

## Toyota: A Vital Part of the Domestic Industry

These are strange times for the auto industry. With mergers, acquisitions and bankruptcies going around like the common cold, many shoppers who want to support domestic industry are left wondering: what does all this mean? Is there any industry left to support?

This Hot Sheet explains Toyota's commitment to the domestic market. It looks at Toyota's domestic content and where it comes from, and even makes model comparisons to U.S.-based brands. Then it wraps up with a discussion of what it all means to concerned shoppers.

### Background: What Is "Domestic"?

Auto companies have to report information to the government about the origin of their vehicles. These reporting requirements have two components: what is assembled, and where it is assembled.

#### **Domestic content: What is assembled?**

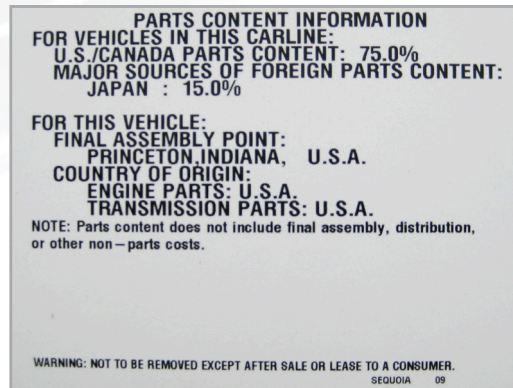
- Calculate the dollar value of the parts needed to assemble the vehicle.
- Calculate the percentage of that value coming from U.S. or Canadian suppliers. (That's the domestic content.)
- Calculate the percentages coming from suppliers in other countries.

#### **Final assembly point: Where it is assembled?**

- Regardless of where the parts originated, where did they roll down the final assembly line?

Next, the government requires new cars have a label disclosing that information and more. The label includes these items:

- Percentage of domestic content
- Other countries supplying at least 15% of the total value
- Final assembly point
- Origin of the engine and transmission

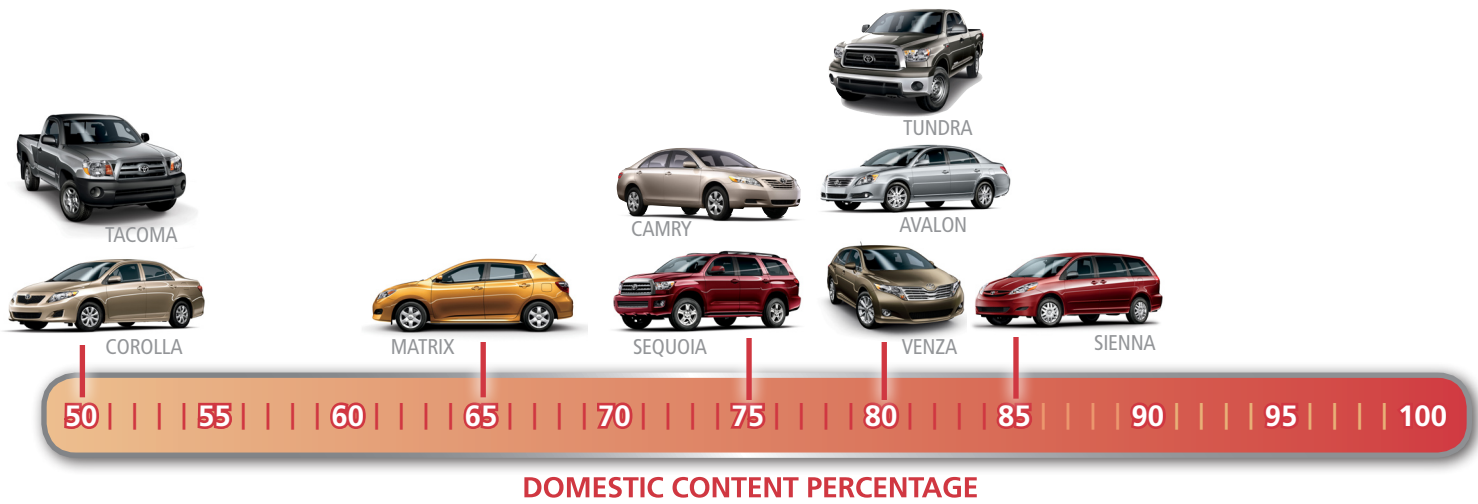


### Did you know...

- Values are calculated beforehand, based on estimated sales for that year.
- Calculations are based on nameplate totals. For example, all Corolla grades are lumped together as one.
- Estimated option take-rates are included as well.

