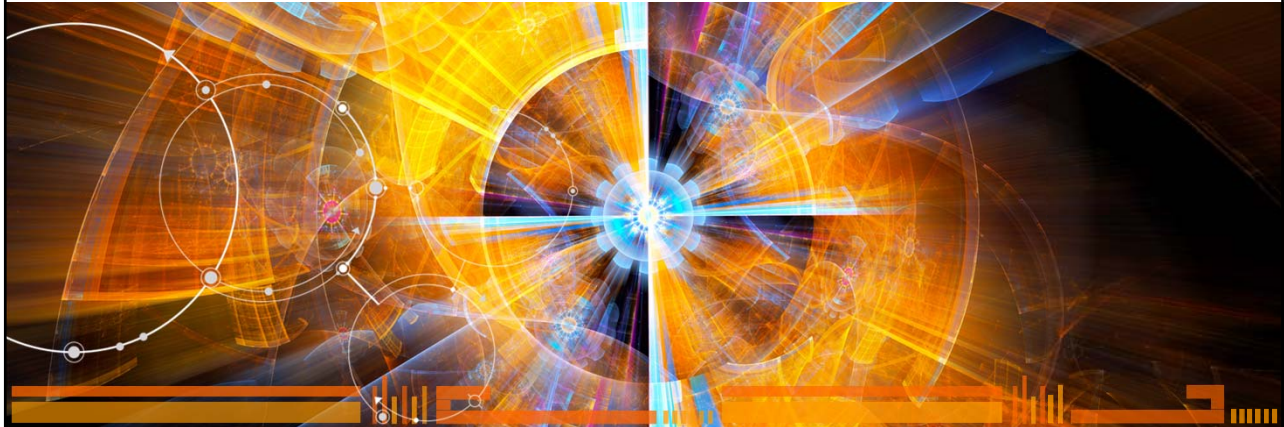


Driving Innovation In The Digital Economy

Jayadev Gopinath, General Manager - Advanced Technologies & Data



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Camry Most American Vehicle

The Toyota Camry was first sold in the United States in mid-1983. The Camry remains the best-selling car in America for 15 straight years and was voted the most American vehicle by Congress.

10 Plants
in the U.S.³



365,000 Jobs
created in the U.S.¹



60 YEARS

operating in the U.S.

\$21.9 Billion

direct investment in the U.S.

\$32.9 Billion
parts & materials purchased²



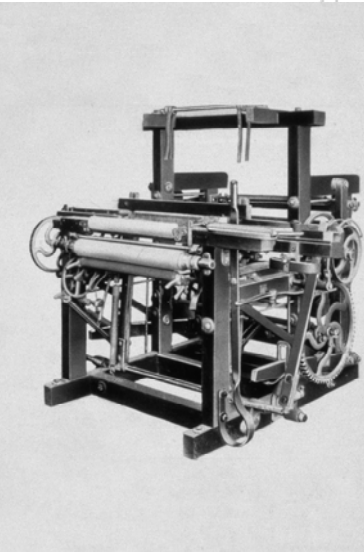
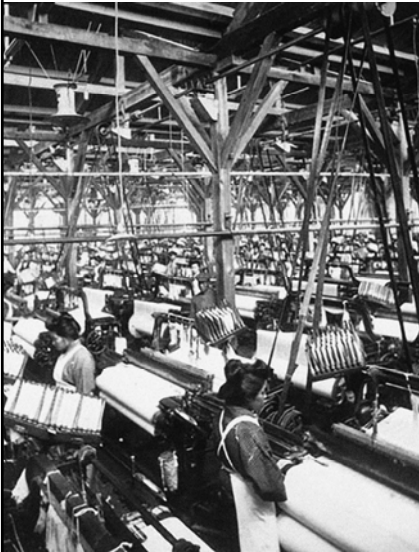
1,334,691
vehicles produced

