





2017 marks a critically important year for Toyota Australia – it will be our last year of automotive manufacturing.

This year is the culmination of four years of company-wide transition as we prepare to become a sales and distribution organisation.

Throughout this process, our aim has always been to provide support to all our employees – whether they are transitioning to new roles, continuing their existing roles or training and preparing for new careers and prospects outside of Toyota Australia.

Although this year will undoubtedly be an emotional one for all our employees, I cannot help but feel incredibly buoyed by our achievements.

For the 14th consecutive year we finished 2016 as the top selling automotive company in Australia, with HiLux and Corolla taking out the number one and two sales positions, respectively. Lexus also hit a new record, selling more vehicles in 2016 than ever before.

In addition to this, we achieved all our local manufacturing targets, including production, shipping quality and safety measures. We also posted a solid after-tax profit on the back of our excellent 2016 sales results.

I cannot express enough how proud I am of what our employees have contributed across all areas of our company. Despite the closure of our manufacturing operations, the achievements of our employees will ensure that Toyota Australia continues to hold an incredibly strong position in the Australian market.

As we look towards our future as a sales and distribution organisation, our operations and guest offerings will continue to evolve.

In February 2017, we launched our game-changing C-HR SUV. This vehicle is our first foray into the sub-compact SUV market, ensuring we appeal to a new demographic in Australia. It is also the first SUV in Australia to feature the Toyota New Global Architecture.

In March 2017, we introduced our new Future Direction to our senior leaders. This longer-term vision will help guide future business decisions for the company.

The final months of 2017 will understandably be bittersweet, but I am confident that by the end of the year the new team will be in place and ready to take the company to new levels of success, while those leaving the company will leave their own, very personal and proud legacy.

Dave Buttner
President