

+think Amazing



Hotai Group

Hotai Motor



TOYOTA



LEXUS
EXPERIENCE AMAZING



總代理

Our Vision

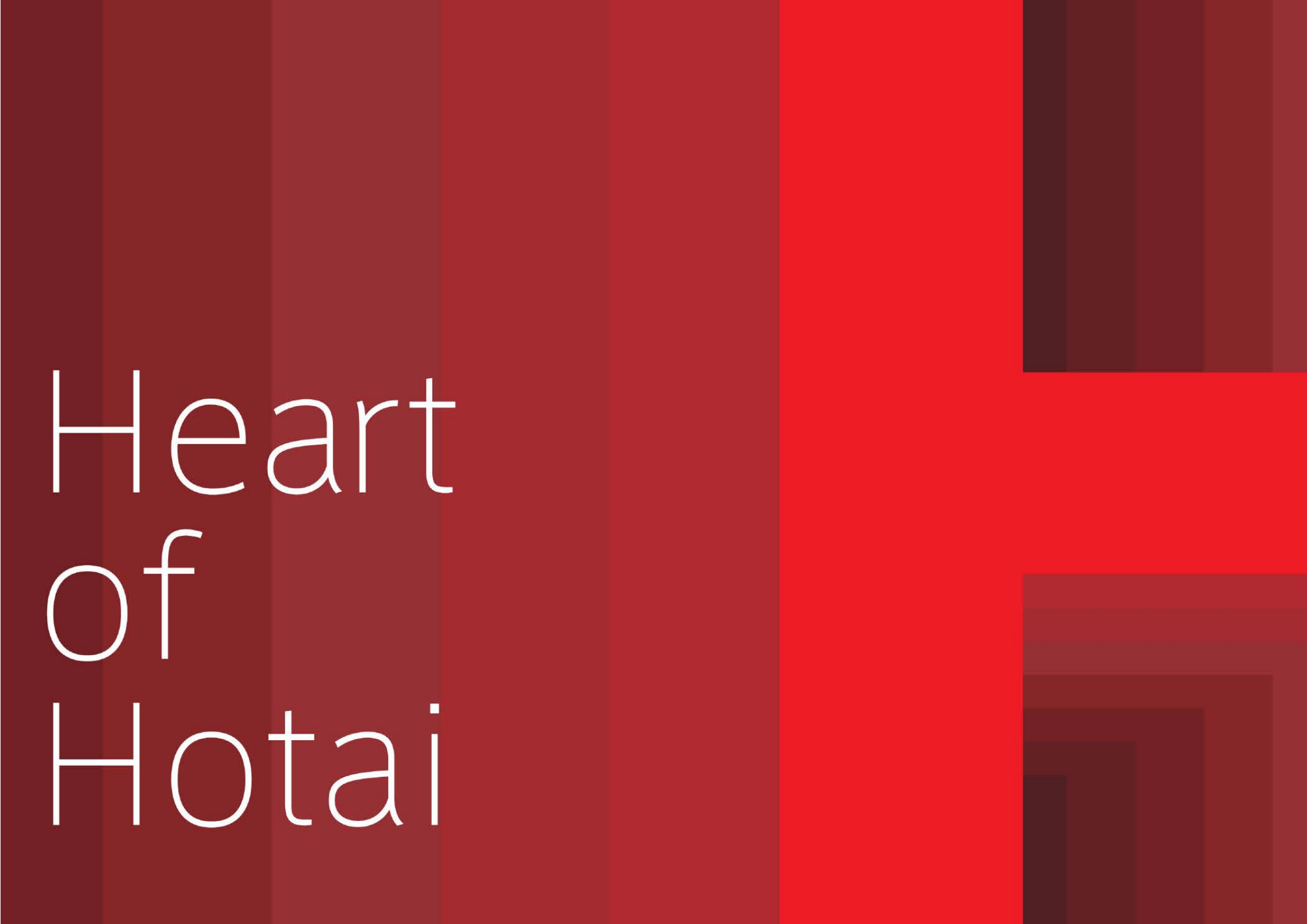
Thinking beyond the horizon, unlimited innovation and amazement.

Only Hotai can surpass itself, and transcend boundaries.

Never satisfied with current achievements,
we make each challenge a new breakthrough.

Thinking outside the box is our commitment.

+think Amazing



Heart of Hotai

Heart of Hotai

Founded in 1947, Hotai Motor is the first overseas distributor for TMC. We represent leading automotive brands like TOYOTA, Lexus, and HINO, and also serve as the distributor for YOKOHAMA tire in Taiwan. Our comprehensive services include after-sales support and related services, creating a one-stop value chain. In recent years, we have been devoted to Mobility as a Service (MaaS), ushering in a new era of mobility solutions.

The Hotai Motor Philosophy

In the face of the global automotive industry's transformation and rapid market changes, Hotai Motor always prioritizes customer needs. In 2024, with the mindset of "think Amazing," we will continuously innovate to provide consumers with the most perfect customer experience, creating a new era of group mobility services. We will not only achieve the goal of "Do Amazing" but also strive to "Do Impossible."

Our all new Hotai Motor corporate identity logo echoes our human-oriented spirit, standing strong in Taiwan and reaching out to the global market.

The "h" in the logo is the first letter of Hotai Motor, and it also stands for "human," representing our corporate spirit of serving people.

The design also evokes the image of a broad road stretching toward our dreams, daring to brave the summit and forging an ever better future.

The logo's bright red color illustrates our passionate service exceeding customers' expectations. The metallic sheen reflects the technological value and futuristic figure of the brand, while also reinforcing the three-dimensional spherical logo, symbolizing the ideal of global development.





