly carrying out initiatives to instill awareness of the critical role played by quality control in gaining the trust of our customers. We have established a quality control framework under the direct supervision of the President to further intensify those initiatives and achieve new heights in effective quality control. The *Quality Philosophy* was established and incorporated into our *Guiding Principles* in the context of that framework.

Quality Philosophy

**“We are a trusted partner that puts the customer’s perspective first.
We act with empathy on behalf of our customers’ interests.”**

That philosophy reflects how each and every employee adopts the perspective of the customer in every single task, and sincerely strives to perform work that is trusted. We engage in constant self-reflection and continue to improve ourselves to obtain the trust of our customers.

Establishing the quality control framework is a crucial step in achieving our Vision 2030.

We appreciate your understanding and cooperation in our efforts to achieve even higher levels of quality.

Overview of Toyota Technical Development Corporation (TTDC)

Established: April 2006

Location: 1-9 Imae, Hanamoto-cho, Toyota, Aichi, 470-0334, Japan

Representative: Yoshiyuki Kagawa, President

Details of business: **IP Business Field**

Searches, technical trend analysis, global filing and rights acquisition (patents, designs, and trademarks), translation, and interpretation.

Keisoku Business Field

Development and manufacturing of measurement instrumentation and equipment, proposals for the planning and design of equipment and facilities, presentation and offering of model-based development solutions, calibration, inspection, and repair of measuring instruments, and support for the development of next-generation businesses.

Capital ratio: 100% investment by Toyota Motor Corporation

URL: <https://www.toyota-td.jp/en/>