9 Models built in the U.S.⁴



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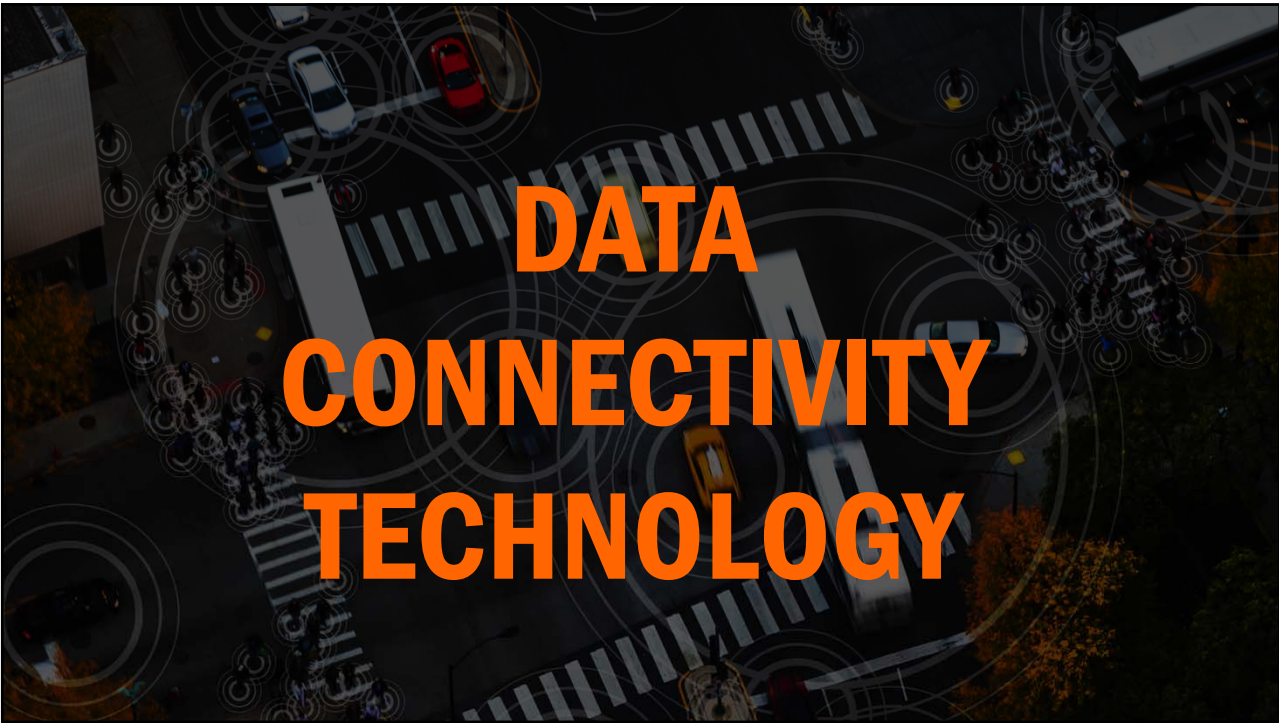
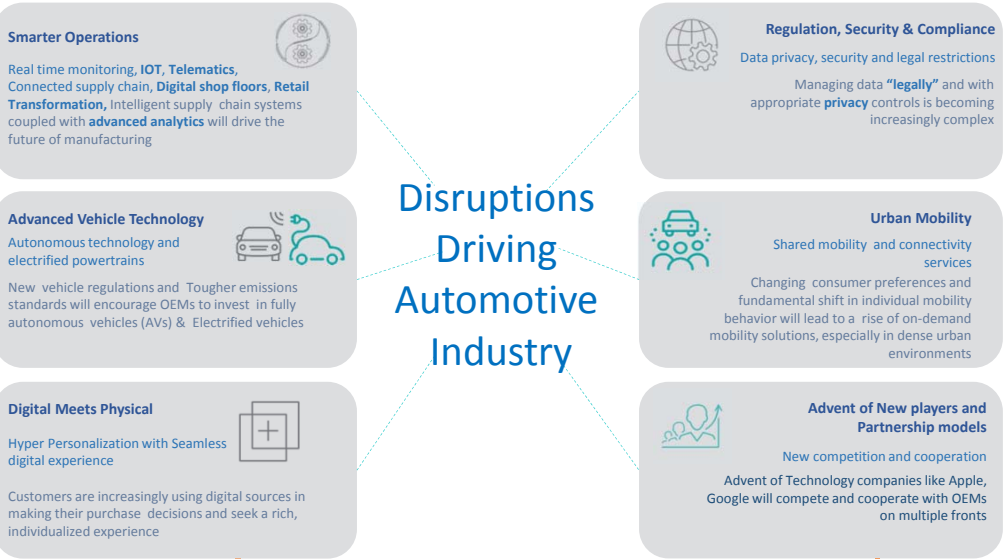
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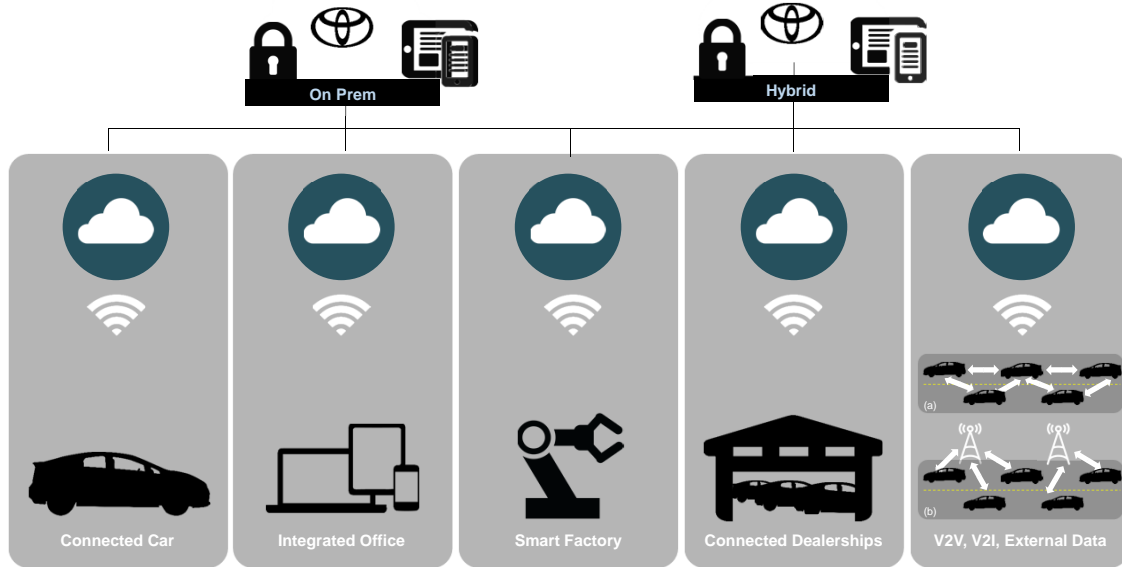
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Digital Powers Automotive Industry



