



## **TOYOTA UGANDA LTD**

Mr. Ian. Walker

Country Representative and Managing Director

1A/1b 1st Street; P.O. Box 31732-Kampala, Uganda

Tel:(256) 31 2301500,Fax :(256) 41 346649

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Plot 65, Bukoto Street-P.o Box 36733-Kampala-Uganda,Tel: +256 312 283 776, +256 712 936 206

Email:publicopinions@yahoo.com-Website: www.pubopinions.org

"From now on I want everybody to put their efforts together and unite in finding a way to make superior vehicles."*Kiichiro Toyoda-Founder Toyota Motor Corporation, May 1939*

Nothing is so good that it cannot be made better. That is why we strive for constant improvement in everything we do. It is not a motto or a mission statement we hang on the wall and forget about. It is simply the way we do things. We have a word for it: 'kaizen'. It means 'continuous improvement' and it is the key principle that guides us in our pursuit of total quality.

This commitment to quality results in real benefits – benefits that enhance the quality of your life. We know this because you tell us so by consistently voting Toyota highly in independent customer satisfaction surveys. This is also evident through the outstanding results Toyota achieves in the Euro NCAP safety tests. Most of all, we know this because we make it our business to find out how to give you the best possible ownership experience, from when you first buy your car, right up to when you ultimately sell it.

What this means for you is that every time you get into the driving seat of a Toyota and start the engine, you will experience a feeling of complete confidence. Confidence that comes from knowing that the car you are driving is designed and engineered with the very highest standards of quality and reliability in mind. For Toyota, quality is not just a promise; it is a way of life.

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