

Toyota BusinessPlus

Book of Plus

A better way to do business



Rewarded with a smile by exceeding
your expectations.

“Toyota will lead the way to the future of mobility,
enriching lives around the world with the safest
and most responsible ways of moving people.
Through our commitment to quality, constant
innovation and respect for the planet, we aim
to exceed expectations and be rewarded with a
smile. We will meet challenging goals by engaging
the talent and passion of people who believe
there is a better way.”

Toyota Global Vision

Toyota Business
+ Plus

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Toyota Environmental Challenge 2050

**Working
towards the
future**

**Broadest
range of
solutions**

**Quality
products and
services**

+

+

+

+

**The Promise of a Better Way
to do Business**

**Best
purchase
experience**

**A true
partnership**

+

+

**Best
business
relationship**

How is Toyota committed to my needs?

Our customer promise will guide our behaviour
and ensure we always exceed your expectations.

“A Better Way to Do Business.” It's
our Customer Promise. To ensure this
is evident in your experience with
us, we will demonstrate our ability to
exceed your expectations in a clear
and transparent way, time and again.
Our Customer Promise is founded on
6 pillars that will ensure we continue
to innovate and move forward in a
responsible and sustainable way.



How will Toyota work with me?

We will work closely with you at all times, applying our expertise to fix your problems.

A strong relationship is the most important element of any partnership. We understand that your time is precious and the process of acquiring and maintaining a fleet, whatever its size, can be challenging. That's why we'll work with you to build a confident, direct and informative relationship.

This relationship is supported by the expertise of one of the world's largest automotive manufacturers and leaders in hybrid technologies. As we become the partner you can rely on, we will become your "fixer" too. We're the experts on process and problem solving in mobility solutions, so you don't have to be, allowing you to focus on running your business with confidence.



How will Toyota make my experience different?

We will ensure that you experience our passion for “always better” throughout the purchase and ownership experience.

For around 80 years Toyota has been passionate in its quest for superior quality, improving it every day through a careful combination of engineering, innovation and dedication. Today you can experience this passion through the knowledgeable and experienced sales consultants in our retailers – who’ll take the time to find a positive solution to your needs – and through the rewarding driving experience and legendary Toyota quality apparent in our wide range of models.

With our support, and that of local reputable finance providers, finding innovative ways to fund your fleet and after-sales care that puts you first, you can be assured of a quality experience at every stage of your relationship with Toyota BusinessPlus.



Can I rely on Toyota?

We are dedicated to producing always better cars and providing services that are tailored to your specific needs.

When your business depends on the safe passage of people and cargo, you should feel confident you won't be let down. Our commitment to continuous improvement, respect and problem solving has meant that our products have earned an enviable reputation here in Cyprus and the world over for quality and reliability.

But it's not just our cars that give us a reason to be proud. Choosing dependable Toyotas for your business is just the start of a journey where every person you meet takes a personal interest in your business. As your partner for the long-term, you can rest assured knowing that every Toyota department you have a relationship with is dedicated to delivering impeccable service, guidance and support, time after time.



How will Toyota make my business feel special?

We will repay your trust in us with a service that is transparent, reliable and consistent.

Trust is key to the success of every relationship, which is why we place such importance on earning yours through our actions each and every day. We are committed to providing information in a transparent and responsive way; this could be presenting you vehicle costs and offers, service rates or simply advice whenever you need it. We will prove ourselves through a personal, one-to-one service that you can feel confident in.

From guiding you through the benefits of our extensive range of Toyota and executive models, to giving you a clear understanding of our Total Cost of Ownership proposition or arranging a last-minute service, we will always take the time to listen and fully understand your requirements, so we can find the solution that's right for you.



How will Toyota help me find the best solutions?

We will offer you the broadest range of mobility and accessibility solutions to keep your business on the road.

No two businesses are alike: they come in a range of shapes and sizes and all have their own specific needs. To ensure we're the right partner for your business, it's imperative we offer the widest range of products and services.

Thanks to a large range of passenger cars and light commercial vehicles, Toyota BusinessPlus has a product for every business need. Add in the synergies of our wider executive models and we can offer solutions for junior employees through to the chairman of the board. And with a comprehensive package of flexible financing and insurance products on offer, it's easy to see how Toyota BusinessPlus can provide the right solution for you.