Connected Everything

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Connecting Through Advanced Technology



Connected Car



Connected Factory



Connected Customer



Connected Car

Interior Concept

Device Vehicle Home

11

HUI

CAR SHARING

Powered by TOYOTA CONNECTED | **SERVCO**

USAGE
PRICING
VEHICLE PLACEMENT
FLEET MANAGEMENT

Internet of Things

\$25 billion
Connected "Things" by 2020
— Gartner

\$1.7 trillion
Market for IoT by 2020
— IDC

IoT Provides a Competitive Advantage

70%
of Value Enabled
by IoT Will Come
from B2B
Scenarios
McKinsey & Company

The infographic features a central red circle containing the text '70% of Value Enabled by IoT Will Come from B2B Scenarios' attributed to McKinsey & Company. Surrounding this circle are eight icons representing various IoT applications: a printer, a server rack, a robotic arm, a car, a truck, a factory, a hand holding a tool, and a control panel.

Humidity Low in Paint Environment

Machine Maintenance Required

Heat Sensor Calibration Off

Adjust Alignment

IoT in Manufacturing

Connected Machines

A photograph of a car assembly line with several white cars. A red vertical bar on the left contains four white callout boxes with text. White lines connect these boxes to specific points on the cars and machinery. The text 'IoT in Manufacturing' and 'Connected Machines' is overlaid on the bottom right of the image.

Retail Transformation

A Connected Customer Journey

Create customers for life by delivering unparalleled products and experiences.