# Toyota's Domestic Involvement

Some people may not realize just how much of the value in many Toyotas comes from domestic suppliers. This graph shows the Toyota models having significant domestic content for 2009.



Toyota partners with hundreds of American companies that supply domestic content. This table shows a small sample of those suppliers.

COMPANY	LOCATION	COMMODITY
OTICS USA Inc.	Morristown, TN	Camshaft bearing caps, fuel pipes
ADVICS North America, Inc., ATTC Manufacturing, Inc.	Tell City, IN	Brake drums/rotors
Aisin Light Metals, LLC.	London, KY	Bumper reinforcements
Delphi Powertrain-Grand Rapids	Grand Rapids, MI	Valve lash adjustors
DENSO Body Division, Instrument Cluster Plant	Marysville, TN	Combination meters, relays, switches
Associated Fuel Pump Systems Corp. (DENSO)	Anderson, SC	Fuel pumps
WEASTEC Inc. (DENSO)	Hillsboro, OH	Crank position sensors
Diamond Electric Mfg. Corp.	Eleanor, WV	Ignition coils
Emhart Teknologies	Hopkinsville, KY	Rivet fasteners
Midway Products Group, Inc.	Hudson, IN	Heat isolators, exhaust manifold stays, oil pan sub-assemblies, brake actuator brackets, surge tank stays, bumper end retainers, radiator grille brackets
MPC Inc.	Walworth, WS	Water inlets, hose protection
SHIROKI North America, Inc.	Smithville, TN	Seat lock strikers, seat legs, seat adjustors, cushion frames, seat lock cables, rear seat back frames
U.S. Engine Valve Company	Westminster, SC	Intake/exhaust valves

# Toyota Facilities Across the Country

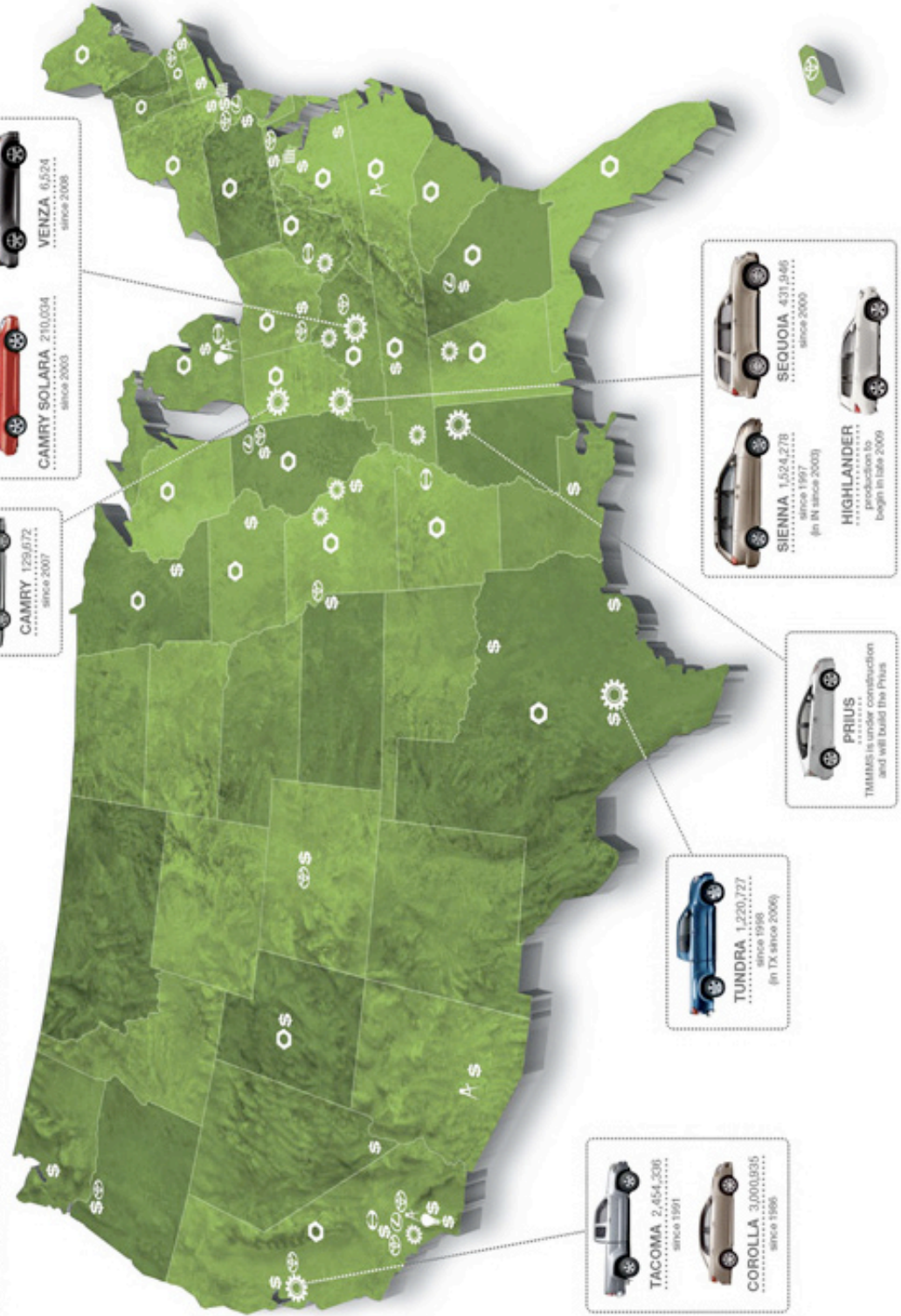
As one of the pioneering foreign-based companies to open assembly plants in the U.S., it's not surprising that Toyota has so many domestic facilities. What may be surprising is to know that over half of all Toyotas sold here are assembled here. This map shows the reach of Toyota's domestic operations.

