

First Half Financial Results of FY2011



November 15 ,2010 (Mon)

 **TOYOTA BOSHOKU**

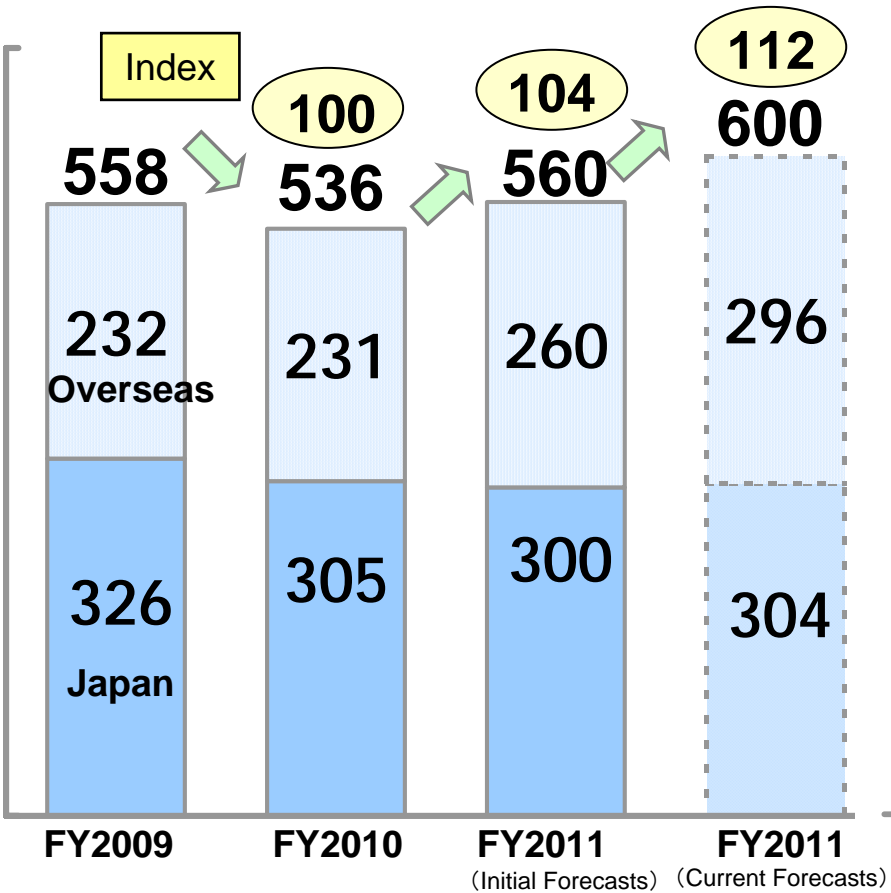
Global Seat Production

Forecast raised to 6 million seats for FY2011 mainly due to increased overseas production.

Second half production is expected to decrease when compared to the first half due to factors such as reduced domestic production.

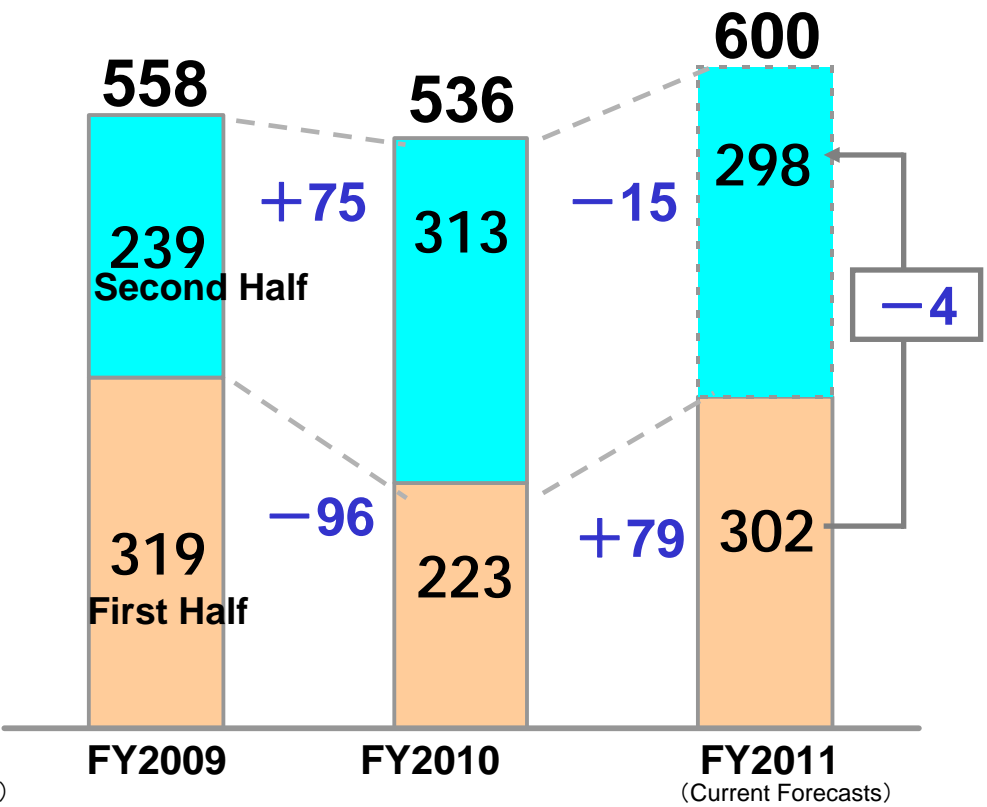
Number of Seats Produced, Consolidated

Japan/Overseas



Half-yearly Basis

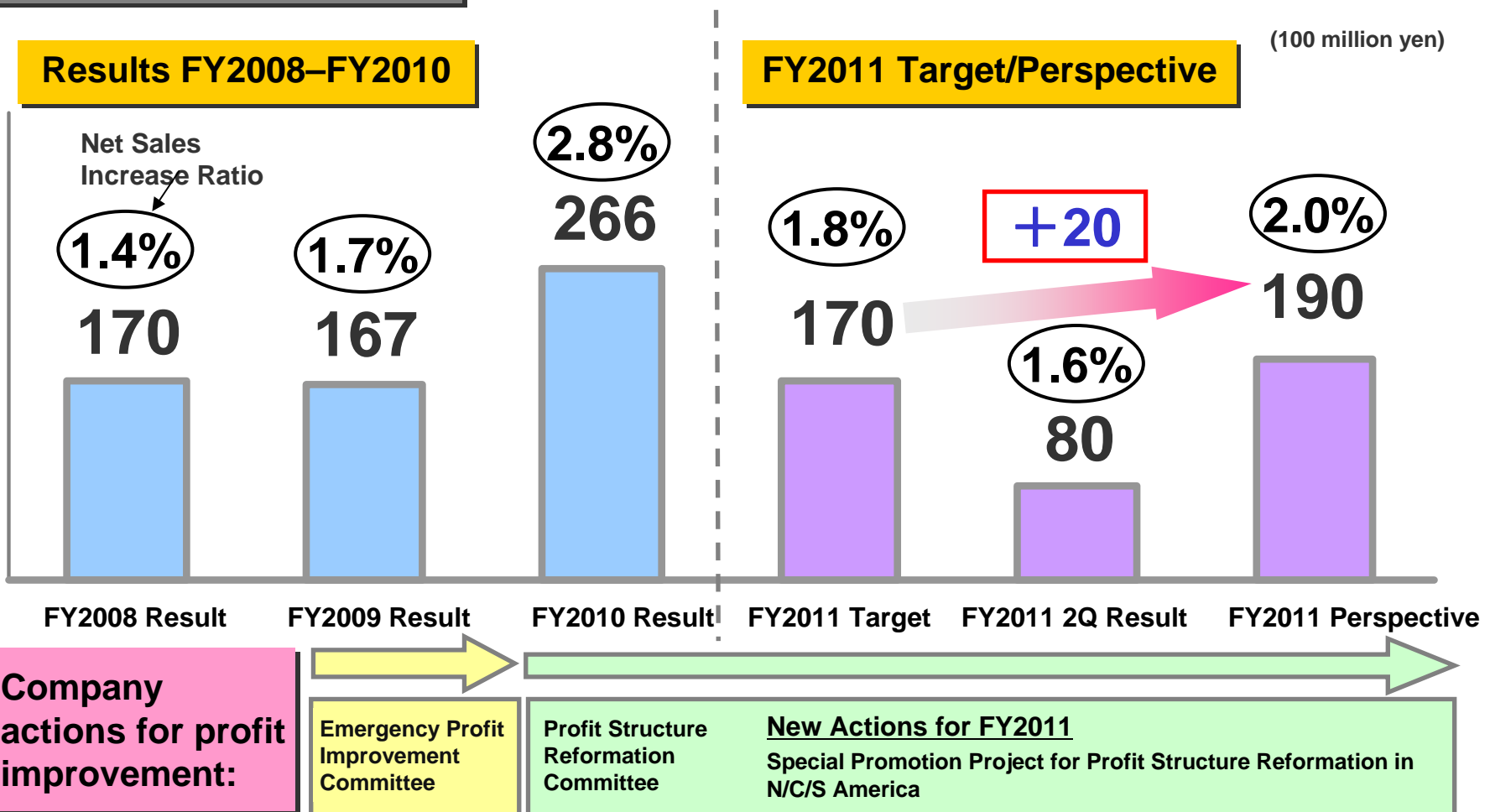
(10,000 Units)



FY2011 2Q Profit Structure Reformation Efforts

The net sales increase ratio rose due to Emergency Profit Improvement Activities and Profit Structure Reformation Activities. The target will be exceeded at year-end.

Single-Year Improvement



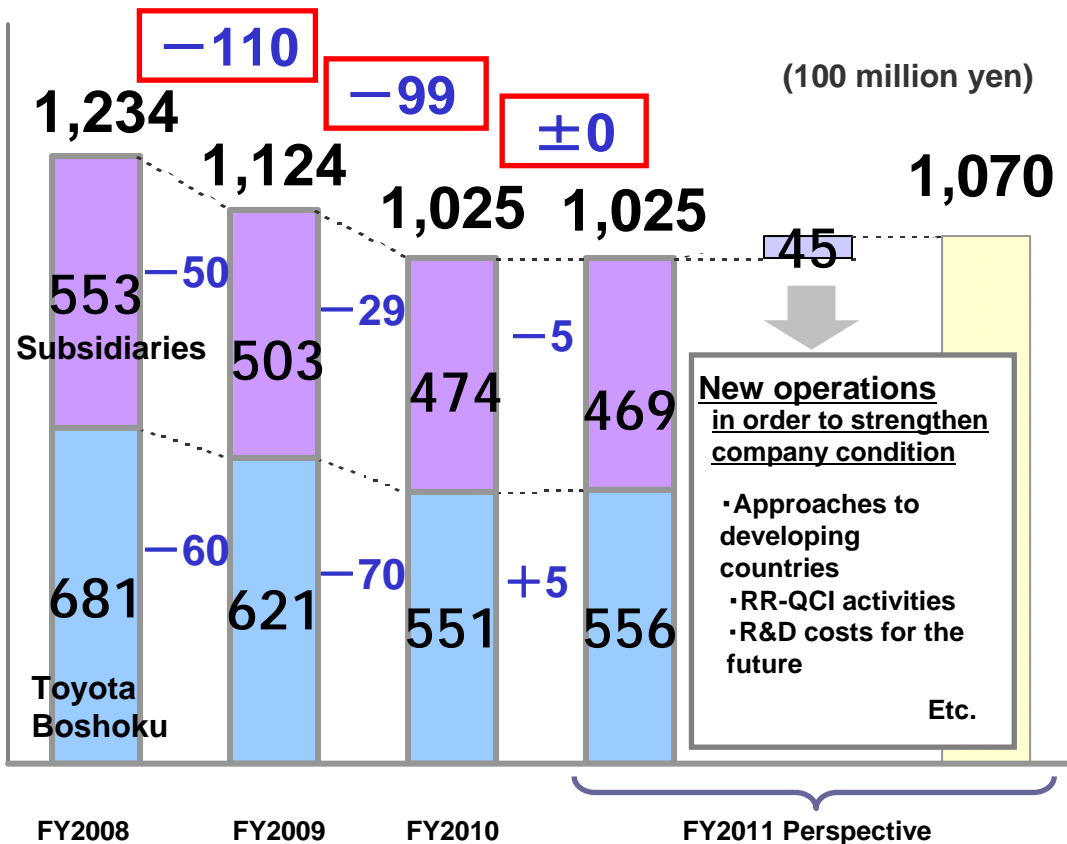
FY2011 2Q Profit Structure Reformation Efforts - Fixed Costs

