

The Five Main Principles Of Toyoda

- Always be faithful to your duties, thereby contributing to the Company and to the overall good.
- Always be studious and creative, striving to stay ahead of the times.
- Always be practical and avoid frivolousness.
- Always strive to build a homelike atmosphere at work that is warm and friendly.
- Always have respect for God, and remember to be grateful at all times.

The above statements, as compiled by Risaburo and Kiichiro Toyoda, are the essence of the beliefs which Sakichi Toyoda held during his lifetime. They were announced on October 30, 1935 on the sixth anniversary of Sakichi's death. These precepts have continued, to this day, to be the guidelines for the Toyota Group.

Pet glavnih načela Sakichia Toyode, utemeljitelja Toyota Grupe

- Budi uvijek vjieran svojim dužnostima, te tako pridonosi poduzeću i svekolikom dobru.
- Budi uvijek revnosan i kreativan, trudi se biti ispred vremena.
- Budi uvijek praktičan i izbjegavaj neozbiljnost.
- Na poslu se uvijek trudi graditi domaću atmosferu, koja je topla i prijateljska.
- Uvijek imaj poštovanje prema Bogu, i ne zaboravi biti zahvalan u svakom trenutku.