Hotai Motor Introduction

Founded in September, 1947

Headquarters: 8-14F., No.121, Songjiang Rd., Zhongshan Dist., Taipei City

Capital: NT\$5.5 billion

Revenue: NT\$161.3 billion (2023)

Employee: 567 (in March 2024)

Distributor of: TOYOTA, Lexus, HINO commercial vehicle, TOYOTA Material Handling, and YOKOHAMA Tire

Chairman: Mr. Huang Nan-Kuang

President: Mr. Justin Su

Hotai Motor Growth

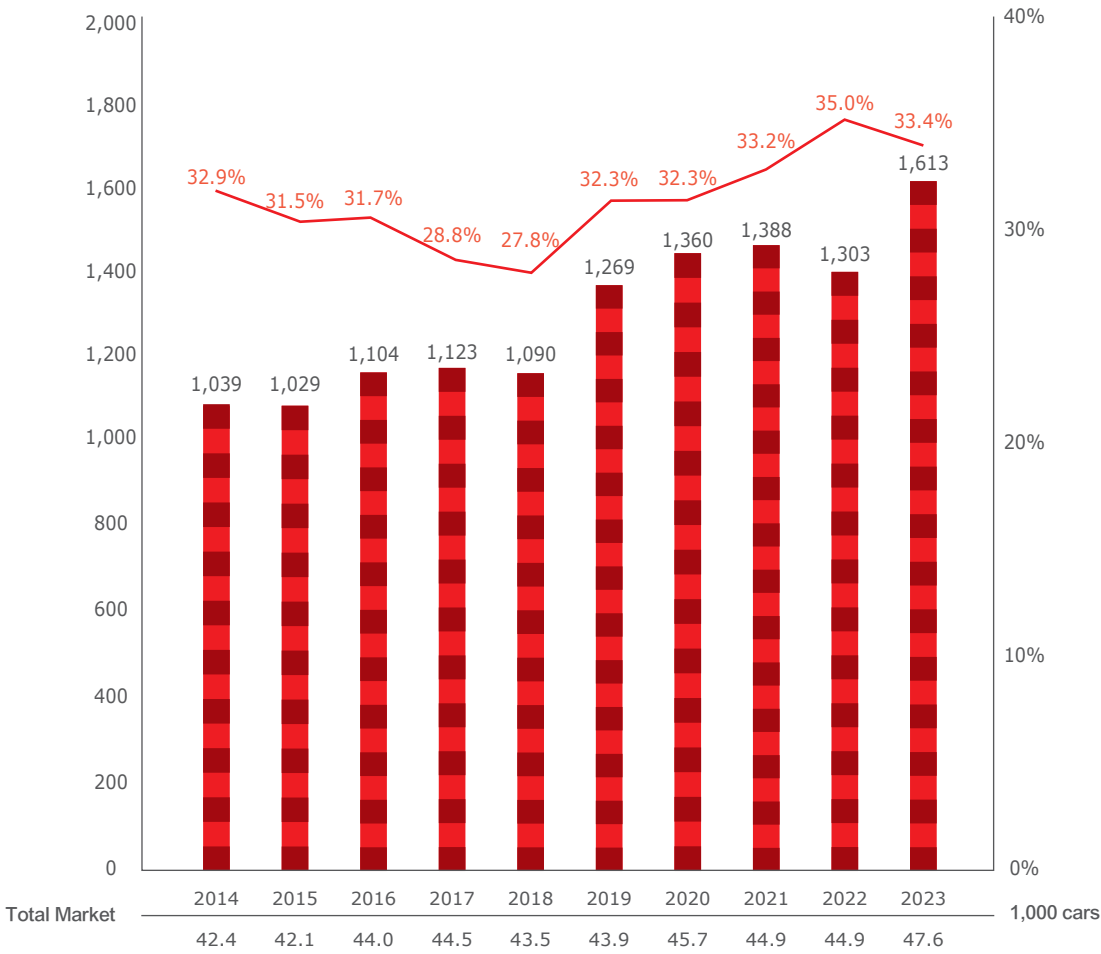
2023

Market Share: 33.4%

Revenue: NT\$161.3 billion

Market Share

NTD 100 million



2023

EPS After Tax: NT\$41.03

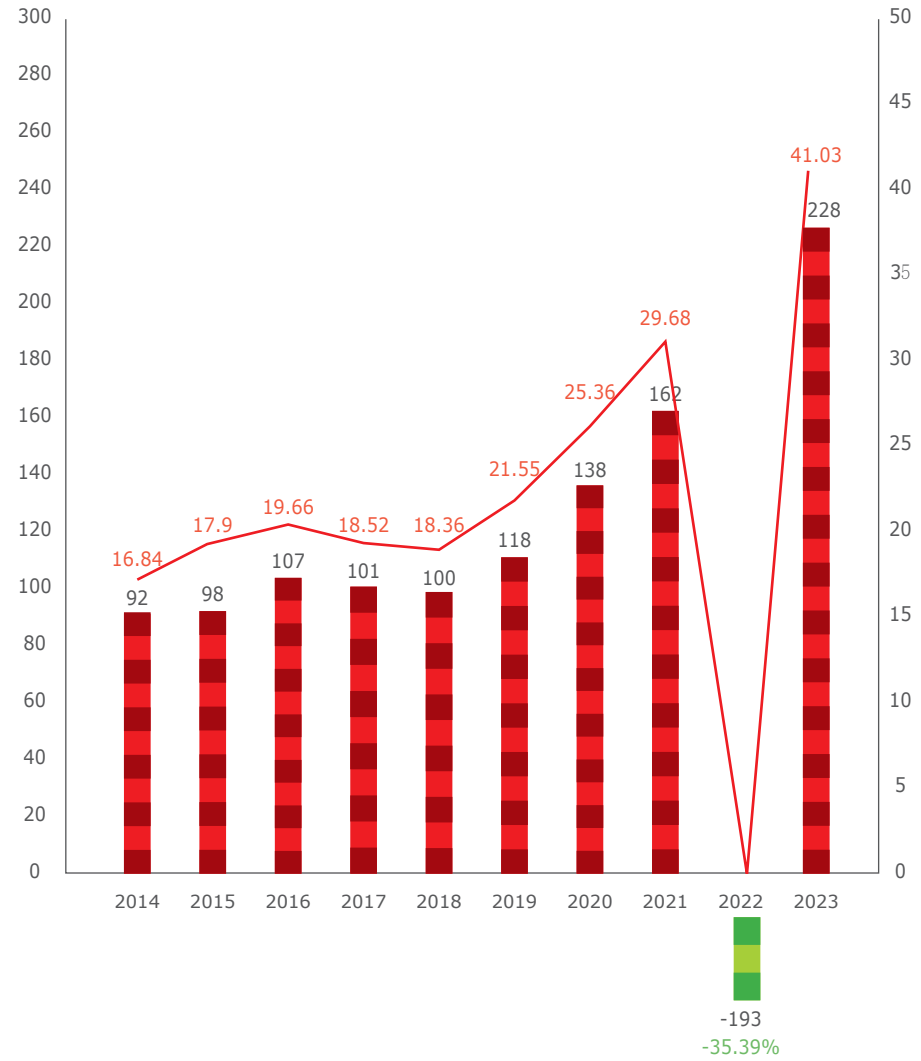
Profit After Tax: NT\$22.8 billion

EPS (after Tax)

Profit (after Tax)