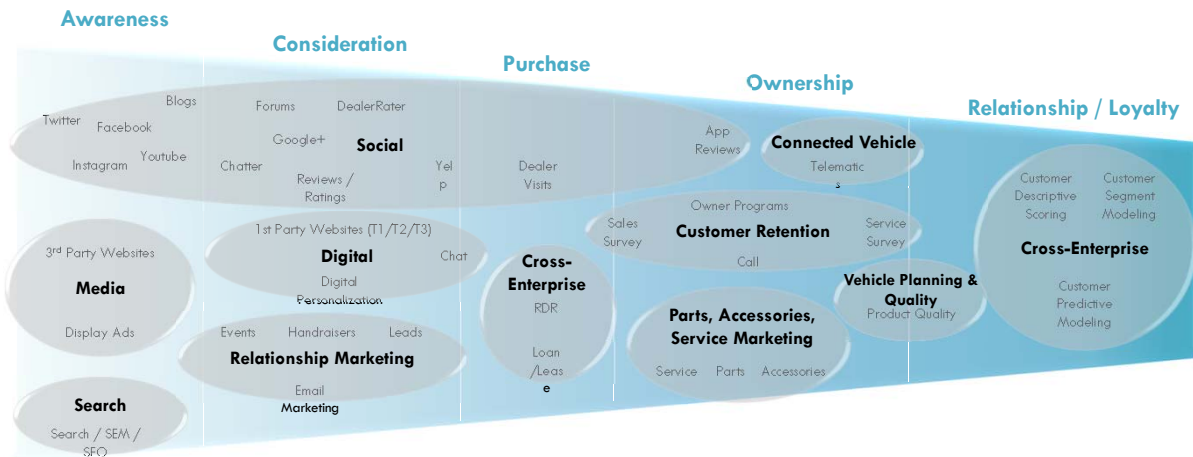
Toyota Vision

