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INTERVIEW

Interview of Philipp Rhomberg, General Manager of Toyota AG

What is the business situation of Toyota AG in Switzerland? What is your expectation in the near future?

Toyota AG was founded by Emil Frey and his son Walter Frey in 1967 and is an independent distributor since then. In all these years especially Walter Frey could establish a very strong relationship to the Toyota family, Toyota Motor Company and Toyota Motor Europe. Toyota and Lexus are the strongest Japanese brands ever since the introduction in the Swiss market. This success could only be established with a very strong product line up based on highest quality in the industry, the most innovative car manufacturer, I remind you to the hybrid technology and last but not least through a very strong and competent dealer network. Toyota sells around 13'500 new cars a year and 1'000 Lexus.

Toyota's innovation power, the efficient production based on the Toyota production principles and their highest level on quality is a very strong base for the success in the future. Toyota Motor Company launched already in 1997 the unique Hybrid technology and since then more than 6 million full hybrid cars could be sold and next year Toyota will be the first company in the world



Philipp Rhomberg,
General Manager of Toyota AG

that launches the mass-production of fuel-cell vehicles. In Switzerland every third Toyota sold is a Hybrid vehicle. And this Hybrid share of all units sold in Switzerland could be reached through the product power itself and not through a law of which hybrid vehicles could profit of like in the Netherlands for example.

Is there any specificities of the Swiss automobile market compared to other European markets?

Due to the fact that Switzerland has no own car production the Swiss automotive market is very competitive. Based on our topography we have a very high 4x4 share. Almost every third car sold has an all wheel drive power train. Most popular is the so called B-segment. In this small car segment Toyota sells the very popular Yaris and the innovative Yaris Hybrid and was ranked on 3rd place in the segment in 2013. Also very popular

are the SUV segments in which we offer the SUV-segment inventor and pioneer RAV4. In general we can say that in Switzerland very high equipped station wagons with a 4x4 powertrain are very popular. But I would like to mention that Switzerland is a Hybrid country. Last year 32.2% of all Toyota sold were Hybrid models (Yaris Hybrid, Auris Hybrid, Auris Station Hybrid, Prius, and Prius+ Station Wagon) and 91% of all Lexus sold in 2013 were Hybrid models (CT200H, IS250H, GS450H, RX450H, LS600H).

What is your distribution structure in Switzerland? What is the link between Toyota AG and Emil Frey?

We have a so called two tier network. We, the importer and distributor Toyota AG, sell to our Toyota dealers and the dealer sells to the end customer. Among the dealers we differ between Toyota Centers (51), which have a regional responsibility and Toyota local dealers (123) which sell together with the according center in the specific region. The Emil Frey AG dealers are like all other dealers our direct customers.

(Continued on page 2)

会見

INTERVIEW

Interview of Philipp Rhomberg, General Manager of Toyota AG

(Continued from page 1)

The Emil Frey AG are 18 Toyota dealers which are mostly located in Switzerland's major cities.

How many people are employed by Toyota AG in Switzerland?

We are a team of 83 employees.

Could you please introduce some recent Toyota's car models? Do you plan to put soon a new model on Swiss market?

I would like to emphasize the all new RAV4, the founder of the SUV-segment and the momentarily best mid size SUV on the market. We offer it with a permanent 4x4 and a very high level of the standard equipment. We offer for example rear view camera and the multi media system Toyota Touch as standard. In Geneva we presented our special Swiss model the RAV4 Style. In our small car line up, I would like to present you

the Yaris and the Yaris Hybrid. Also with the Yaris we offer a special Swiss model, which is fully equipped with a very interesting price proposal – the Yaris Trend! In the mid size segment I would like to introduce the Auris models. Please check all details to this wonderful vehicle on www.toyota.ch.

In September we will introduce the all new Aygo! In short word: Unique, great design, highest safety standard and the best –you can customize it to your own taste! Please check the all new Aygo out on our homepage and sign up to our AYGO news letter! And don't forget due to the unique quality of Toyota we can offer as only volume brand in Switzerland 6 years or 60'000km free service next to our 3 years warranty!

What have been the main attractive points for Toyota's booth at Geneva Motor Show? How suc-

cessful was Geneva Motor Show 2014 for Toyota?

The all new Aygo and the Fuel Cell Vehicle as well as our Swiss special Trend models on Yaris and Trend and the RAV4 Style were our highlights in Geneva.

Would you like to introduce some events that will take place this year?

We will have as the most important event the above mentioned introduction of the Aygo and our Swiss Trend models. Besides this we would like to mention, that we are Official Car Provider at the European Athletics Championships in August in Zürich and also at the famous Film Festival in Locarno also in August. Furthermore we support the national association Special Olympics, which gives mentally and physically handicapped children a chance to do sports.