NTD 100 million

NT Dollars



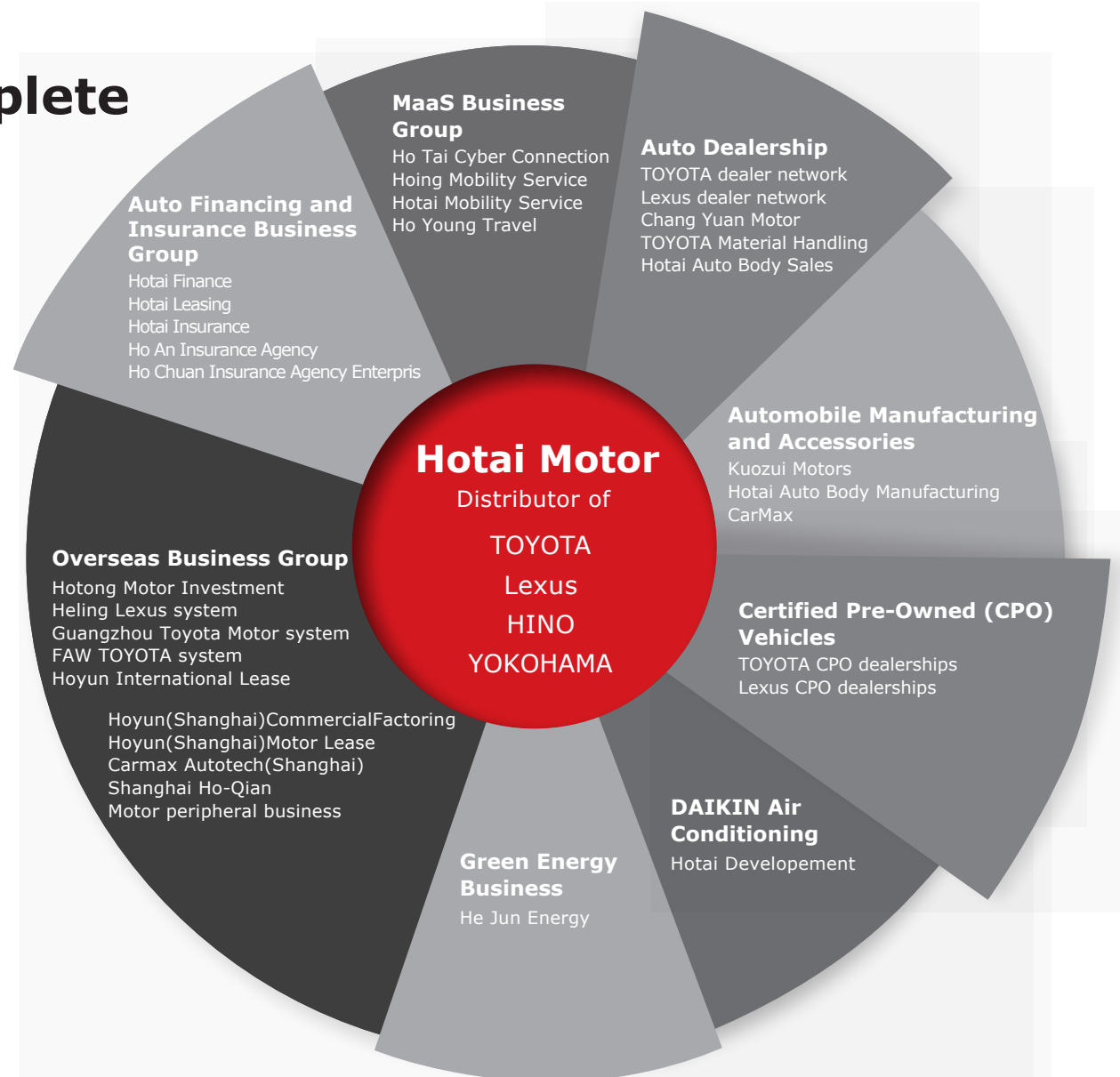


Organization

Joining Forces to go Beyond

To provide our customers complete and quality service, Hotai Group joins hands with a variety of partner enterprises to forge robust value-chain relationships.

Building Complete Value Chains



Perfectly Connected Group

■ Hotai Motor Co., Ltd.

Official Distributor of Lexus, TOYOTA, and Hino in Taiwan.

Hotai provides products and services to satisfy customers' needs through our dealership network.

■ TOYOTA Dealer Network and TOYOTA CPO Dealerships

Eight dealers (Kuotu Motor, Taipei TOYOTA Motor, Tau Miao Motor, Central Motor, Nan Du Motor, Kau Du Automobile, Lang Yang TOYOTA Motor, Eastern Motor Co) sell new TOYOTA cars and Certified Pre-Owned cars.

Complete after-sales and related services are also provided, creating a "Happy with TOYOTA" experience.

■ Lexus Dealer Network and Lexus CPO Dealerships

Eight dealers (same as TOYOTA Dealership Network) sell new Lexus cars and Certified Pre-Owned cars. Complete after-sales and related services are also provided, bringing customers to "Experience Amazing" beyond their expectations.

■ TOYOTA Material Handling Taiwan

Sales, leasing and after-sales service of vehicles and parts for TOYOTA Industrial Equipment, including the consulting, planning and construction of software and hardware equipment for warehousing and logistics applications.

■ Chang Yuan Motor Co., Ltd.

Responsible for large commercial vehicles sales and maintenance.

■ Kuozui Motors, Ltd.

Kuozui manufactures multiple vehicles, chassis and accessories for TOYOTA and Hino, not only providing for the Taiwan market, but also exporting overseas.

Manufactures multiple models, chassis and accessories for TOYOTA and Hino. Apart from providing for the Taiwan market, Hino also exporting overseas.

■ Carmax Autotech Co., Ltd.

Providing genuine TOYOTA auto accessories, as well as design, development, sales and after-sales services for Carmax-branded business.

■ **Hotai Auto Body Manufacturing Co., Ltd.**

Manufacturing car bodies for TOYOTA vehicles, HINO commercial vehicles, coaches, city buses, and other types of vehicle bodies.”

■ **Hotai Auto Body Sales Co., Ltd.**

Sales of customized commercial vehicles.

■ **Overseas Business Group**

Hotong Motor is our business management center in China, overseeing operations for Lexus, Guangzhou TOYOTA, FAW TOYOTA, and related automotive businesses.

■ **Hotai Finance Co., Ltd.**

Operating automotive installment payment and financial services.

■ **Hotai Leasing Co., Ltd.**

Engaged in long-term leasing services for multiple vehicles, auctions of pre-owned cars, and franchising of pre-owned car dealers.

■ **Hotai Insurance Co., Ltd.**

Providing property and casualty insurance including accident insurance, compulsory car insurance, medical insurance, etc.

