

Toyota's company goals focus on sustainability, innovation, and global leadership in the automotive industry. *Social Responsibility*: Contributing to society by engaging in community development, ensuring ethical business practices, and fostering a diverse and inclusive workforce. *Environmental Sustainability*: Achieving carbon neutrality by 2050 through the development and promotion of eco-friendly technologies, such as hybrid, electric, and hydrogen fuel cell vehicles. *Continuous Improvement*: Upholding the principles of the Toyota Production System (TPS) to enhance efficiency, reduce waste, and maintain high quality across all operations. 2.3.4.5.6.