## TOYOTA OPERATIONS IN THE UNITED STATES

### Toyota Across the United States

- Toyota Sales or Service Office\*
- Manufacturing Facility
- Research and Development Center
- Lexus Sales or Service Office\*
- Supplier State
- Design Center
- Financial Services Office\*
- Holding Company
- Hino Operation or Manufacturing Facility

**Dealerships Throughout the U.S.**  
 All data as of December 2008. \*May represent more than one location.  
 Toyota vehicles and components are built using U.S. and globally sourced parts.



## Putting it Together

It's sometimes illuminating to compare a domestic-brand vehicle to an import brand, using government data. Which vehicle in each pair below is the "domestic" and which is the "import"?

### Round 1: Minivans

Vehicle	Domestic Content
<b>Minivan #1</b>	<b>71%</b>
<b>Minivan #2</b>	<b>85%</b>

While it seems Minivan #1 is likely to be the import brand, in fact Minivan #1 is the Chrysler Town and Country, and Minivan #2 is the Toyota Sienna.

### Round 2: Mid-sized sedans

Vehicle	Domestic Content
<b>Sedan #1</b>	<b>55%</b>
<b>Sedan #2</b>	<b>75%</b>

Sedan #1, with just over half domestic content, is the Ford Fusion. Sedan #2, sporting significantly more domestic content, is the Toyota Camry.

### Round 3: Compact cars

Vehicle	Domestic Content
<b>Compact #1</b>	<b>2%</b>
<b>Compact #2</b>	<b>50%</b>

This one may seem obvious, but Compact #1 is the Saturn Astra. Compact #2 is the Toyota Corolla.

### Round 4: Full-size pickups

Vehicle	Domestic Content
<b>Pickup #1</b>	<b>75%</b>
<b>Pickup #2</b>	<b>80%</b>

Pickup #1 is the Ford F-150. However, the pickup with the most domestic content in its class is Pickup #2, the Toyota Tundra.

While this type of comparison doesn't hold true for every vehicle, it does highlight two important points. First, a shopper shouldn't rely on the nameplate for information about the origin of a vehicle. Second, Toyota produces a number of models that have high levels of domestic content, and many of them are assembled in this country.

## What It All Means

It's understandable that many shoppers want to do right by their neighbors and their national economy by supporting the domestic auto industry. What's important to know is that Toyota is in fact an established part of that industry. The company directly supports thousands of U.S. workers' jobs; through its large domestic supply chain it supports thousands more. Toyota contributes to vibrant American communities. These are things everyone can feel good about.



### For More Information:

- Visit <http://www.nhtsa.dot.gov>, then search for "AALA." The result page will show links to pdf files showing the domestic content of every nameplate sold.
- Visit [http://www.toyota.com/about/our\\_business/operations/manufacturing](http://www.toyota.com/about/our_business/operations/manufacturing) for information about Toyota's domestic infrastructure.

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