■ **Ho An Insurance Agency Co., Ltd.**

Providing car insurance and property insurance.

■ **Ho Chuan Insurance Agency Co., Ltd.**

Providing a variety of life insurance services.

■ **He Jun Energy Co., Ltd.**

Operating solar power, energy storage, and charging stations, as well as planning and managing green energy services and products.

■ **Hotai Connected Co., Ltd.**

Developing and executing the core of the Group’s MaaS business, building a business unit that combines mobility services, IoV, and the Group’s data center.

■ **Hoing Mobility Service Corporation**

Engaged in car/scooter rental & sharing, limousine service and parking service.

■ **Hotai Mobility Service Co., Ltd.**

Operates a car transportation ridesharing service and has developed a taxi dispatch platform, yoxi.

■ **Ho Young Travel Agency Co., Ltd.**

Integrating travel and transportation services to offer travel related products.

■ **Ho Tai Development Co., Ltd.**

Acting as the exclusive distributor for Daikin Air Conditioning, with a focus on enhancing sales, engineering design, planning, installation, and maintenance of air conditioning systems.

■ **YOKOHAMA TIRE TAIWAN CO.,LTD.**

Representing and selling automotive tires, including those for passenger cars, SUVs, light commercial and cargo vehicles, medium and large trucks, and racing vehicles.



Timeline

77 Years Change, for the Better

Over the past 77 years, every step of change has accomplished a milestone at each stage, driving progress for the better every day.

2023

2023.12

Hotai's three car brands together have recorded a total of 166,000 units, continuing its streak as Taiwan's sales champion for 22 years. Corolla Cross continues to be the best-selling model for the 3rd consecutive year, and HINO ranks top in the commercial vehicle sales for the 3rd consecutive year.

2023.12

Free Mobility Service With yoxi expands its services to Tainan.

2023.11

Hotai Motor receives the Taiwan Corporate Sustainability Award (TCSA) from the Center for Corporate Sustainability for the 8th consecutive year.

2023.11

TOYOTA Customer Service Center has earned the Gold Award from 2023 Taiwan Customer Service Center Evaluation.

2023.11

All-new TOYOTA GRANVIA people mover debuts.

2023.11

The new TOYOTA GR86 unveils automatic and manual transmission options with Brembo brakes.

2023.10

Hotai Motor's President Justin Su is honored with the 2023 IDC Future Enterprise CEO of the Year Award.

2023.10

LEXUS flagship sports car GT unveils new models of LC & LC Convertible Limited Edition.

2023.10

Hotai Group organizes its 6th volunteer tree-planting event to preserve Taiwan's coastline.

2023.09

All-new YARIS CROSS debuts.

2023.09

Hotai Group's School Zone Crossing Guard Equipment Donation Program has entered its 13th consecutive year.

2023.08

All-new LEXUS LM debuts.

2023.08

Hotai Group introduces a new travel planner app, chicTrip.

2023.07

Nature Mama 《大自然媽媽》, a production under Hotai Group's Taiwan Indigenous Wildlife Conservation Program, has been honored with the Best Annual Sustainable Micro Movie and Platinum Award at the 2023 Taipei Golden Eagle Microfilm Festival.

2023.07

Free Mobility Service With yoxi expands its services to Kaohsiung.

2023.07

Sponsored by Hotai Group's Dream Team Indigenous Program, Jiaxing Elementary School and Taoshan Elementary School win the Double Gold Quality Award at the 12th World Choir Games held in South Korea and the Gold Quality Award at the 7th Singapore International Choir Festival, respectively.

2023.07

Hotai is honored with the Gold Award in the Best Service in Taiwan by Commercial Times for the 9th consecutive year.

2023.06

Free Mobility Service With yoxi, now known as Free Mobility Service to Produce Happiness For All, donates a thousand yoxi rides and volunteer service in support of the Ronald McDonald House.

2023.06

Redesigned ALPHARD models hit the sales floor.

2023.06

Hotai Group's island-wide blood donation event on World Blood Donor Day.

2023.05

Hotai Group's Taiwan Indigenous Wildlife Conservation Program is honored with the TWBA Taiwan Biodiversity Award.

2023.05

All-new LEXUS RZ450e debuts.

2023.04

All-new TOYOTA PRIUS PHEV debuts.

2023.04

Hotai Group hosts the beach cleanup event and mobilizes volunteers around the island to reduce plastic pollution.

2023.03

All-new TOYOTA CROWN debuts.

2023.03

Hotai Motor introduces the latest hydrogen-powered electric vehicle, TOYOTA MIRAI.

2023.03

Hotai Auto Body Manufacturing Co., Ltd. held its founding ceremony in Xizhou, Changhua.

2022

2023.02

HINO introduces all-new 700 series commercial vehicles.

2023.02

Hotai Group's Taiwan Indigenous Wildlife Conservation Program collaborates with MOA's (Ministry of Agriculture) sustainable agriculture ESG project to protect Taiwan's precious indigenous animal: Formosan leopard cat.

2023.02

TOYOTA introduces limited GR86 10th Anniversary Collector's Edition.

2023.01

Hotai Group invests in the establishment of Gochabar Technology Co., Ltd.

2023.01

HINO introduces all-new 300 series with PCS pre-warning protection system.

2022.12

Hotai's three car brands together have recorded a total of 150,000 units, continuing its streak as Taiwan's sales champion for 21 years. Corolla Cross continues to be the best-selling model for the 2nd consecutive year, and HINO ranks top in the commercial vehicle sales for the 2nd consecutive year.

2022.12

All-new TOYOTA TOWN ACE van debuts.

2022.12

Hotai Motor is honored with the National Sustainable Development Award by the National Development Council under the Executive

2022.11

All-new Lexus RX debuts.

2022.11

Hotai Motor receives the Taiwan Corporate Sustainability Award (TCSA) from the Center for Corporate Sustainability for the 7th consecutive year.

2022.10

All-new manual TOYOTA GR SUPRA debuts.

2022.09

Hotai Motor launches a new public welfare program, Dream Team Indigenous Program.

2022.08

Hotai Group incorporates Ho Young Travel Agency Co., Ltd.



2021

2022.08

TOYOTA introduces all-new GR86 with the first NFT available in the auto industry, GaRage 86.

2022.06

Hotai Group launches the Taiwan Indigenous Wildlife Conservation Program, with 2022 being marked as the Year of Peace for the Leopard Cat.

2022.05

All-new TOYOTA bZ4X debuts.

2022.04

Hotai Group launches its own online shopping platform, Hotai Go.

2022.04

Hotai Group introduces a new campaign, Free Mobility Service With yoxi.