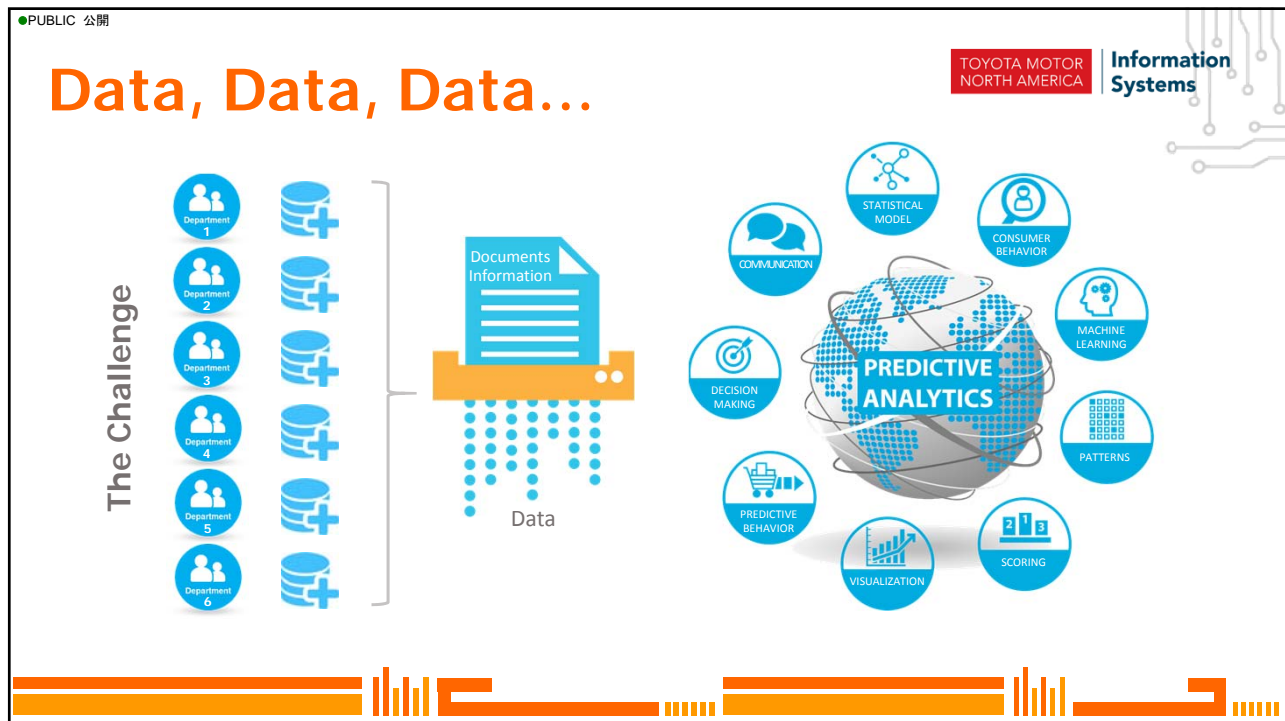
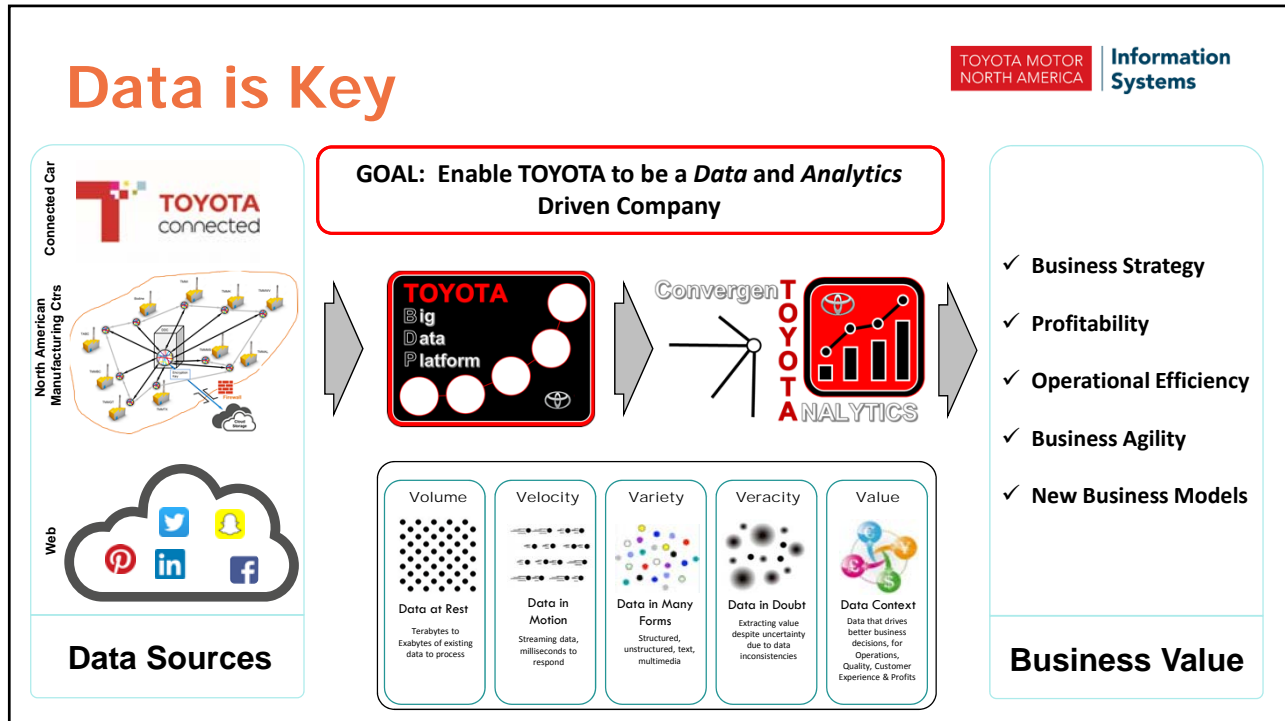