Implementing streamlined operations through profit structure reformation

Continuing minimum budget for FY2010

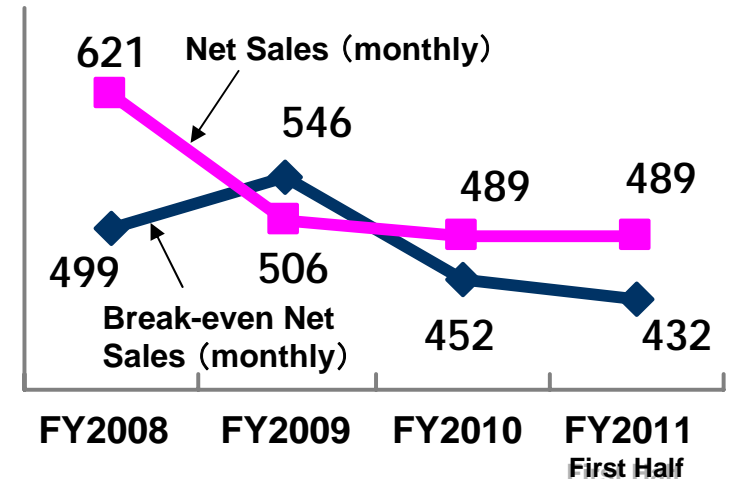
Reductions in Fixed Costs

(Excluding write-off costs)



Break-even Sales (Toyota Boshoku)

(100 million yen)



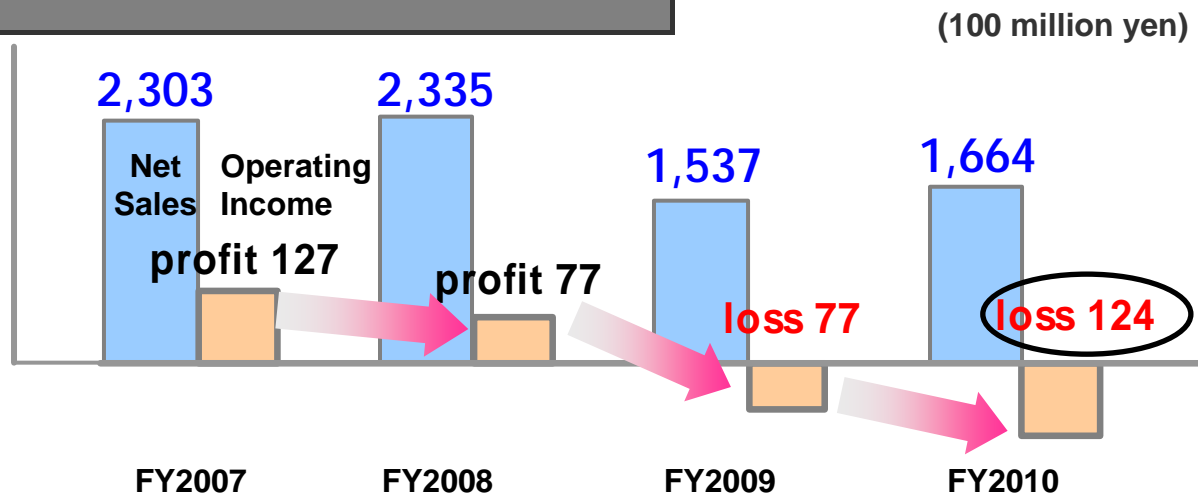
Lower the break-even sales point by continuing minimum budget and reforming variable costs

Maintain and improve streamlined, robust and healthy company conditions

FY2011 2Q Profit Structure Reformation Efforts – N/C/S America

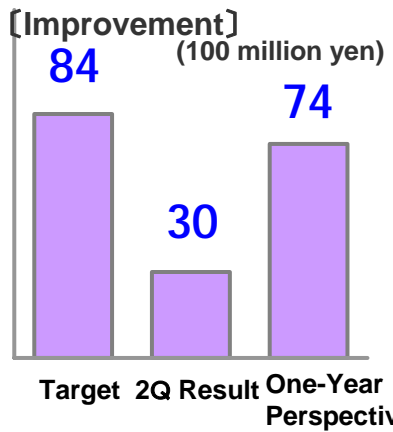
Seeking rapid profit reformation through by starting a Special Promotion Project in N/C/S America

N/C/S America: Profit/Loss Trends

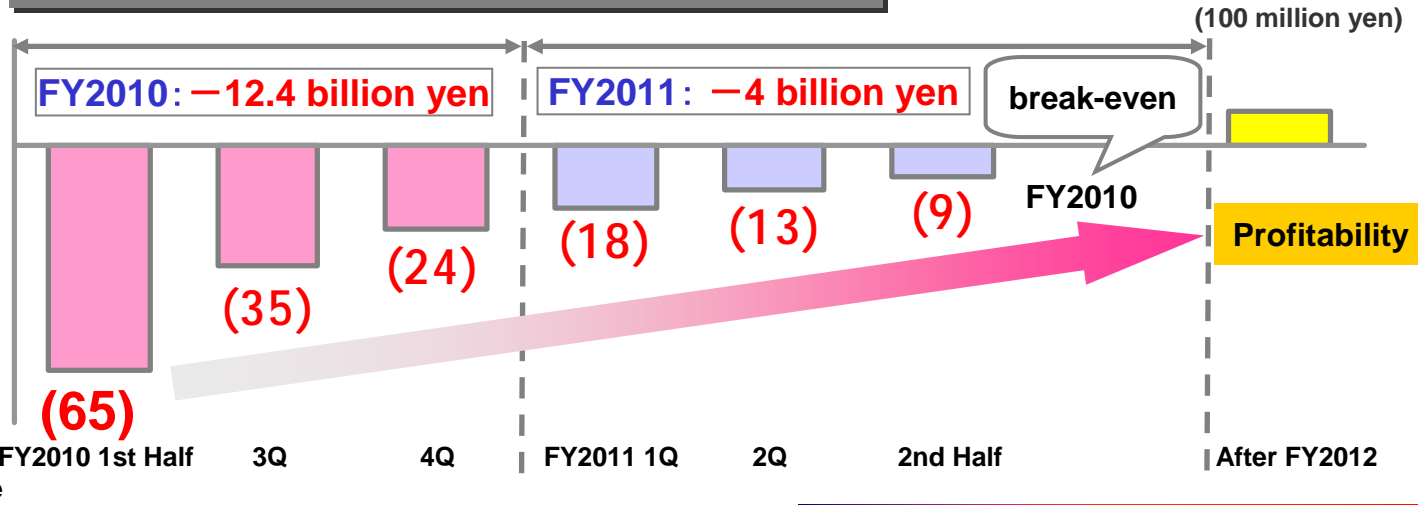


- Stagnating sales
 - Establishment of new companies
 - Loss on release of new vehicles
 - Business restructuring
- ↓
- Special Promotion Project for Profit Structure Reformation in N/C/S America**

Effects from Profit Structure Reformation Programs



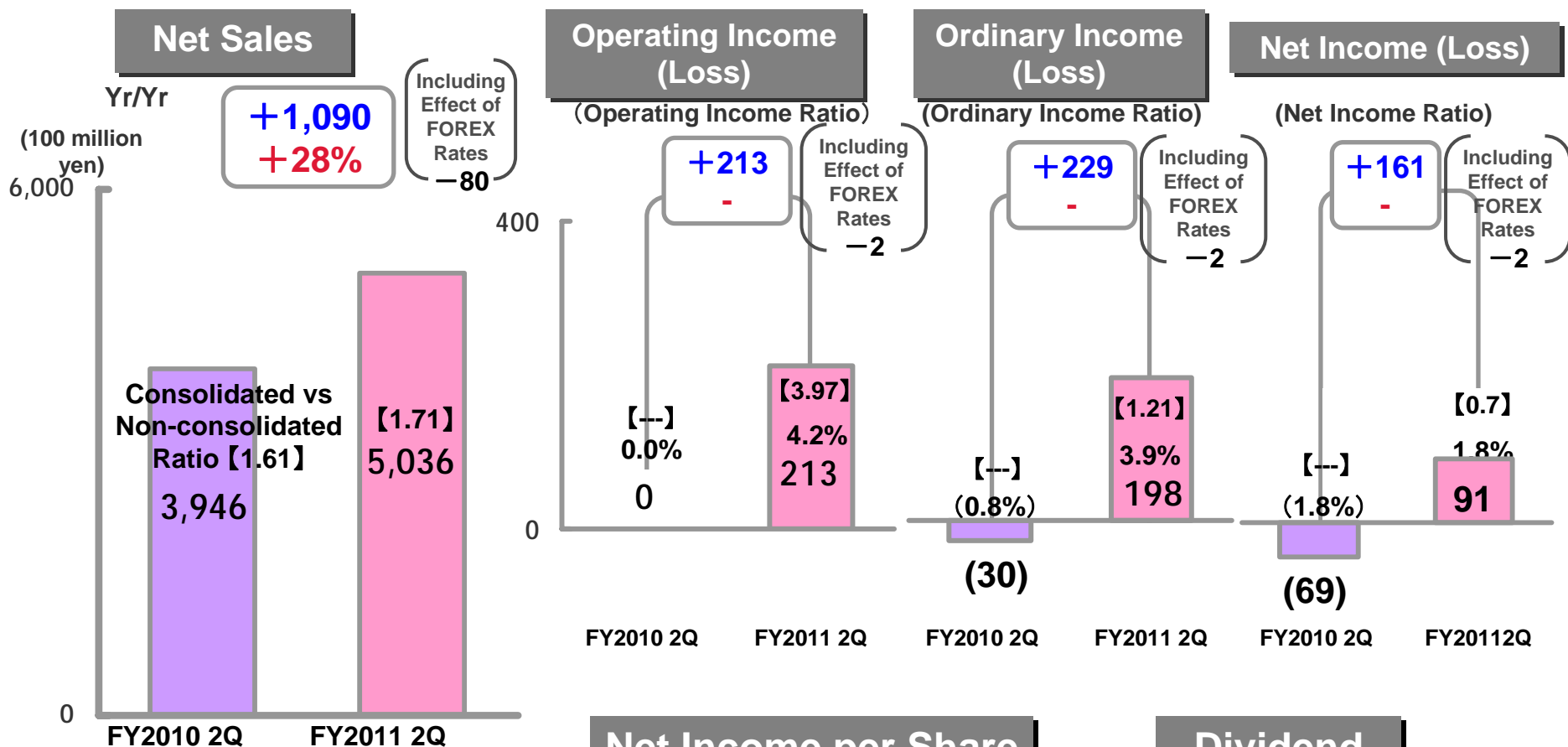
Operating Income (Loss) FY2010-FY2011



◇ FY2011 Second Quarter Financial Results

FY2011 2Q Financial Results

Losses turned into profits as the results of increased production, increased income and profit structure reformation activities.