2022.02

Hotai Group invests in the establishment of He Jun Energy Co., Ltd.

2022.02

All-new TOYOTA TOWN ACE debuts.

2022.02

All-new HINO 300 series hybrid commercial vehicle debuts.

2022.01

TOYOTA introduces a new generation of service centers: TOYOTA Neighborhood Service Stations.

2021.12

Hotai's three car brands together have recorded a total of 156,000 units, continuing its streak as Taiwan's sales champion for 20 years, with Corolla Cross being the best-selling model. TOYOTA and HINO commercial vehicle together have recorded a total of 9,422 units, breaking Hotai's sales record for commercial vehicles in Taiwan and ranking top in the commercial vehicle sales.

2021.09

Hotai officially launches Hotai Pay, Hotai Points, and Hotai CTCB Credit Card.

2021.09

One Tree for Every Toyota campaign reaches 500,000 trees planted.

2021.05

Hotai Group donates to Taipei and New Taipei City to support the battle against the pandemic.

2021.04

"Hosing International Automotive Co., Ltd." has been renamed "Hotai Auto Body Manufacturing Co., Ltd."

2021.01

Hotai Motor acquires iRent and incorporates yoxi to actively develop MaaS.

2020

2020.12

TOYOTA and Lexus have recorded a total of 146,194 units, continuing its streak as Taiwan's sales champion for 19 years. The TOYOTA ALTIS leads in the domestic category, while the RAV4 tops the import category, marking the first time an SUV has exceeded 30,000 units in sales. Additionally, HINO has secured its 11th consecutive year as the leading large commercial vehicle.

2020.12

One Tree for Every Toyota campaign reaches 400,000 trees planted.

2020.12

Hotai Motor has been ranked as the Favorite Brand of Consumers in the auto category for the 6th consecutive year in a survey conducted by Management Magazine.

2020.11

yoxi, an app that offers ride dispatch service

2020.08

Hotai Motor is honored as The Only Enterprise to be Listed in the Top 500 for Operational Performance for 30 Straight Years and Top 100 Companies by Revenue for 30 Straight Years.

2020.05

Lexus reaches 200,000 units of sales in Taiwan.

2019

2019.12

TOYOTA and Lexus have recorded a total of 141,891 units, continuing its streak as Taiwan's sales champion for 18 years. COROLLA ALTIS was the best-selling model for 19 consecutive year, and RAV4 tops Taiwan's SUV market. Additionally, HINO has secured its 10th consecutive year as the leading large commercial vehicle.

2019.12

Hotai Finance is listed on the Taiwan Stock Exchange as a public company.

2019.11

Receives the Sustainability Award from the British Standards Institute (BSI) for 2 consecutive years.

2019.10

Kuozui receives the Outstanding Foreign Corporation Contribution Award from the Ministry of Economic Affairs.

2019.05

Hotai Motor ranks in the top 5% of TWSE-listed companies in the Corporate Governance Evaluation for the 3rd consecutive year, and also receives the Labor Safety Award from Taipei City.

2019.01

Hotai Group incorporates Hoing Mobility Service Corporation.



2018

2018.12

TOYOTA and LEXUS have recorded a total of 120,766 units, continuing its streak as Taiwan's sales champion for 17 years. LEXUS ranks second among luxury car bands. Also, HINO has secured its 9th consecutive year as the leading large commercial vehicle.

2018.10

Hotai Finance is listed on the Taipei Exchange as a public company.

2018.06

Hotai Motor invests NT\$6 billion in TMC stock.

2018.02

TMC, Hino Motors, and Hotai & Kuozui Group donate to Hualien Earthquake Relief.

2017

2017.12

TOYOTA and Lexus have recorded a total of 128,084 units, continuing its streak as Taiwan's sales champion for 16 years. TOYOTA ALTIS, RAV4 and SIENTA hold the top three spots in passenger vehicle sales, with Lexus RX leading the luxury SUV category. Additionally, HINO has secured its 8th consecutive year as the leading large commercial vehicle.

2017.09

Hotai Motor celebrates its 70th anniversary.

2017.05

Hotai Motor ranks in the top 5% of TWSE-listed companies in the Corporate Governance Evaluation.

2017.03

Acquires Zurich Insurance (Taiwan) Ltd., and renames it Hotai Insurance Co., Ltd.

2010s

2016.12

TOYOTA City Driver app hits 2 million downloads.

2016.08

Hotai Motor's Customer Service Center is the first in Taiwan's auto industry to receive international ISO 10002 Complaints Handling Management System certification.

2014.12

Kuozui Motors surpasses 200,000 units in annual production, setting a new record among Taiwanese car makers.

2014.12

Completed the acquisition of shares in the national dealers.

2014.12

@bc, a website for certified pre-owned cars is officially online.

2014.06

Hotai Leasing becomes the first in the industry to launch, iRent, 24-hour self-service car rental in Taiwan.

2013.03

TOYOTA launches City Driver, an all-in-one navigation app and the first mobile app for divers in Taiwan's auto industry.

2011.09

TOYOTA sales in Taiwan reaches 2 million units.

2000s

2009/05

Eastern Motor Co., Ltd. incorporated.

2008/04

Launches Hotai Auto Auction, providing pre-owned car auction services.

2008/04

Increases its shareholding in Kuozui Motors to 30%.

2007/05

Opens a 2nd warehouse in Yangmei.

2003/01

Chang Yuan Motor Co., Ltd./Toyota Material Handling Taiwan Ltd. established.

2000/03

Yangmei Logistic Center begins operations.



1990s

1999/06

Hotai Finance and Hotai Leasing are founded.

1997/11

Opens Shanghai Hoyu Motor Service, our first location in China.

1997/09

Officially introduces the Lexus brand to Taiwan.

1997/02

Hotai begins trading its shares in Category A on the Taiwan Stock Exchange.

1996/12

Hotai has achieved the top market share for all vehicle types, including HINO trucks and buses, and TOYOTA medium trucks, cars and industrial vehicles.

1995/03

Kuozui Motors opens a new factory in Guanyin.

1994/12

Surpasses 100,000 units in annual sales for the first time, setting a new sales benchmark.



1980s

1989/05

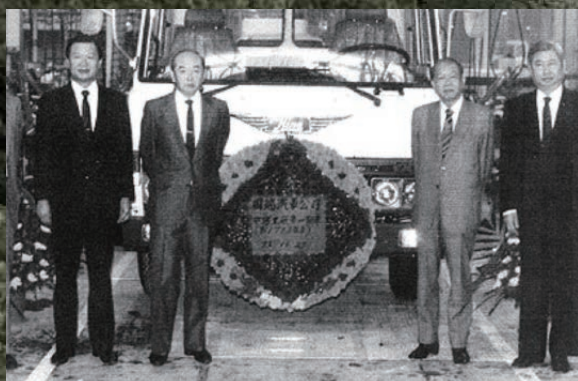
TOYOTA Corona, the first domestic car, makes its debut.

