

# THE LUMINARIES



Toyota maintains its market leadership by producing enduring and reliable vehicles. For its high-quality standards and excellent reputation in the automotive arena, Toyota Motor Philippines Corporation has been recognized by Meralco as an Outstanding Industrial Corporation for 2014.

## Meralco collaboration with Toyota revs up car brand's market dominance

*Santa Rosa training facility feeds Toyota dealer network with top automotive professionals*

**T**oyota's unit volume sales and vehicle durability are short of legendary, making them the number one auto brand in the Philippines and in the world.

Interesting too are automaker claims that 80 percent of Toyota vehicles sold in the last 20 years are still running.

That's a lot of Toyotas on the road today. They all need to be brought in for service, sooner or later.

To make sure these vehicles are capably serviced, Toyota Motor Philippines Corporation (TMP) established the Toyota Motor Philippines School of Technology (TMPTech) as a training center for auto mechanics expressly taught on Toyota technology.

"We established our own school in September 2013 for after-sales service technicians," said Michinobu Sugata, President of Toyota Motor Philippines. "This is part of our passion to provide attractive, value-for-money, high quality products, and of course worry-free ownership."

During the development of the Santa Rosa school in Laguna, Meralco collaborated with Toyota to help TMPTech get energized two months ahead of schedule, giving the school ample time to test-run the safety and working conditions of the facility.

Since its opening, TMPTech has become a breeding ground for highly skilled Toyota technicians. Its graduates ensure worry-free ownership for Toyota vehicle owners in the domestic and international markets as well.

With the level of training they receive, students who finish the TMPTech training are given top priority for employment at local and international Toyota dealerships.



The school has 435 registered students as of January 2015. Of this group, 83 are set to be dispatched to Abdul Latiff Jameel, Toyota's authorized distributor in Saudi Arabia, as soon as they graduate from TMPTech.

### Meralco helps Toyota keep its crown

Toyotas last long. Vehicle retention is high. And of course sales receipts are through the roof. Toyota produced more than 10 million vehicles in 2014 worldwide.

Locally, TMP has been ruling the sales hierarchy for a long time. It has the lion's share of the market, winning the industry's Triple Crown for an unprecedented 13 consecutive years.

The Triple Crown is an award based on figures compiled by the Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI) indicating that a brand is number one in passenger car sales, number one in commercial vehicle sales, and number one in total sales.

Toyota knows that maintaining leadership comes with challenges, and power is an essential cost. As the largest car manufacturing company in the Philippines, TMP's demand for electricity is substantial.

*"Meralco has been very helpful in exploring various schemes suited to our specific operational requirements. They explained to us available options so we could correctly choose what would be the best for TMP."*

- Michinobu Sugata  
President  
Toyota Motor Philippines Corporation

To address Toyota's energy issues, Meralco presented TMP with energy efficiency options. The car manufacturer has opted for the Retail Competition and Open Access (RCOA) market and has been sourcing power from MPower, Meralco's local retail electricity supplier.

### Smiling customers

For Toyota, improving is very much aligned with *kaizen*, a company work ethic that means "Continuous Improvement."

The company's vision after all is to provide the best products and services to customers before and after the vehicles leave the showroom, part of its focus on "earning customer smiles," according to Sugata.

This focus has shown qualitative and quantitative results.

Last year, J.D. Power, a U.S.-based global marketing information services firm that conducts customer satisfaction, product quality, and buyer behavior surveys for industries from cars to marketing and advertising firms, ranked Toyota Motor Philippines Corporation highest in new-vehicle sales satisfaction in the Philippines.\*

Small wonder Toyota's customers keep smiling and its industry leadership endures.



Toyota Motor Philippines Corporation President Michinobu Sugata (second from left) holds a trophy in recognition of Toyota as an Outstanding Industrial Corporation for 2014. He is joined in this photo by Meralco President & CEO Oscar S. Reyes (extreme left), Meralco Chairman Manuel V. Pangilinan (second from right), and Meralco SVP and Head, Customer Retail Services & Corporate Communications Alfredo S. Panlilio (extreme right).

"Meralco has been very helpful in exploring various schemes suited to our specific operational requirements. They explained to us available options so we could correctly choose what would be the best for TMP," said Sugata. "Close collaboration with Meralco has helped us to lower our cost."

The lower costs help Toyota defend its long-time dominance.

Last year, seven Toyota models were best sellers in their respective vehicle classes, proving instrumental in hitting its mid-term goal of 100,000 in unit sales. Toyota's outlook is so positive, they are confident they can double that number by 2020.

"Toyota's success is important to us," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group. "As their business partner, we make sure that we can provide them with better options for energy savings that help improve their bottom line."

"The year 2015 will be essential to cement our fundamentals to make our targets more attainable. But I am confident that with the continued support of partners like Meralco, Toyota's business in the Philippines will continue to become stronger," said Sugata.

"We commit to help drive the Philippines toward genuine, social and economic development by doing our share," said Sugata. "I am positive that our partnership with the Filipino nation will only become deeper and stronger in the years to come."

And a stronger Toyota means increased investments in people, technology and local production. It also means a stronger Philippines – a scenario where everybody wins.

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at [meralcocorporatepartners@meralco.com.ph](mailto:meralcocorporatepartners@meralco.com.ph) or visit [www.meralco.com.ph/corporatepartners](http://www.meralco.com.ph/corporatepartners).



Meralco worked closely with Toyota to energize the Toyota Motor Philippines School of Technology two months ahead of schedule. TMPTech serves as a new training hub for highly-skilled Toyota technicians.

\*Toyota scored a J.D. Power SSI (Sales Satisfaction Index) of 860. The sector average is 847.