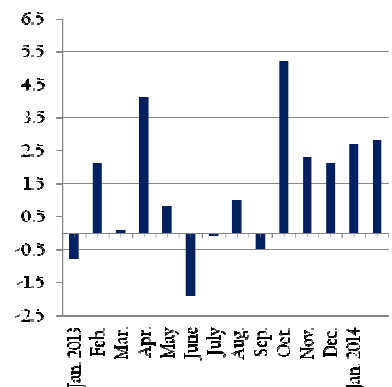
Japan's current economic situation

According to the Bank of Japan (report of March 2014), "Japan's economy has continued to recover moderately, and a front-loaded increase in demand prior to the consumption tax hike has recently been observed".

As shown on the graph, the average of monthly consumption expenditures per household increased in nominal terms 2.8% in January to ¥ 297,070. Moreover, the consumer price index for Japan

in January 2014 was 100.7 (2010=100), up 1.4% over the year. The seasonally adjusted unemployment rate was 3.7% in January, against 4.2% a year ago.

Japan's economy has also been stimulated by foreign demand: exports rose in February 9.8% over the year to ¥ 5,800 billion. Exports increased 12.5% to Asia, 11.7% to Western Europe and 4.8% to North America.



Change over the year in percentage of the nominal consumption expenditures
Source: Ministry of Internal Affairs and Communications

動向

SITUATION

Seminar at Geneva international book fair

JETRO Geneva will co-organize with the Swiss-Japanese Chamber of Commerce (SJCC) an economic seminar at the Geneva Book and Press Fair. It will take place on

Friday, May 2, from 2 pm to 4 pm. In this seminar, Roger Mottini will introduce a book entitled “Switzerland and Japan from 1864 — 2014. 150 Years of Official Rela-

tions. 150th Anniversary Yearbook”. The book is divided into three parts: (1) Mutual Discovery and Perceptions (2) The Economics of Partnership and (3) Special Issues”.

行事

EVENT

ICT seminar in Zurich



JETRO co-organized a seminar on Information and Communication Technology, with the Swiss Japa-

nese Chamber of Commerce (SJCC) and Switzerland Global Enterprise (SGE). It took place on March 5,

2014 in Zurich.

About 30 participants attended this seminar.

Among the speakers, Sandra Tobler, SGE, outlined the value of the ICT industry in Switzerland.

Yuki Hagihara, Vice-President, Fujitsu, and Wilhelm Petersmann, Managing Director of Fujitsu Technology Solutions AG, introduced the ICT industry in Japan.

活動

ACTIVITY

Revised regulation on food imports

The European Commission revised its regulation on the import of food from Japan. This revised regulation is expected to be introduced in Switzerland as well.

On February 21, 2014, the Standing Committee on the Food Chain and Animal Health (SCoFAH) endorsed a proposal to revise rules

on import conditions of food and feed originating from Japan following the Fukushima nuclear accident. Existing restrictions for food and feed imports coming from the prefecture Fukushima are maintained whereas control measures have been reviewed for several other prefectures.

The restrictive measures in place have been lifted for 2 prefectures (Tokyo and Kanagawa) and have been eased for 7 other prefectures (Gunma, Ibaraki, Tochigi, Miyagi, Saitama, Iwate and Chiba).

These measures are expected to enter into force from April 1, 2014.

政策

POLICY

Japanese culture festival in Ticino



“Japan Matsuri” is a Japanese culture festival taking place in the Italian-speaking part of Switzerland. It will be held in Bellinzona, Ticino, on April 5 and 6.

Participants will have the opportu-

Koto player Miho Yamaji

nity to visit a small market and to buy Japanese typical products, such as accessories, anime, comics, hand-craft and tea.

They will also be able to attend concerts, exhibitions, performances, as well as a Cosplay contest.

文化

CULTURE

World premieres and concept cars at Geneva Motor Show

革新

INNOVATION

Geneva Motor Show took place this year from March 6 to 16. Japanese car manufacturers exhibited

their newest cars, including Swiss, European and world premieres. They also exhibited their concept

cars (show vehicles).

More than 670,000 people visited the Show (690,000 in 2013).



Toyota FV 2 is a concept car for one person that “enhances the driving experience by connecting physically and emotionally with the driver”. It has a length of 3 m, a width of 1.6 m and a height of 0.99 m (sleep mode) or 1.78 m (driving mode)



Honda FCEV Concept has been exhibited for the first time at Los Angeles International Auto Show (LAIAS) on November 20, 2013. It features an “ultra-aerodynamic body”. It “hints at Honda’s next generation of fuel-cell vehicles, which are expected to launch in the U.S. and Japan in 2015, followed by Europe”.



Nissan e-NV200 is an all-electric version of compact utility van. Its electric drive train is based on the one of Nissan’s LEAF.

Nissan announced on March 3, 2014 that its sales will start in June 2014.

Agenda

日程

AGENDA

- ✓ 2nd May: Economic seminar to introduce the following book: “Switzerland and Japan from 1864 - 2014. 150 Years of Official Relations. 150th Anniversary Yearbook”. International Book and Press Fair, Geneva, Palexo, 2 pm — 4pm.

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO’s core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online: <http://www.jetro.go.jp/switzerland/newsletter>

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