1988/05

Hotai signs contracts with Taiwan's top 8 dealers to sell TOYOTA products for the first time.

1987/04

TOYOTA launches new business in small commercial and passenger vehicles.



1986/01

TMC's investment in Kuozui Motors has been approved by MOEA's Investment Commission.

1984/03

Hotai invests in Kuozui Motors, which is established in April and begins production in Zhongli by November.

1983/06

MOEA's Investment Commission approves TMC's factory investment plan, also known as the big auto factory project.

1970s

1974/09

Hotai, alongside Wei Chuan Foods Corporation, Ho Tai Development, and Formosa Flexible Packaging, contributes NT\$25 million to establish the Chun Ching Social Welfare Foundation.

1973/02

Discontinues as a distributor for Ford Lio Ho Motor Company.

1970/02

TMC and Lio Ho Motor collaborate on COROLLA production, with Hotai as the exclusive distributor.

1960s

1969/04

Hotai imports the first batch of 706 TOYOTA cars from Japan through Central Trust of China, covering 80% of Japanese car imports and establishing TOYOTA's presence in Taiwan.

1968/01

Restructures as Hotai Motor Co., Ltd.

1966/10

The Xinzhuang factory is established, covering more than 8,000 ping, and becomes the largest repair facility in Taiwan.



1950s

1955/04

Restructures as Hotai Trading Co., Ltd.

1952

Signs exclusive distribution agreement with Hino Motors Ltd. for Taiwan.

1949

Obtains distribution rights for TOYOTA and YOKOHAMA Tire, becoming the first overseas distributor for both companies.

1947

1947/09

Hotai Automobile Co., founded with NT\$810,000 in registered capital and over 10 employees, specializes in cross-strait trade. It is located on the right side of Taipei Main Station.





Achievements

Sharing our excitement with you

+hink Amazing so we are powered to achieve remarkable results throughout the past 77 years.
We also dare to challenge existing thinking in order to acquire excellence and brilliance.

Year	Honors	Remark	Awarding Organization
2023	Hotai Motor receives the 2023 Taiwan Corporate Sustainability Award (TCSA)	Awarded for 8 consecutive years	Center for Corporate Sustainability
	Hotai Motor receives the 2023 Sustainability Citizen Award	Awarded for 9 consecutive years(in the top 20 for 4 straight years)	CommonWealth Magazine
	TWBA Taiwan Biodiversity Award: Bronze Prize in the Profit Business Category	First-time winner	Taiwan Corporate Sustainability Awards Executive Committee
	Nature Mama 《大自然媽媽》 receives the Best Annual Sustainable Micro Movie and Platinum Award at Taipei Golden Eagle Microfilm Festival	First-time winner	Taiwan Institute for Sustainable Energy Research
	TOYOTA TOWN ACE Renaissance Trilogy 《TOYOTA TOWN ACE文藝復興三部曲》 receives the Digital Singularity Award for Best Creative Film.	First-time winner	Taiwan Digital Media and Marketing Association
	TOYOTA Customer Service Center has earned the Gold Award from 2023 Taiwan Customer Service Center Evaluation	First-time winner	Commercial Times

Year	Honors	Remark	Awarding Organization
2023	Hotai Motor is honored with the 2023 Gold Award in the Best Service in Taiwan	Awarded for 9 consecutive years	Commercial Times
	Rank in the top 6%-20% in the 10th Corporate Governance Evaluation	Ranked top 5% of all listed companies in the 3rd, 4th, 5th, and 7th Evaluations	Taiwan Stock Exchange
2022	Hotai Motor receives the 2022 Taiwan Corporate Sustainability Award (TCSA)	Awarded for 7 consecutive years	Center for Corporate Sustainability
	Hotai Motor receives the 2022 Sustainability Citizen Award	Awarded for 8 consecutive years (in the top 16 for 3 straight years)	CommonWealth Magazine
	Hotai Motor is honored with the 2022 Gold Award in the Best Service in Taiwan	Awarded for 8 consecutive years	Commercial Times
	Hotai Motor ranks in the top 6%-20% in the 2022 Corporate Governance Evaluation	Fifth-time winner	Taiwan Stock Exchange
	Hotai Motor receives the National Sustainable Development Award	Fifth-time winner	National Development Council, Executive Yuan Harvard Business
	Hotai Motor receives the 2022 Business Transformation Award in the Digital Transformation Ding-Ge Award	Fifth-time winner	Review Taiwan

Year	Honors	Remark	Awarding Organization
2021	Hotai Motor receives the 2021 Taiwan Corporate Sustainability Award (TCSA)	Awarded for 6 consecutive years	Center for Corporate Sustainability
	Hotai Motor receives the 2023 Sustainability Citizen Award, placing 10 th	Awarded for 7 consecutive years	CommonWealth Magazine
	Hotai Motor is honored with the 2021 Gold Award in the Best Service in Taiwan	Awarded for 8 consecutive years	Commercial Times
	Hotai Motor ranks in the top 5% in the 2021 Corporate Governance Evaluation	Fourth-time winner	Taiwan Stock Exchange
2020	Hotai Motor receives the 2020 Taiwan Corporate Sustainability Award (TCSA)	Awarded for 5 consecutive years	Center for Corporate Sustainability
	Hotai Motor receives the 2020 Sustainability Citizen Award, placing 8 th	Awarded for 6 consecutive years(in the top 10)	CommonWealth Magazine
	Hotai Motor is honored with the 2020 Gold Award in the Best Service in Taiwan	Awarded for 7 consecutive years	Commercial Times
	Hotai Motor is voted the No.1 Most Trusted Brand in the automotive category by readers in 2020	Awarded for 3 consecutive years	Common Health Magazine