	FY2010 2Q	FY2011 2Q
US\$	95.49 yen	88.95 yen
RMB	13.96 yen	13.38 yen
Thai baht	2.78 yen	2.78 yen
EUR	133.16 yen	113.85 yen

Net Income per Share

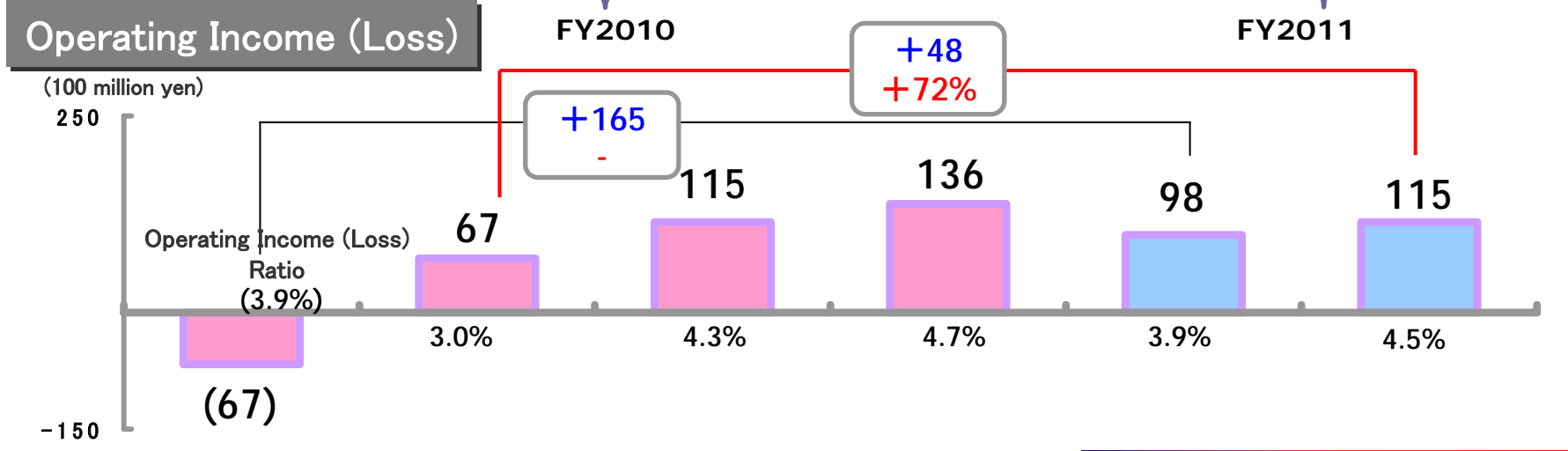
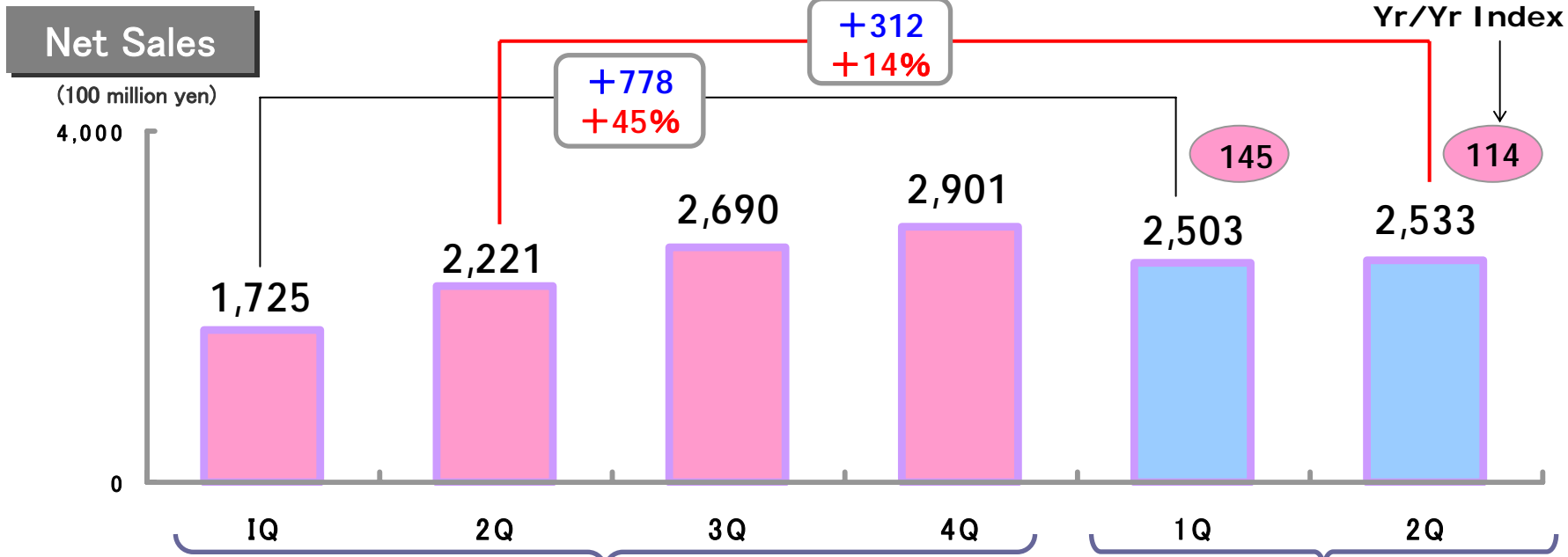
-37.48 yen → 49.30 yen

Dividend

5 yen → 8 yen

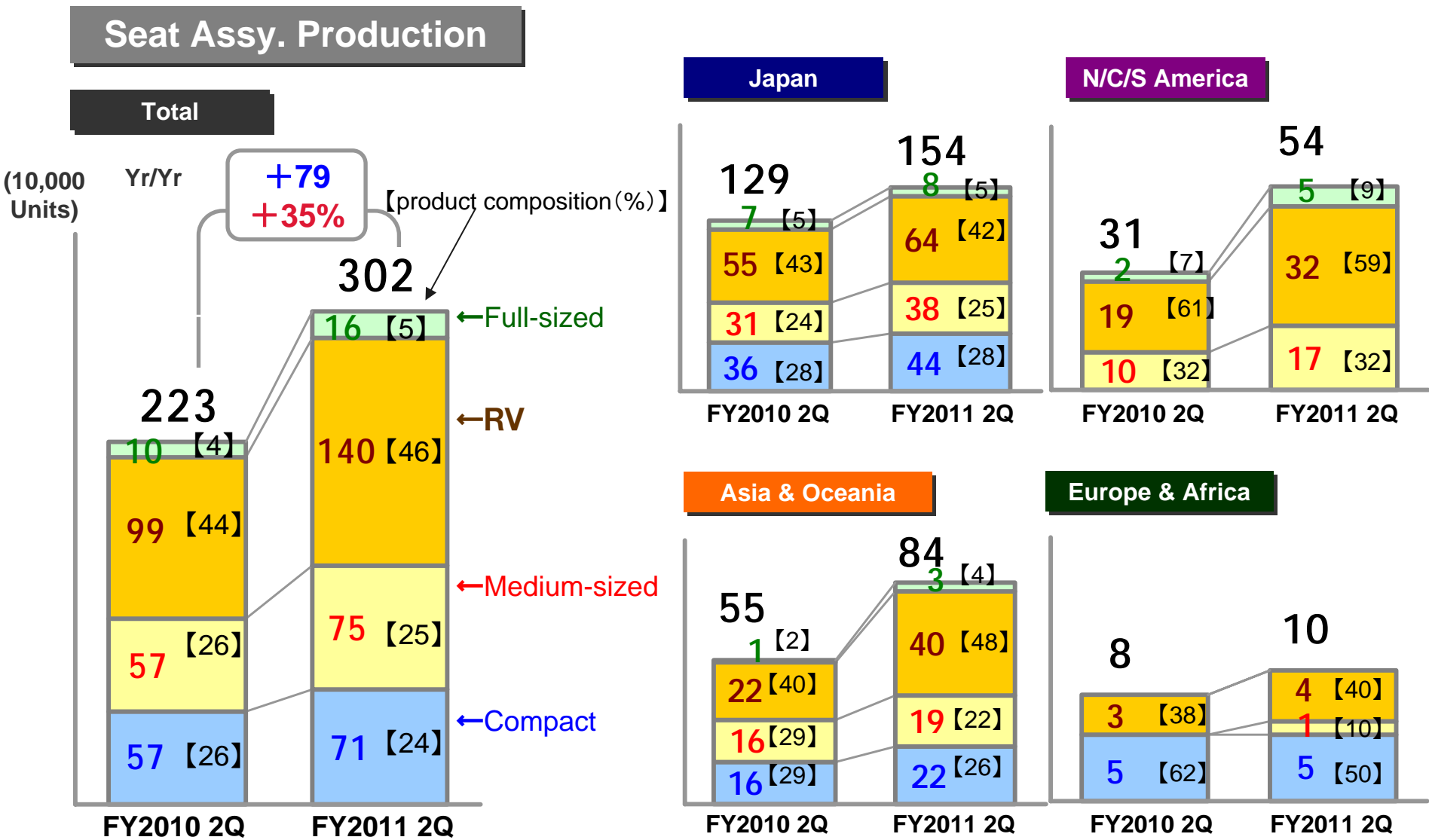
FY2011 2Q Financial Results

Net Sales and Operating Income increased compared to the same period of the previous year.



FY2011 2Q Unit Sales by Region

Due to market recovery, unit sales increased in all regions and categories.

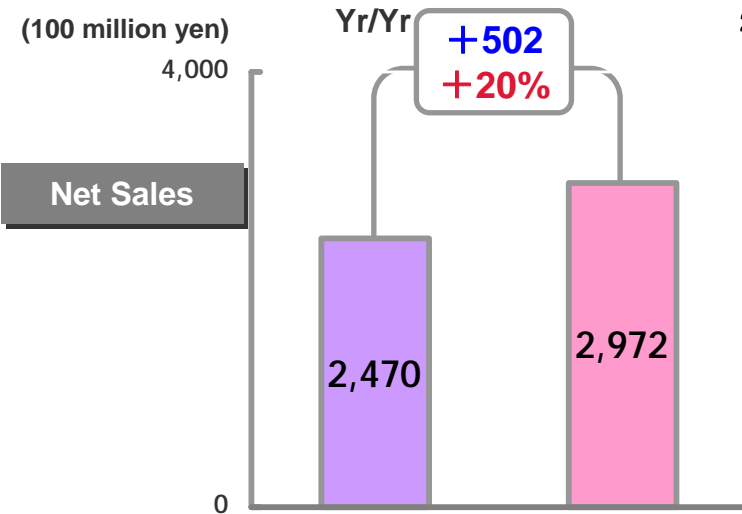


FY2011 2Q Net Sales and Operating Income by Region (1)

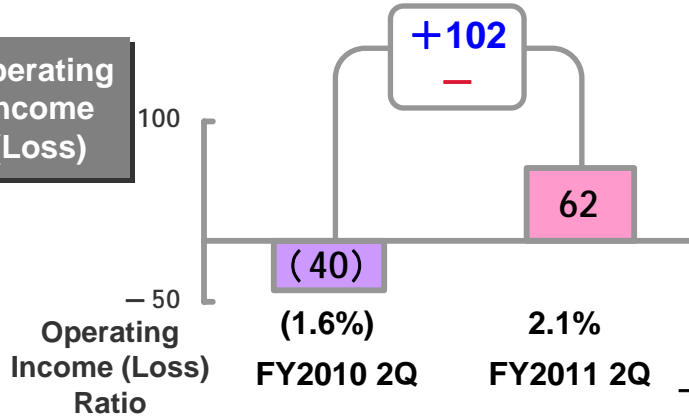
Japan

(100 million yen)