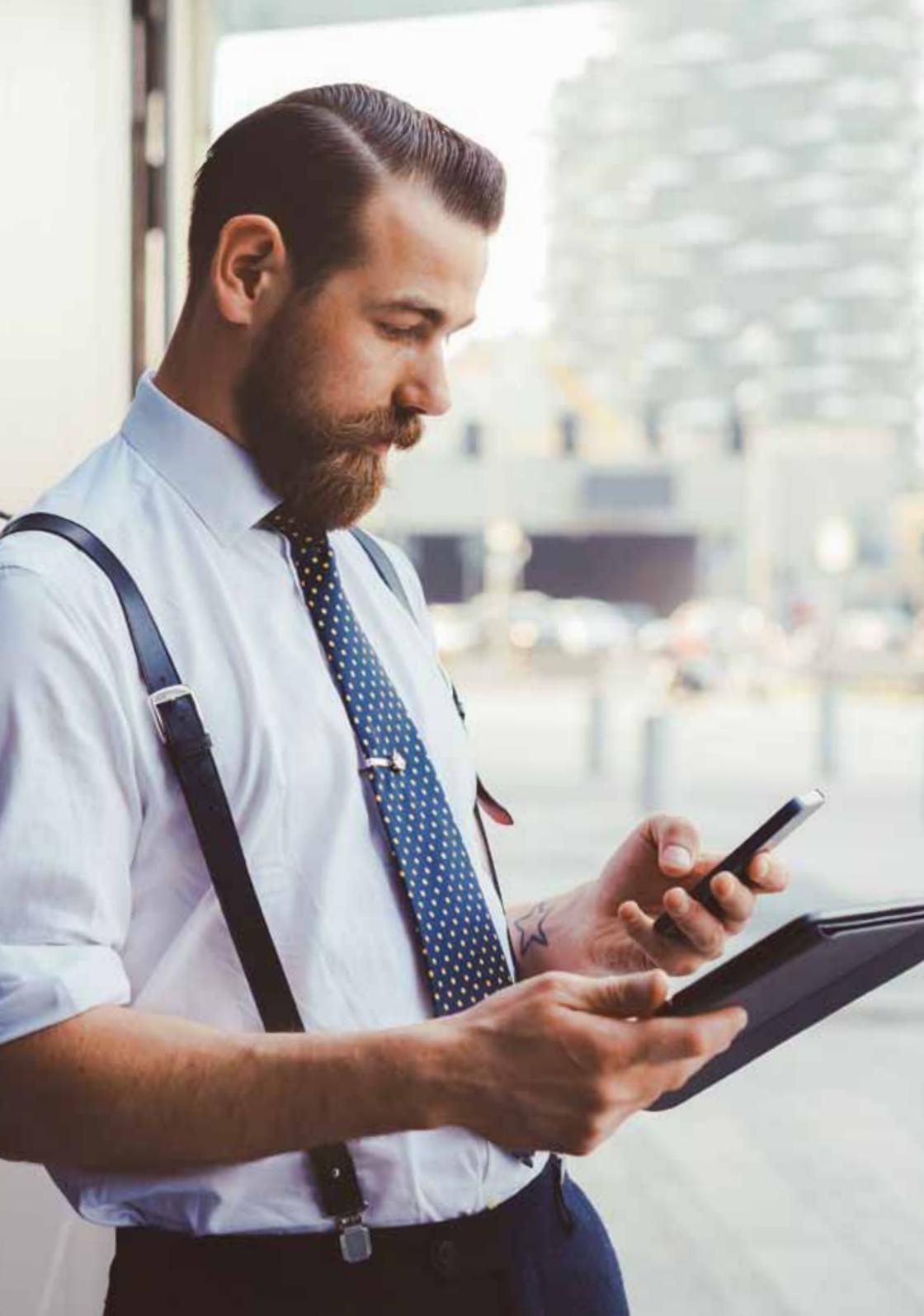


How will my relationship with Toyota evolve?

You will grow to trust us and count on our skills, experience and knowledge.

Our ambition is for the relationships we form to last. This approach is inherent in everything we do, from helping businesses grow to working on corporate and social responsibility projects. We are part of the fabric of a sustainable future. For us, there's no such thing as a quick win – success lies in the everyday nurturing of mutually beneficial business relationships.

Our focus is people – and it's our people who make the real difference. With the best consultants and technicians supporting you, and a dedication to kaizen (continuous improvement) at the heart of everything we do, we will always find a better way to deliver the service, support and value you expect. We realise that when you commit to Toyota BusinessPlus it's an investment, not only in your time but in the vehicle and in us. We want your business to grow, that's why we promote positive vehicle residual values, robust re-marketing programmes and low maintenance costs.



Can I be confident that Toyota will always be there?

Through our strengths in innovating today, we are confident of protecting the environment and reducing the financial impact of your fleet tomorrow.

It's not simply cars that matter for the future though, it's how mobility plays a part in a sustainable society. Smart mobility and Intelligent Transport System trials demonstrate not only the importance of electric vehicles in integrated transport networks, but also our desire to reduce and even prevent vehicle accidents.

By maintaining a highly respected voice in mobility legislation around the world, we can lead the way to a brighter future and move your business's fleet in the most responsible and safest way possible.



Why should I choose Toyota?

We are dedicated to delivering you reliable vehicles with competitive residual values, award-winning aftercare, flexible financing and transparent services.

The Toyota BusinessPlus Promise

- Wide-ranging solutions for every business need
- A quality experience at every stage
- A global reputation for quality and reliability
- Tailored advice and one-to-one support
- A partnership that's built on the long-term
- A commitment to technological and environmental innovations

By taking the time to really understand what you need from a successful partnership we are confident we can go on to be the fleet partner of choice for businesses across Cyprus, whatever their size or requirements.

Challenge 1

New Vehicle Zero CO₂
Emissions Challenge.



+



Challenge 2

Life Cycle Zero CO₂
Emissions Challenge.

+

Challenge 3

Plant Zero CO₂
Emissions Challenge.



+



Challenge 4

Challenge of Minimising and
Optimising Water Usage.

+

Challenge 5

Challenge of Establishing a
Recycling-based Society and Systems.



+



Challenge 6

Challenge of Establishing a Future
Society in Harmony with Nature.



Toyota Environmental Challenge 2050

Our mission for a better future.

We are proud of our record as a pioneer of environmental technologies; still, we believe there is much more we can achieve. We have drawn up a series of major challenges that we will be working to achieve by 2050, going beyond zero environmental impact to deliver positive environmental benefits.

Our company here in Cyprus has successfully implemented an Environmental Management System since 2009 and is ISO14001 Certified.

For more information on Toyota's environmental activities please visit:
www.toyota-europe.com/world-of-toyota/feel/environment/environmental-challenge-2050

Want to find out more?

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