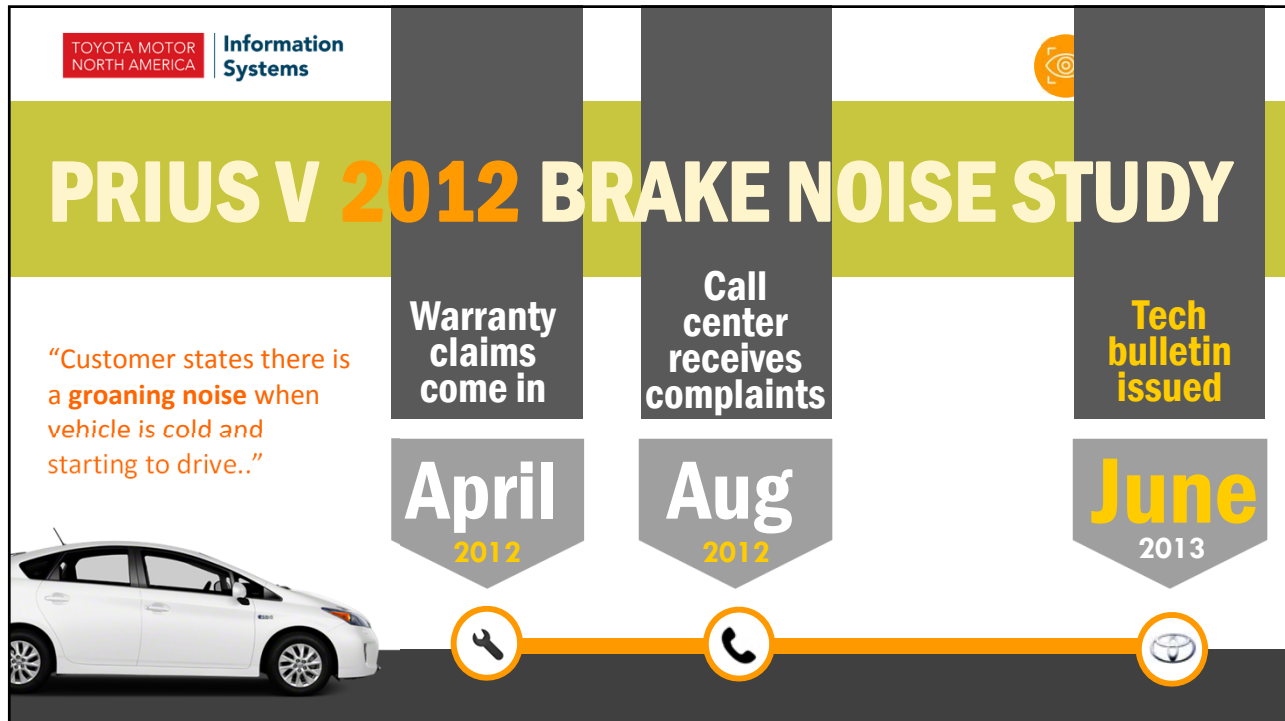
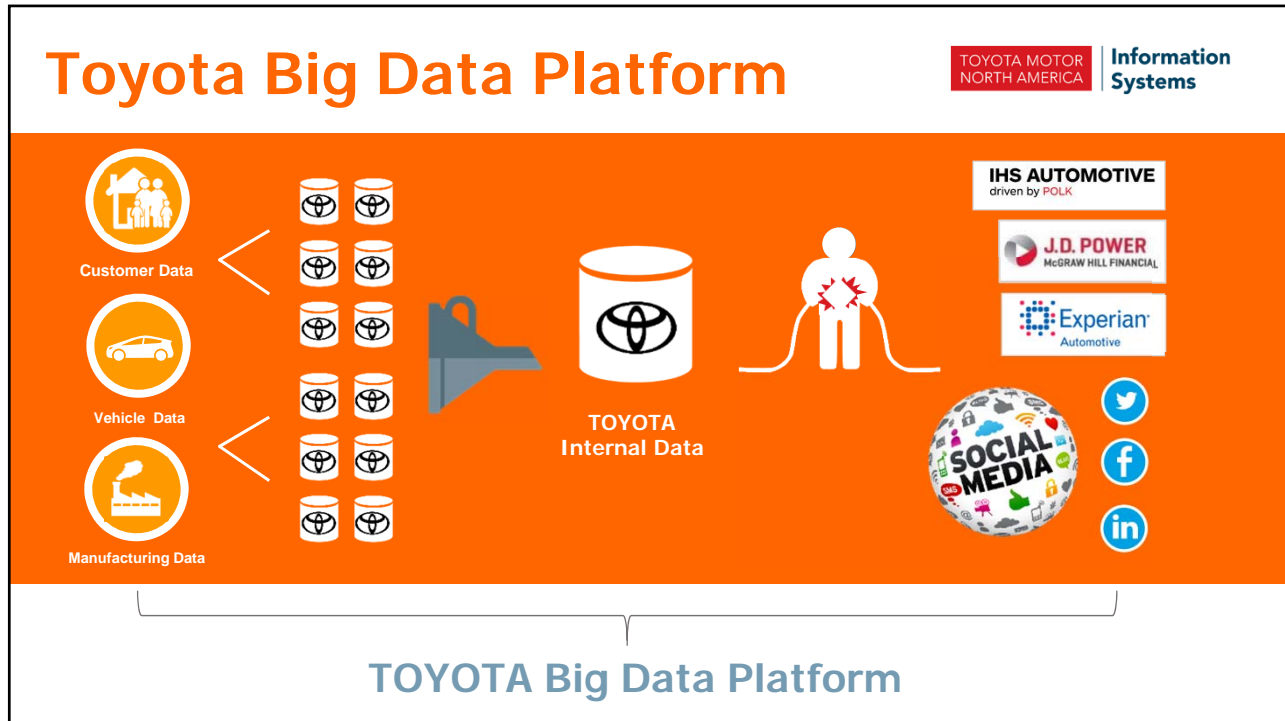
Retail Transformation