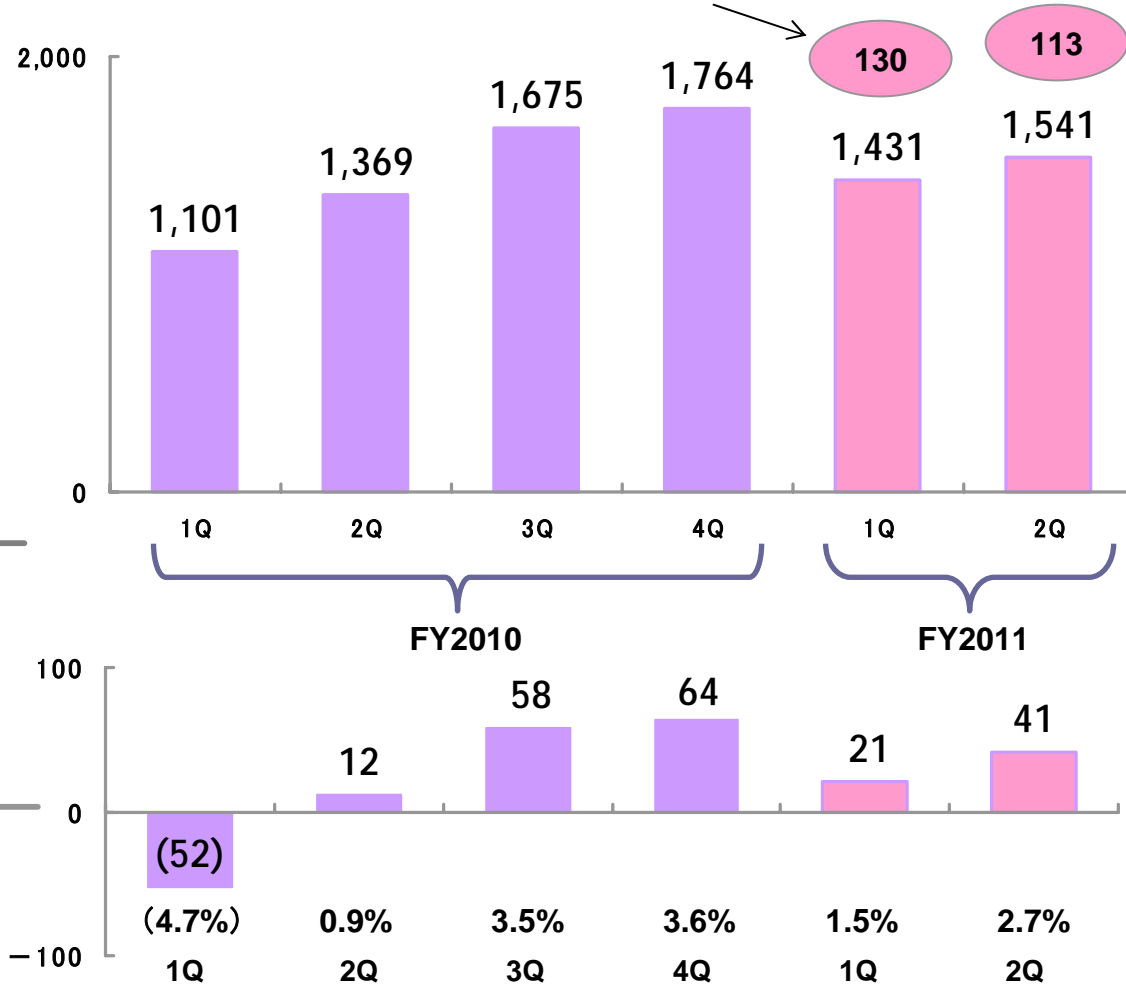
Net Sales



Operating Income (Loss)



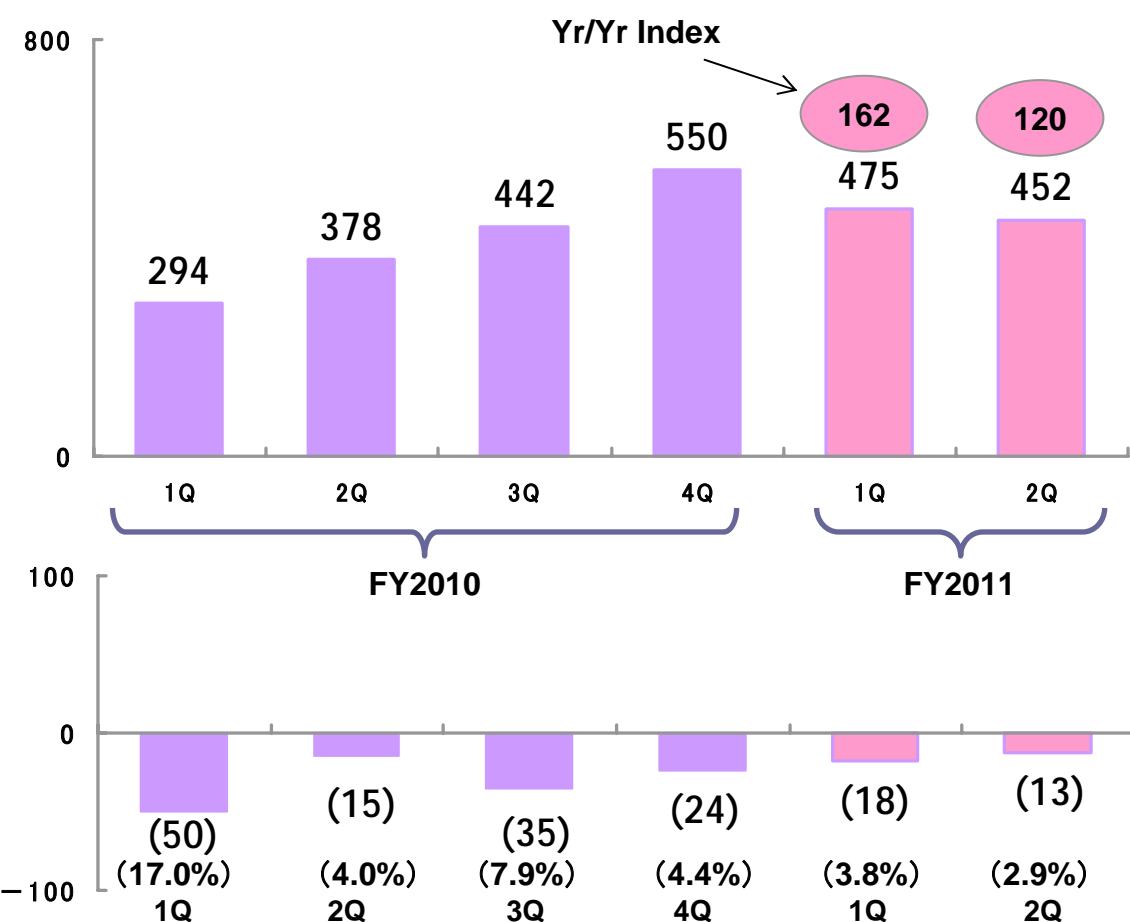
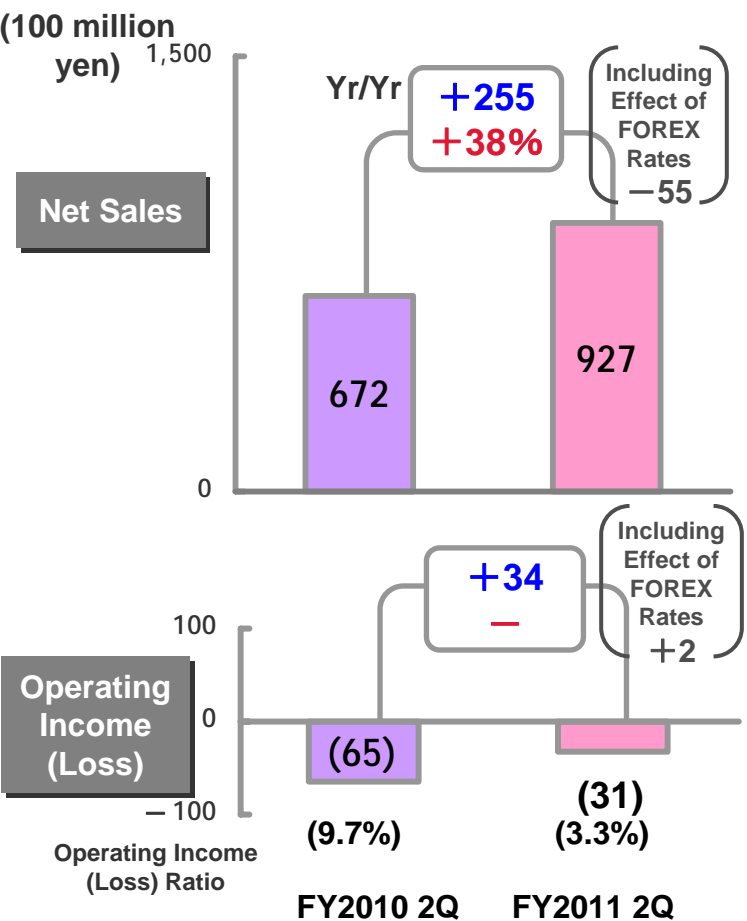
Yr/Yr Index



- Net Sales increased due to the effect of new vehicles (mainly eco-vehicles).
- Operating Income turned positive as the results of increased production, increased income and the Profit Structure Reformation Activities.

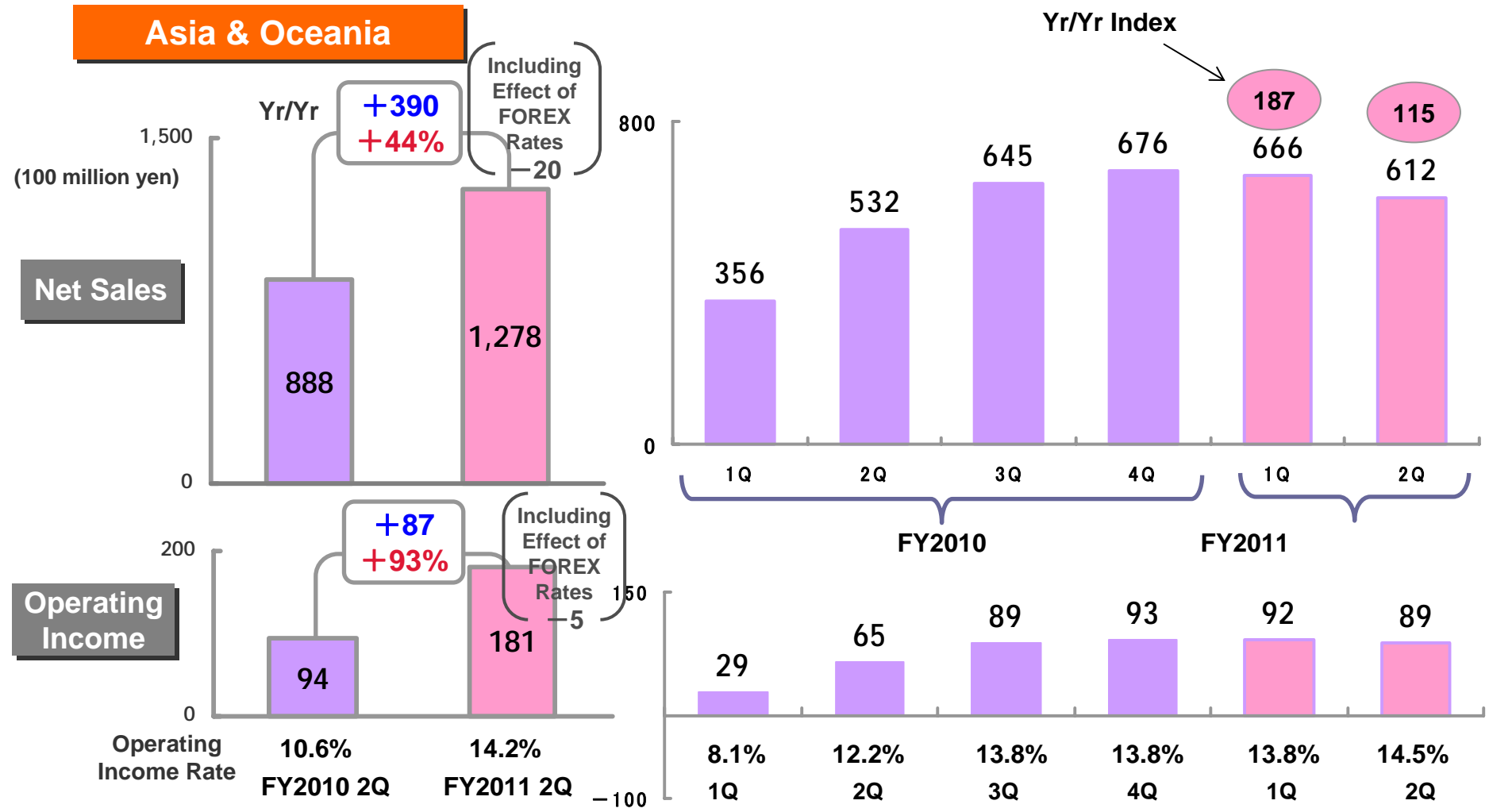
FY2011 2Q Net Sales and Operating Income by Region (2)