Year	Honors	Remark	Awarding Organization
2020	Hotai Motor is ranked top as the Favorite Brand of Consumers in the automotive category in 2020	Awarded for 6 consecutive years	Management Magazine
	Hotai Motor receives The Only Enterprise to be Listed in the Top 500 for Operational Performance for 30 Straight Years and Top 100 Companies by Revenue for 30 Straight Years in 2020	Double honors	China Credit Information Service
2019	Hotai Motors ranks in the top 5% in the 2018 Corporate Governance Evaluation	Awarded for 3 consecutive years	Taiwan Stock Exchange
	Hotai Motor receives the 2019 Taiwan Corporate Sustainability Award (TCSA)	Awarded for 4 consecutive years	Center for Corporate Sustainability
	Hotai Motor receives the 2018 Labor Safety Award	First-time winner	Labor Inspection Office in Taipei
	Hotai Motor receives the 2019 BSI Sustainability Excellence Award	Awarded for 2 consecutive years	BSI Standards Summit
	Hotai Motor receives the Top Service Award, placing 2 nd	Eleventh-time winner	Next Magazine
	Hotai Motor is honored with the 2019 Gold Award in the Best Service in Taiwan	Awarded for 6 consecutive years	Commercial Times

Year	Honors	Remark	Awarding Organization
2018	Hotai Motor ranks in the top 5% in the 2021 Corporate Governance Evaluation	Awarded for 2 consecutive years	Taiwan Stock Exchange
	Hotai Motor receives the 2018 Taiwan Corporate Sustainability Award (TCSA)	Awarded for 3 consecutive years	Center for Corporate Sustainability
	Hotai Motor receives the 2018 National Talent Development Award	First-time winner	Ministry of Labor
	Hotai Motor receives the 2018 BSI Sustainability Excellence Award	First-time winner	BSI Standards Summit
	Hotai Motor receives the Top Service Award, placing 1 st	Tenth-time winner	Next Magazine
	Hotai Motor is honored with the 2018 Gold Award in the Best Service in Taiwan	Awarded for 5 consecutive years	Commercial Times
	COROLLA receives the 2018 Middle East Car of the Year Award for Best Small Sedan	Second-time winner	Middle East Car of the Year

Year	Honors	Remark	Awarding Organization
2017	Hotai Motor is the biggest winner among the Top YouTube Videos in Taiwan in 2017! Three out of the top five are short films produced by Hotai, including: LEXUS 《影藏》 at No. 1, TOYOTA 《我的幸福里程樹》 at No. 3, and TOYOTA 《人生轉運站》 at No. 5. In addition, the LEXUS short film, 《影藏》, also ranks No. 1 on the Asia-Pacific YouTube Ads Leaderboard in October.	2017 Ads Leaderboard	Youtube
	Hotai Motor receives the Taiwan Corporate Sustainability Awards (TCSA): Social Inclusion Award, Corporate Sustainability Award, and Gold Award in the Corporate Sustainability Report category	Social Inclusion Award is awarded for 2 consecutive years while Corporate Sustainability Award and the Gold Award are received for the first time	Center for Corporate Sustainability
	Hotai Motor receives the Top Service Award, placing 1 st	Ninth-time winner	Next Magazine
	TOYOTA is honored as one of the Top 100 Most Influential Brands, ranking 1 st in the vehicle category	Awarded for 3 consecutive years	Business Weekly Magazine
	Hotai Motor ranks in the top 5% in the 2016 Corporate Governance Evaluation	First-time winner	Taiwan Stock Exchange
	Lexus is honored with the Gold Award in Car Dealership Category for Best Service in Taiwan	Awarded for 2 consecutive years	Commercial Times

Year	Honors	Remark	Awarding Organization
2016	Hotai Motor receives the Appreciation Plaque for supporting sheltered workshops in 2016		Taipei City Government
	TOYOTA is ranked No. 1 for Most Frequently Used Brand in the Young Generation Brand Survey	Awarded for 7 consecutive years	30 Monthly Magazine
	Hotai Motor receives the 2016 Taiwan Corporate Sustainability Award (TCSA): Service Industry Gold Award and Social Inclusion Award		Center for Corporate Sustainability
	Lexus receives the Best Brand Award, ranking 1 st in the auto category	Awarded for 2 consecutive years	Business Today
	Lexus ranks at the top in Taiwan's Customer Service Index	First place for the 17th time	J.D. POWER
2015	Lexus receives the Golden Service Award, leading the auto manufacturer service category	Awarded for 3 consecutive years	CommonWealth Magazine
	TOYOTA receives the Gold Medal in the Service Survey in Taiwan	Awarded for 2 consecutive years	Commercial Times
	Lexus ranks at the top in Taiwan's Sales Satisfaction Index	First place for the 15th time	J.D. POWER

Year	Honors	Remark	Awarding Organization
2014	Hotai Motor receives the Special Distinction Award in the Green Brands Survey, leading the auto industry category	Awarded for 4 consecutive years	Business Next Magazine
	TOYOTA receives the Impactful Brand of the Year and the Top Automotive Award	Awarded for 2 consecutive years	Manager Today
	Hotai Motor is named the Most Admired Company	Awarded for 8 consecutive years	CommonWealth Magazine
	TOYOTA receives the Best Brand Award, ranking 1 st in the auto category	Fouth-time winner	Business Today
2013	Hotai Motor receives the ROC Enterprise Environment Protection Award	Awarded for 2 consecutive years	Environmental Protection Administration
	Hotai Motor is recognized for excellence in voluntary carbon reduction		Environmental Protection Administration
2011	Hotai Motor receives the TTQS Silver Award for Training Quality Evaluation	Forth-time winner	Council of Labor Affairs
	Retail locations receive Green Store Certification	107 TOYOTA locations	Environmental Protection Administration
	TOYOTA ranks at the top in Taiwan's Sales Satisfaction Index, leading the non-luxury car category	First place for the 9th time	J.D. POWER

Year	Honors	Remark	Awarding Organization
2010	TOYOTA ranks at the top in Taiwan's Customer Service Index, leading the non-luxury car category	First place for the 7 th time	J.D. POWER
2008	Hotai Motor receives the Human Resources Development Innovation Reward	First place for the 7 th time	Council of Labor Affairs
	Hotai Motor receives the 4 th CSR Award		Global Views
	Hotai Motor receives the 6 th Service Excellence Award		Global Views
2005	Hotai Motor receives the 4 th Service Excellence Award		CommonWealth Magazine
2003	Hotai Motor receives the 14 th National Quality Award		Executive Yuan

I Care

In today's rapidly changing global environment, the automotive industry is undergoing unprecedented transformations, evolving from traditional transportation vehicles to a diverse range mobility services. As a leader in Taiwan's auto industry, Hotai Motor upholds the vision of "thinkAmazing" and continuously pursues progress and innovation. While striving for operational growth, we remain committed to our promise of "Standing by Our Beautiful Island," aiming to produce happiness for all through our core business. In 2023, we have established a sustainable strategic blueprint with four key pillars: Mobility, Openness, Value, and Eco. These pillars aim to connect with both internal and external stakeholders, integrating sustainability into our daily operations and balancing corporate sustainability with operational growth.