Touchpoints Through the Customer Journey



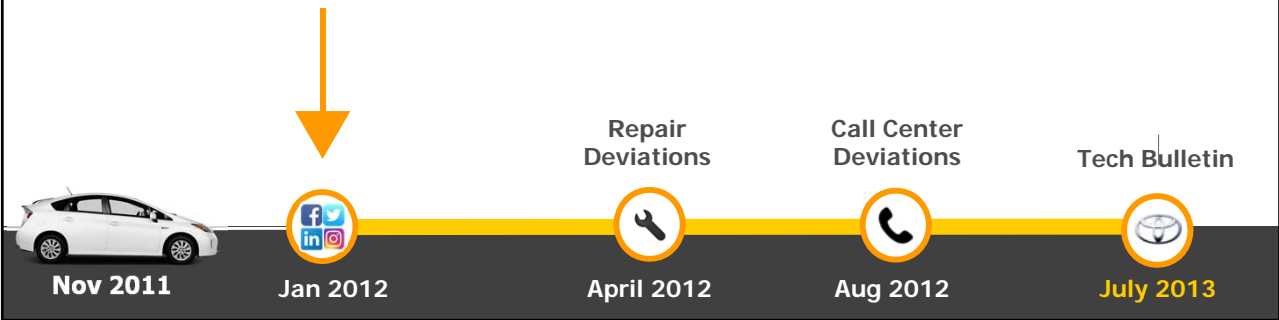






FIRST SOCIAL MEDIA ACTIVITY

5 month lead on internal indicators.



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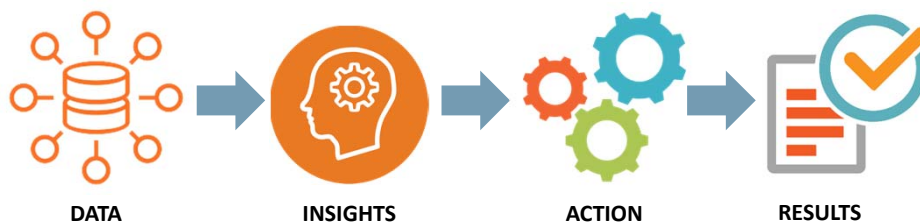
Toyota Big Data Platform



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Culture Shift

Becoming a data driven company



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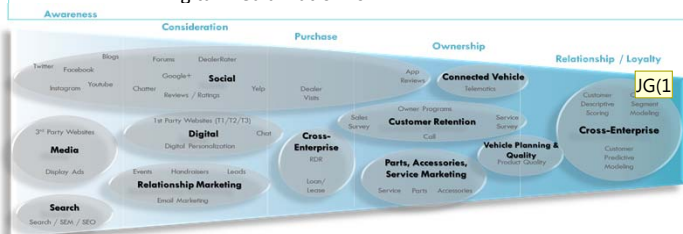
Targeted Marketing (2018 Camry Launch)

Area: Sales & Marketing
Scope: Target online campaigns (2018 Camry) at potential customers. Provide personalized experience to customers visiting Camry site

Objective: Better understand Customer behaviour by collecting and analysing all their touch points with Toyota. Build predictive models to identify and target high value customers. Provide information to marketing partners to execute campaign

Foundation: Regression Analysis (Gradient Boosting, Random Forest, Logistic Regression)
 Digital Media Platforms

	STAGE	TYPE OF AI	DEV. APPROACH	TECH. KNOWHOW	BIG DATA
Concept Trial	PoC	Learning Logic	Vendor tool	Partner Company	On premise
Development	Development	Natural Language Speech o-o Text	Vendor tool	Vendor (Package)	Private Cloud
Live	Live	Image & Vision	Customer Dev.	Ext. Staff	Public cloud
		Open Source			Hybrid
		Vendor Platform			
		Vendor tool			
		Customer Dev.			
		Partner Company			
		Vendor (Package)			
		Ext. Staff			
		On premise			
		Private Cloud			
		Public cloud			
		Hybrid			



Results
 Launched for FY18 Camry Launch
 Digital Marketing Campaign



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In closing....

CULTURE!



STRATEGY!!!



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THANK YOU!

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