N/C/S America



- Operating Losses were reduced as the results of increased production, increased income and the Special Promotion Project for Profit Structure Reformation.
- Steady reduction in losses in each period gradually improved company profitability.

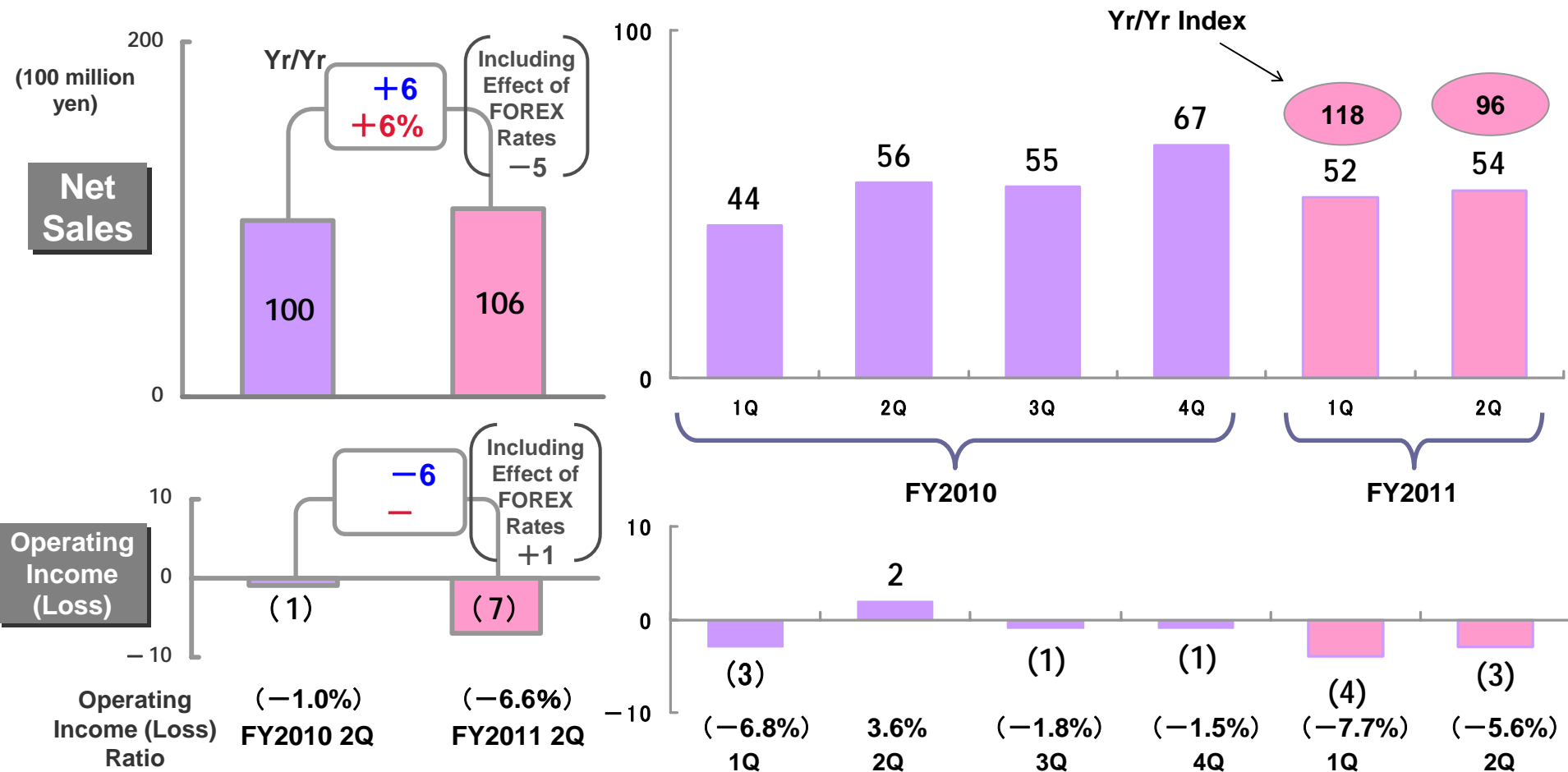
FY2011 2Q Net Sales and Operating Income by Region (3)



- Net Sales increased due to the effect of new vehicles (Highlander in Guangzhou, China; RAV4 in Tianjin, China) and to the increased production in the ASEAN region.
- Profits rose significantly due to the dramatic increases in production and income.
- Operating Income has approximately doubled when compared to the same period of the previous year.

FY2011 2Q Net Sales and Operating Income by Region (4)

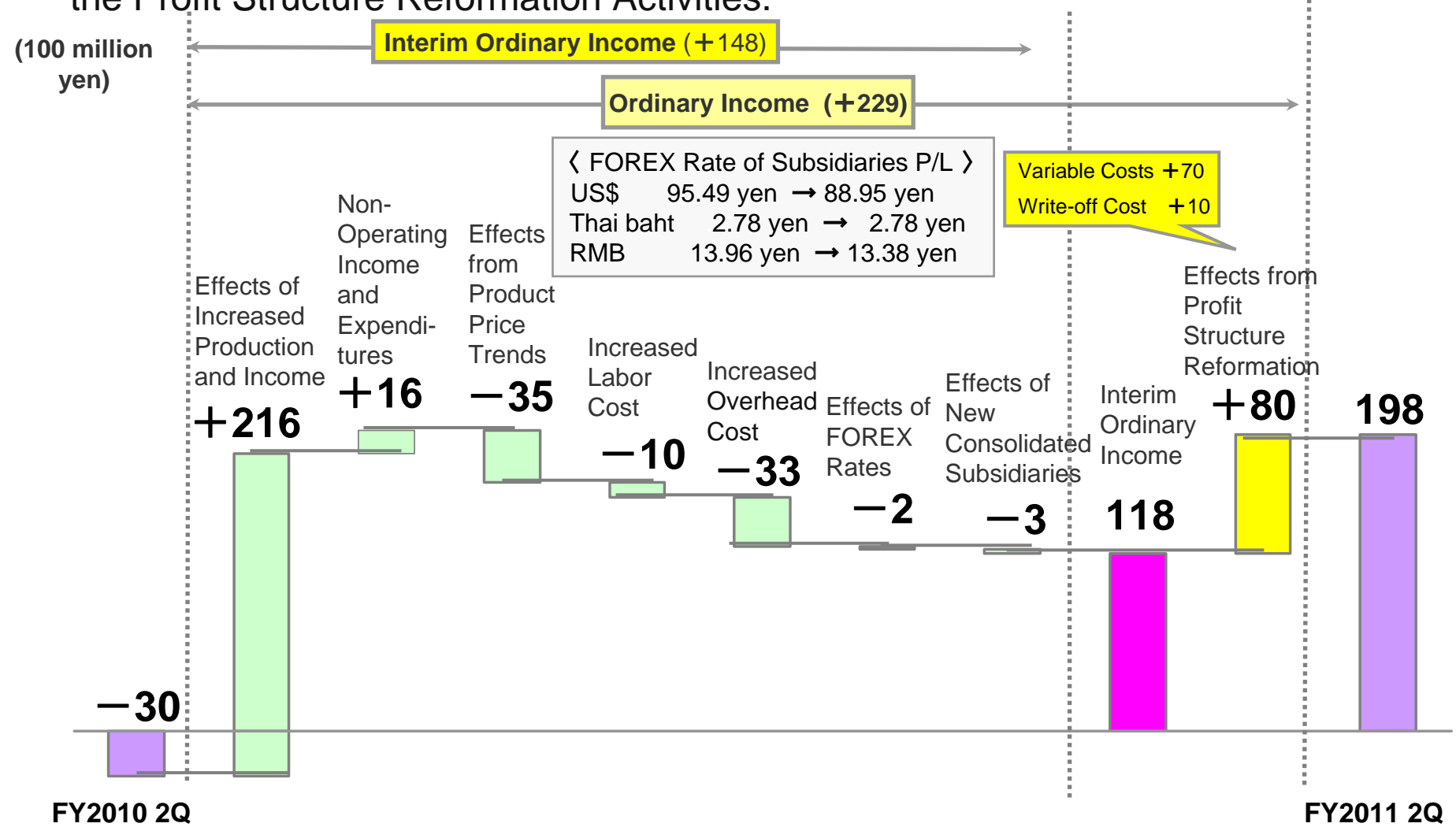
Europe & Africa



- Net Sales remained flat due to decreases in Corolla Verso in Turkey despite an increase in the IMV in South Africa.
- Losses increased due to increases in production preparation costs for new products at new subsidiaries.

FY2011 2Q Ordinary Income Increase/Decrease Analysis

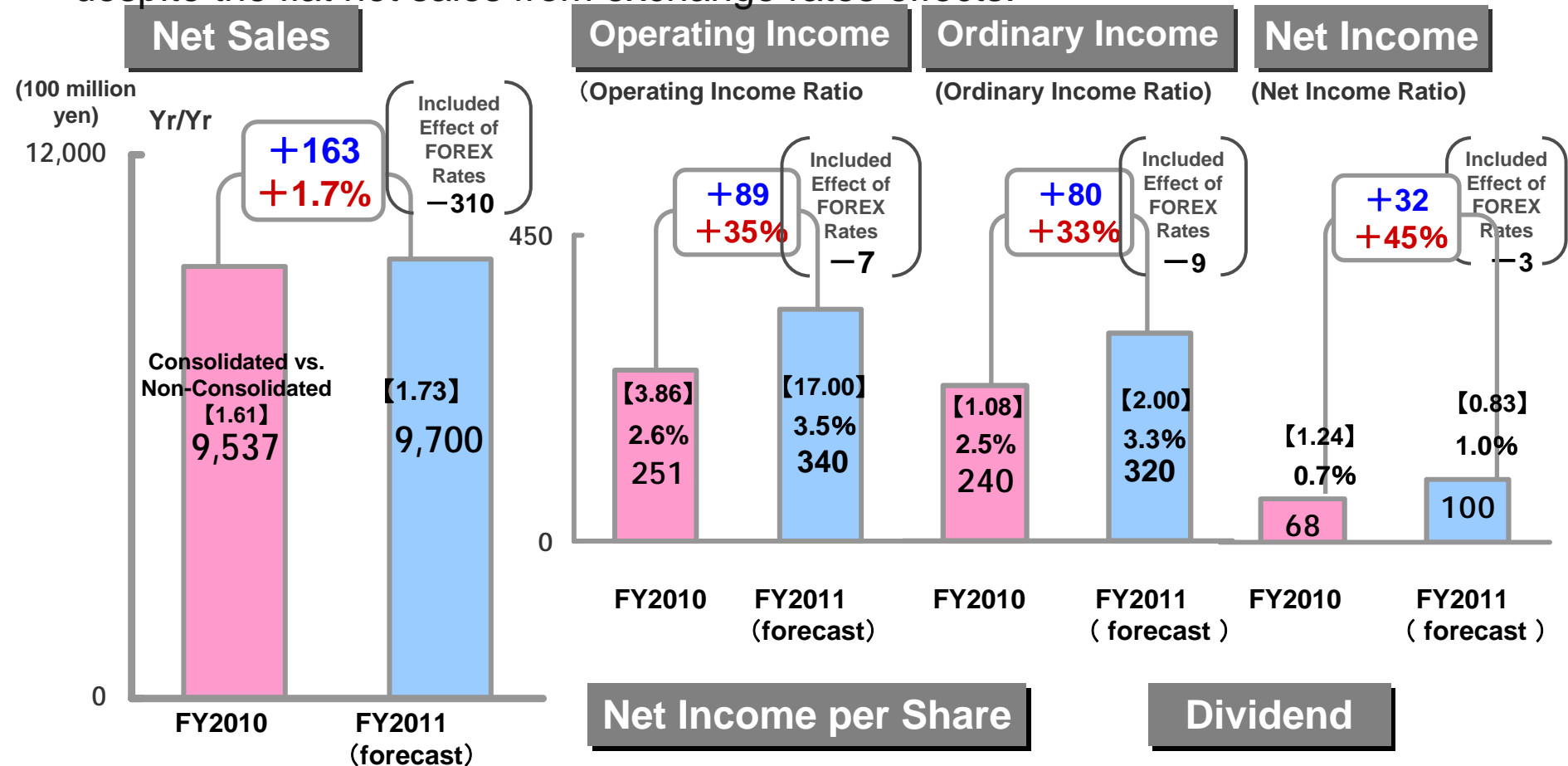
Losses turned to profits as the results of increased production, increased income and the Profit Structure Reformation Activities.



◇ FY2011 Financial Forecasts

FY2011 Financial Forecasts

Profits will increase as the results of the continued Profit Structure Reformation Activities, despite the flat net sales from exchange rates effects.



US\$	92.85 yen	85.00 yen
RMB	13.69 yen	13.00 yen
Thai baht	2.75 yen	2.75 yen
EUR	131.15 yen	112.00 yen

Net Income per Share

37.00 yen → **53.91** yen

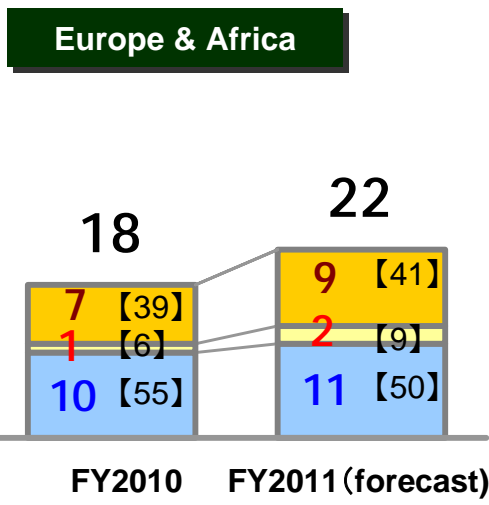
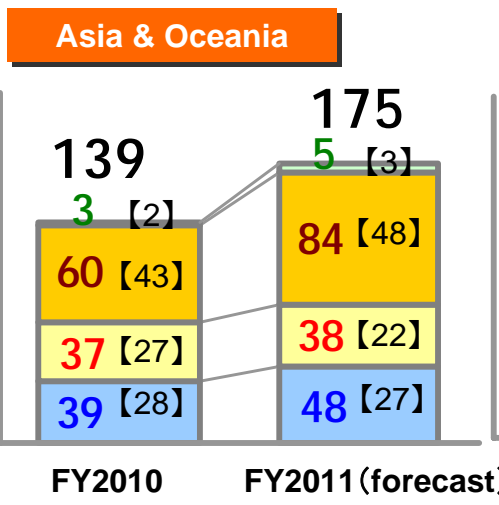
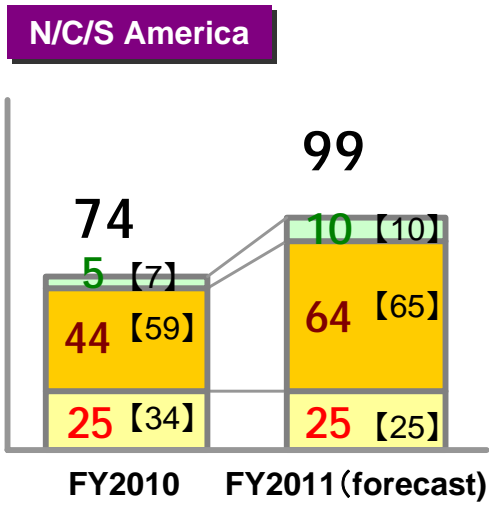
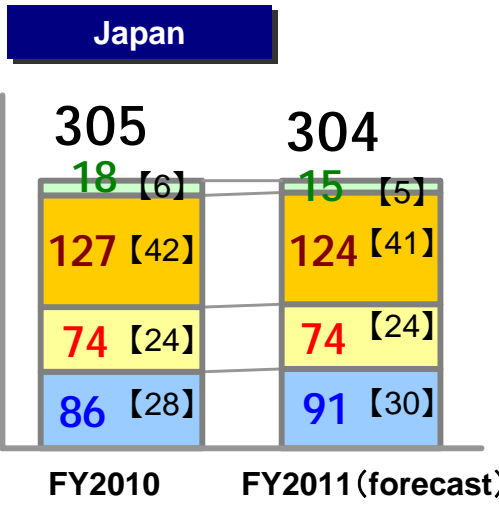
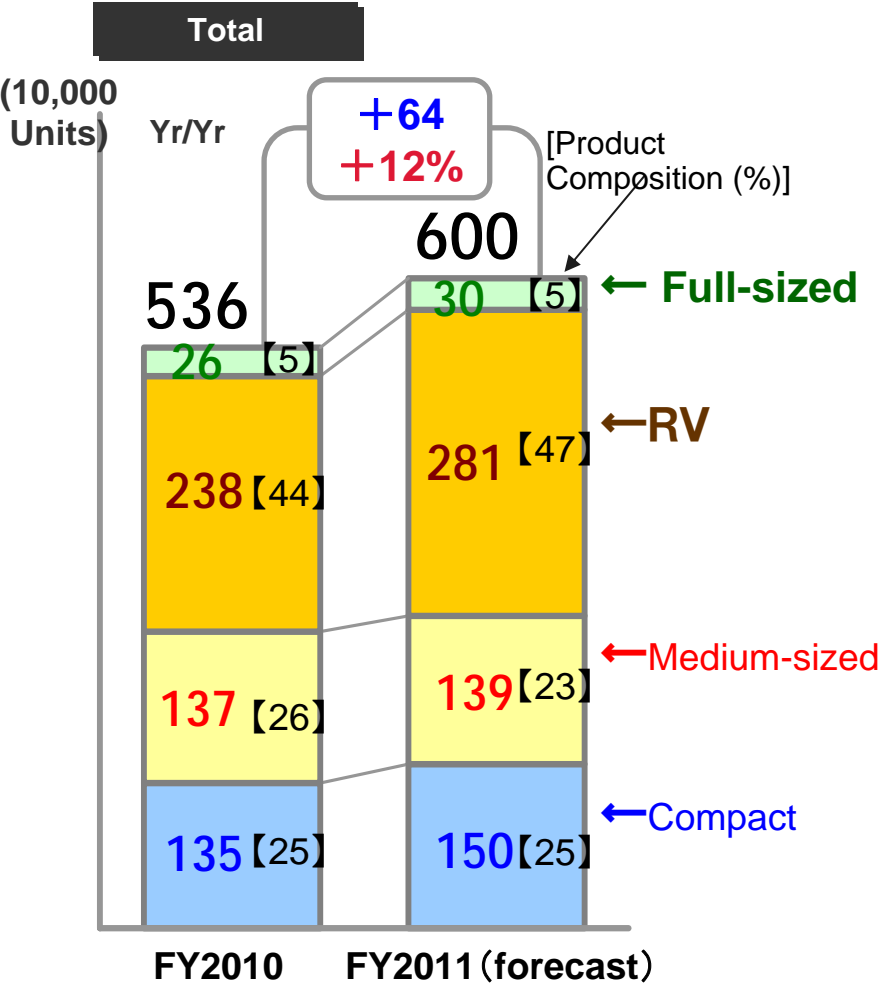
Dividend

13 yen → **16** yen

FY2011 Unit Sales by Region

Unit sales will increase in all regions other than Japan that is expected to result in a small decrease in production and undesirable product composition.

Seat Assy. Production

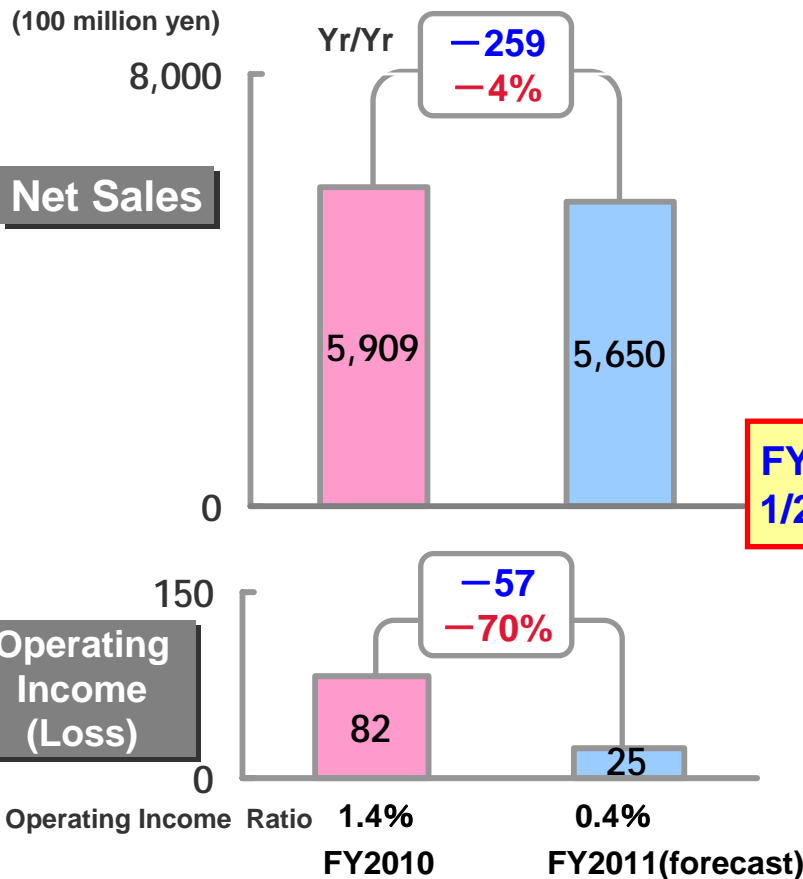


FY2011 Regional Net Sales and Operating Income (1)

Japan

(100 million yen)

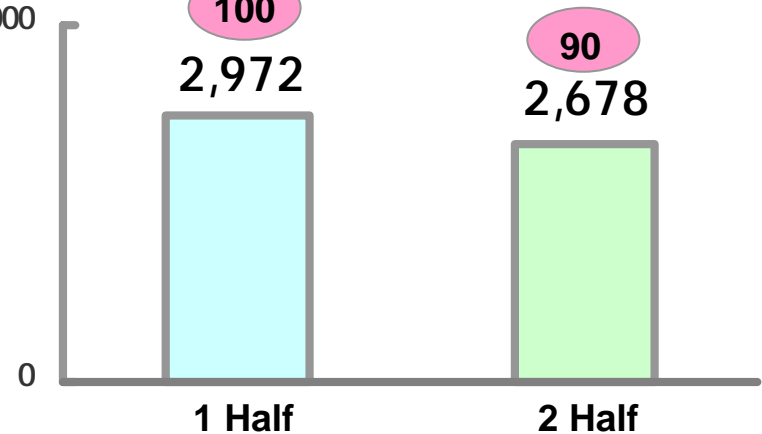
Net Sales



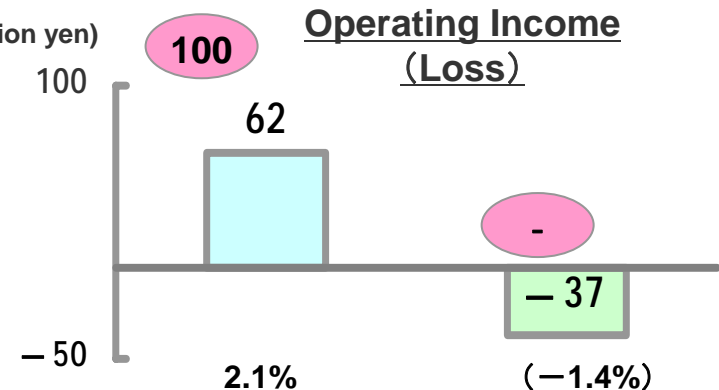
FY2011
1/2 Half

Net Sales

(100 million yen)



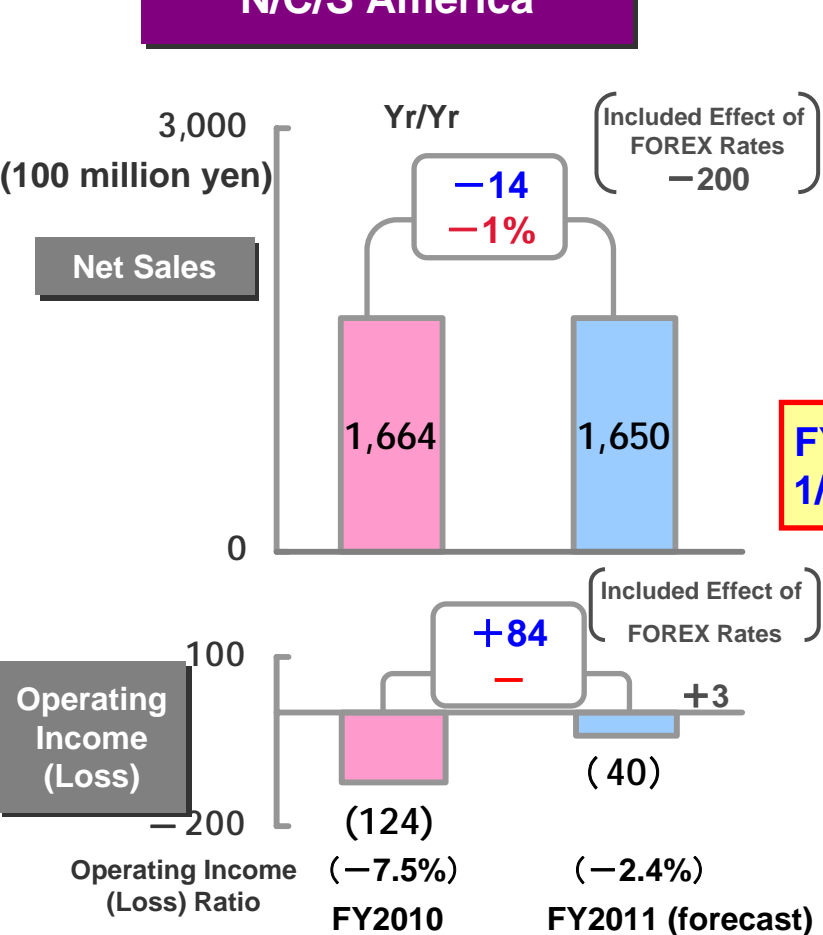
(100 million yen)



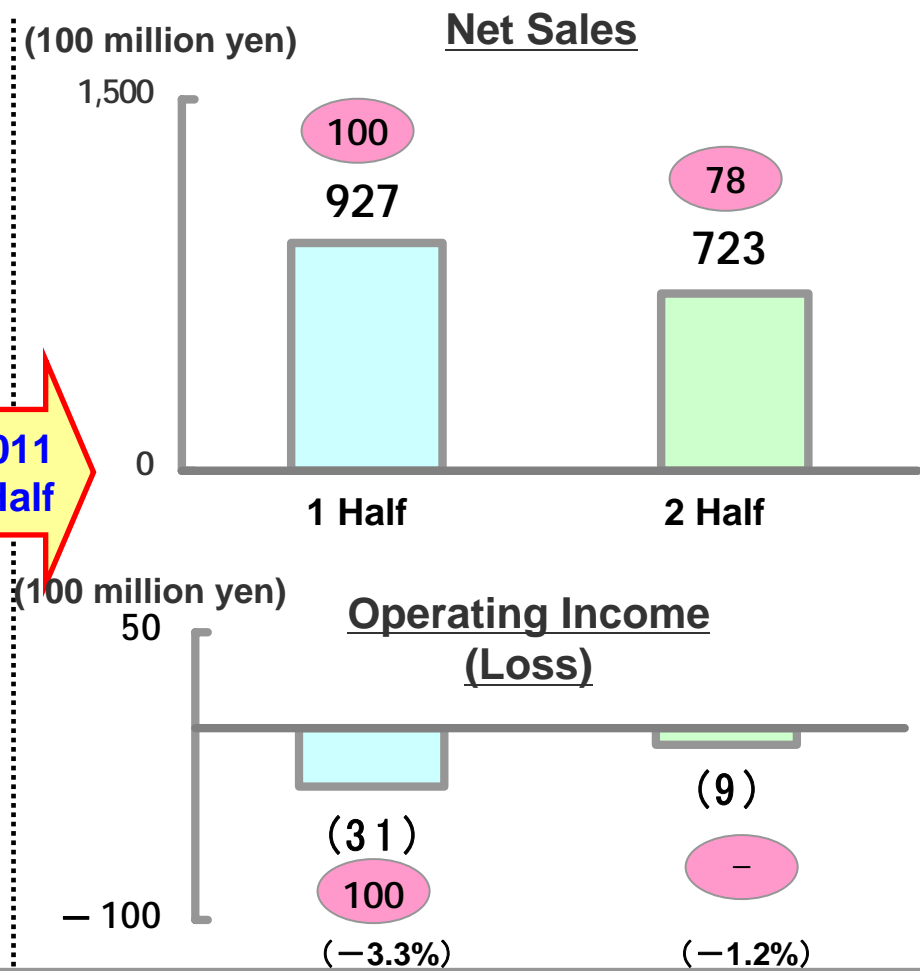
- Operating Incomes will be reduced due to decreases in the unit sales and worsening product composition, despite the continued profit structure reformation.
- Losses are expected for the second half.

FY2011 Regional Net Sales and Operating Income (2)

N/C/S America



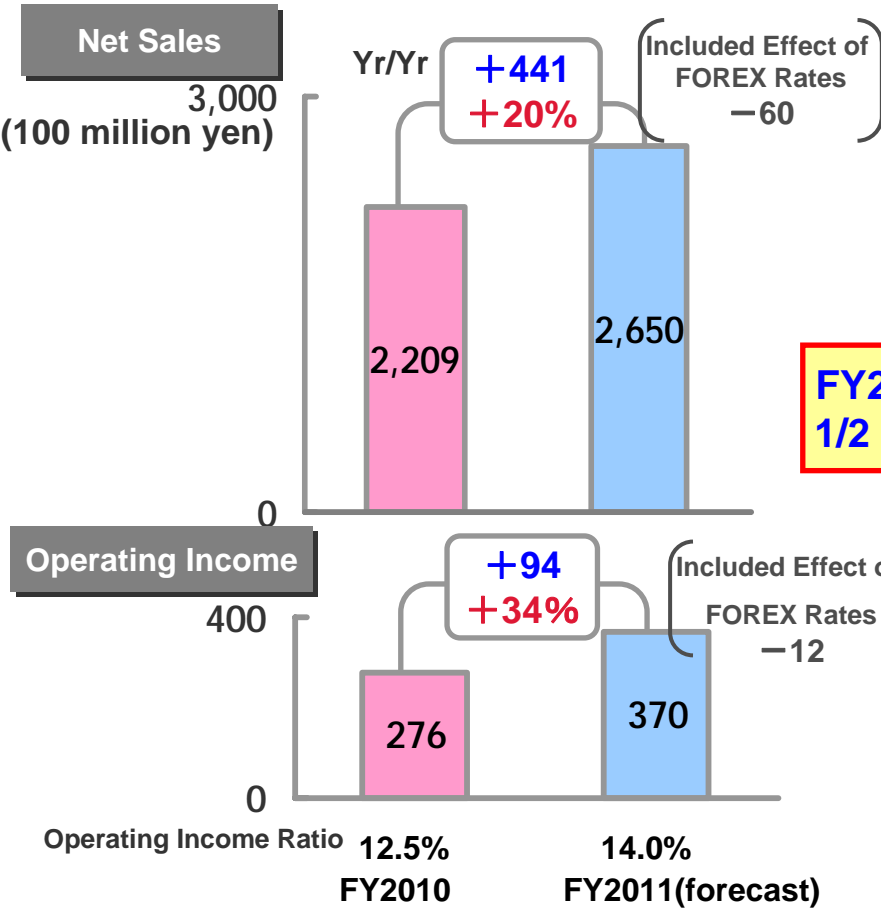
**FY2011
1/2 Half**



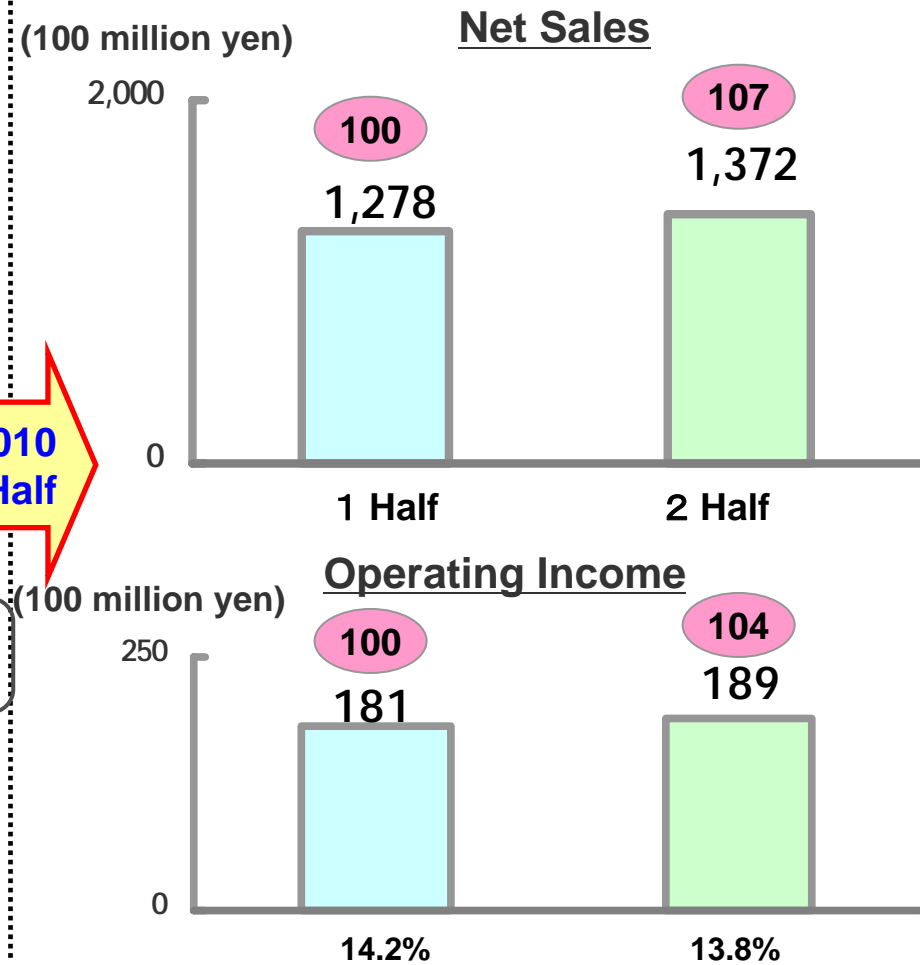
- Net Sales will decrease when compared to FY2010, due to the effect of exchange rates.
- Operating Losses will be reduced as the results of decreases in production preparation costs for new products and the Special Promotion Project for Profit Structure Reformation.
- In the second half, Operating Losses will be reduced when compared to the first half due to ripple effects of profit structure reformation, despite a decrease in Net Sales.

FY2011 Regional Net Sales and Operating Income (3)

Asia & Oceania



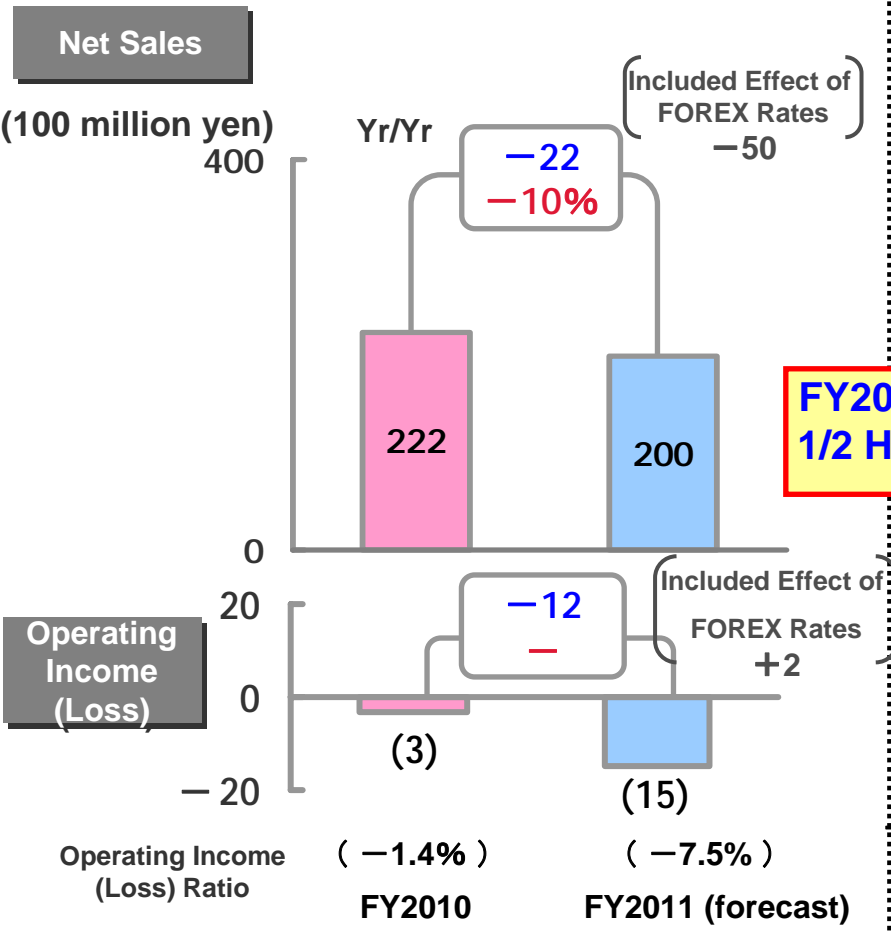
**FY2010
1/2 Half**



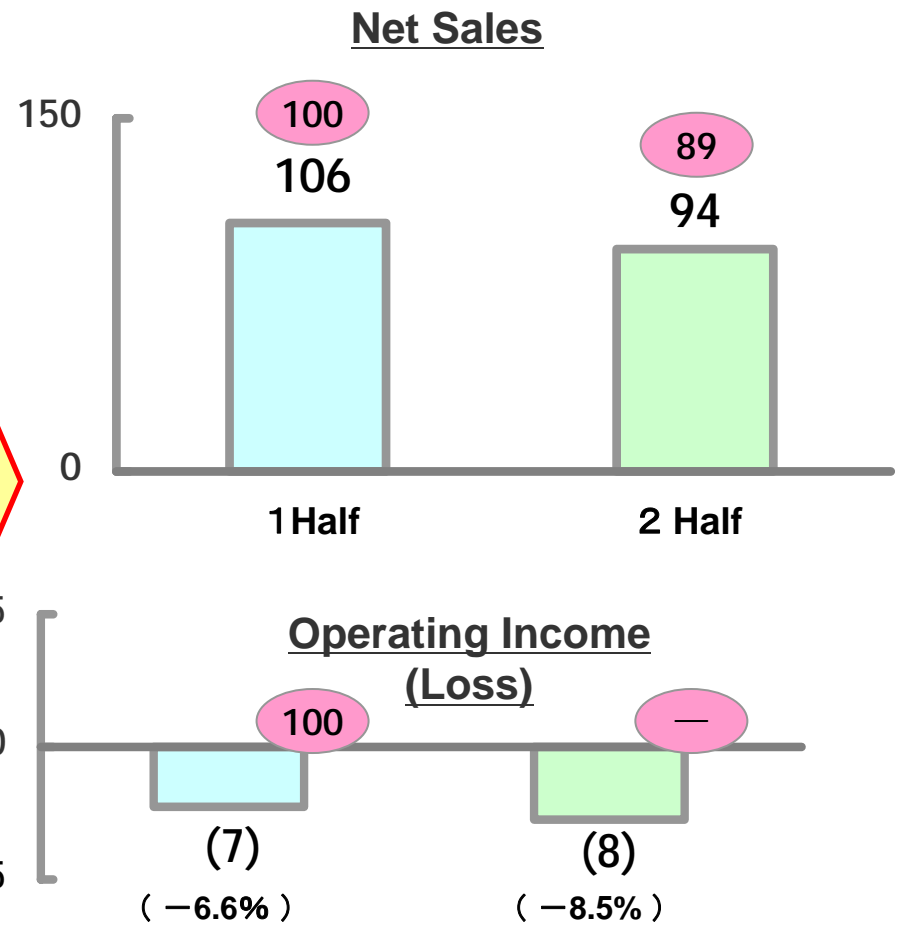
- Steady increase in the unit sales
- Both Net Sales and Operating Income will rise despite decreased profits due to the effect of exchange rates.

FY2011 Regional Net Sales and Operating Income (4)

Europe & Africa



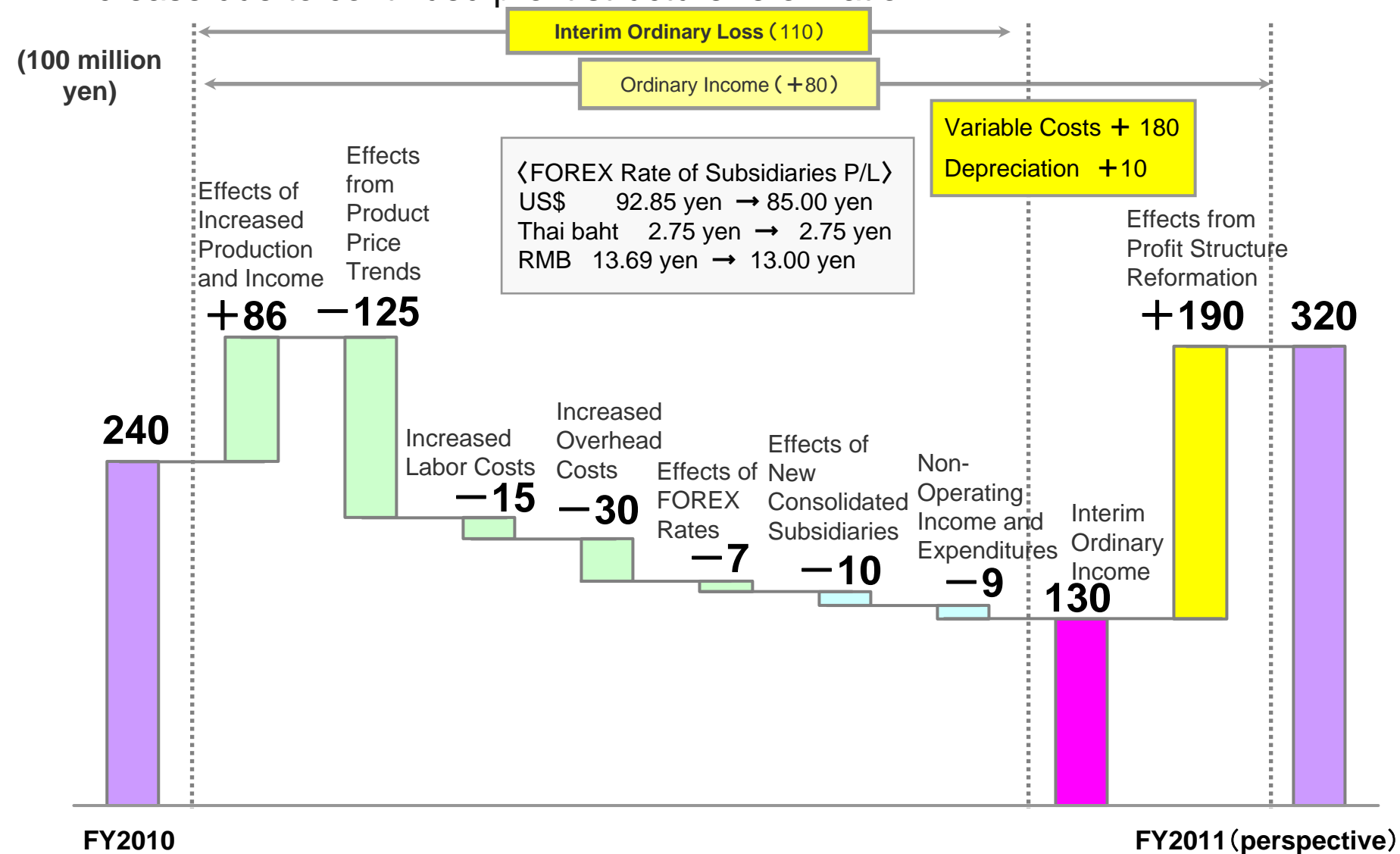
**FY2011
1/2 Half**



- Decrease in Net Sales due to the effect of exchange rates
- Operating Loss will increase due to rises in production preparation costs for the next period Yaris at TB Somain and TBAI Poland.

FY2011 Ordinary Income Analysis

Although a significant decrease is expected in the course of events, profits will increase due to continued profit structure reformation.



FY2011 Capital Expenditures

Developing our global supply system with a focus on model change investment

Capital Expenditures