Mobility

Empowering with diverse energy solutions and innovative MaaS opportunities

- In recent years, the demand for island-wide transportation in Taiwan has steadily increased. With the support of our parent company TMC, Hotai Motor has introduced the all-new TOYOTA CROWN and YARIS CROSS in 2023, alongside redesigned and upgraded models like the TOYOTA GRANVIA, ALPHARD, PRIUS PHEV, and the LEXUS RZ and LM series. For commercial vehicles, we also launched upgraded versions of the TOYOTA HIACE and GRANVIA. Our annual performance has exceeded expectations, with all our dealers collaborating to achieve a total of 166,000 registered units of both large and small vehicles. This accomplishment continues our 22-year streak as Taiwan's market leader. TOYOTA has dominated both the domestic and import car segments, with the COROLLA CROSS, RAV4, and ALTIS ranking among the top 10 passenger cars of the year. LEXUS also has performed exceptionally well, with the RX, NX, and UX leading the sales in the full-size, mid-size, and mid-to-compact SUV categories respectively, and the ES achieving the top sales in the full-size sedan category.
- Hotai Group is dedicated to promoting MaaS (Mobility as a Service) in Taiwan. From travel information and trip planning to car rental services, we aim to integrate MaaS into everyday life. Recently, Hotai Group introduced the chicTrip travel planning app and the OpenHub charging service, offering a seamless mobility experience. With a single membership account, users can access all of Hotai Group's mobility services and earn Hotai Points through Hotai Pay, meeting their various travel needs.



Openness

Leveraging our resources for deeper social care in Taiwan, while enhancing regulatory compliance and risk management for sustainable growth.

- Hotai Motor is committed to integrating internal and external resources and collaborating with stakeholders to actively promote public welfare activities and broaden our social impact. In 2023, our Dream Team Indigenous Program has continued to sponsor Jiaxing Elementary School and Taoshan Elementary School to send their choirs for competitions in Korea and Singapore. Our Campus Recruiting Program connects graduating students from high schools, vocational schools, and colleges/universities with internships and workplace experience at service workshops and centers. In 2023, we have recruited 101 students, fulfilling our commitment to local talents development. The Free Mobility Service to Produce Happiness For All Program continues to leverage our core sharing services, yoxi and iRent, to address the mobility needs of disadvantaged children. Our service area has expanded to Kaohsiung and Tainan, and now has included adults in need as identified by the Social Welfare Department. We also partner with the Ronald McDonald House to assist families from remote areas in traveling to hospitals, aiming to reduce their travel burden. To date, we have provided over 6,000 free rides. Hotai Motor also supports the arts and culture sector. In 2023, TOYOTA and LEXUS have organized and sponsored various cultural training events, with total sponsorship exceeding NT\$41 million.
- To enhance regulatory compliance, Hotai Motor has established a comprehensive risk management system focusing on robust information security and personal data protection. Our internal regulations address areas such as copyright, trademarks, sensitive assets, R&D results, and patents. We also offer training for employees and dealers on personal data protection and copyright to strengthen their professional knowledge.
- In recent years, Hotai Motor has consistently excelled in corporate governance evaluations, achieving a top 5% ranking among listed companies for 4 consecutive years. Our commitment to sustainability is reflected in our numerous awards, including the Taiwan Corporate Sustainability Award, Social Inclusion Award, and the Gold Award in the Corporate Sustainability Report category. In 2023, we further demonstrated our dedication to ESG by receiving recognition in biodiversity, innovative growth, and creative communication. Additionally, we have been honored with the Sustainability Citizen Award for nine consecutive years. These accolades reinforce our ongoing commitment to a sustainable future.



Value

Fostering a vibrant workplace and nurturing talent for sustainable success.

- Hotai Motor believes that "satisfied employees lead to satisfied customers." We are dedicated to creating a joyful work environment, enhancing job value recognition, and fostering team spirit. Our goal is to build a passionate and productive team, thereby increasing both employee productivity and corporate value.
- Hotai Motor offers competitive salaries and outstanding welfare. Our non-supervisor employee average annual salary is NT\$2,630,000, with a median of NT\$1,991,000, placing us at the top of the industry. Employees receive an average annual salary increase of 3% and a three-month year-end bonus for years. We also provide attractive welfare, including an annual NT\$50,000 travel allowance, holiday bonuses, and various club activities to support work-life balance. Our comprehensive welfare system has resulted in a 100% return-to-work rate after parental leave and an average turnover rate of just 3.43% over the past three years, well below the industry average. We invest significantly in employee development through diverse training programs, with an average of 20 training hours per employee in 2023. Additionally, we have upgraded our health examination welfare in 2023 to exceed legal requirements, allowing employees to select from a range of options. This coverage now also includes temporary workers, ensuring a more comprehensive approach to health care.



Eco

Driving energy efficiency and carbon reduction with a commitment to environment friendliness.

■ Guided by the six challenges of the TOYOTA Environmental Challenge 2050, Hotai Motor is committed to promoting environmental management initiatives with the ultimate goal of achieving carbon neutrality. Using 2019 as the base year, our short-term goal is to reduce carbon emissions by 18% (15% for TMC) by 2025, and our medium-term goal is to reduce emissions by 33% (32% for TMC) by 2030. We continue to adopt the TCFD (Task Force on Climate-related Financial Disclosures) framework to manage the risks and opportunities associated with climate change. Our ambitious targets include achieving zero CO2 emissions in new vehicles, across the vehicle life cycle, and in our plants by 2050, as well as minimizing and optimizing water usage, establishing a recycling-based society, and living in harmony with nature. In terms of biodiversity, we are expanding the Taiwan Indigenous Wildlife Conservation Program. This includes collaboration with Taipei Zoo and organizing the Wild Animal Marketplace to promote education on the conservation of Formosan leopard cats.

■ Hotai Motor actively implements various energy-saving programs, continually enhancing energy use efficiency to mitigate the impact of climate change. In 2023, we have achieved a reduction of 126.86 tons of greenhouse gases. Our concrete environmental performance includes an average 33% reduction in carbon emissions, a 3% reduction in electricity usage, a 17% reduction in water usage, and a 17% reduction in waste (all compared to the 2019 baseline) across nationwide dealers. We have also achieved 100% recycling of HV batteries across Taiwan. To promote environmental sustainability awareness, we conduct internal sustainability education for dealers, Hotai executives, and employees. By the end of 2023, we had established 70 solar power sites. We are committed to continuously supporting our partners' environmental actions to ensure that all areas are considered in environmental risk assessments. Additionally, we fully comply with TOYOTA's environmental protection requirements, integrating the Group's efforts to lead society toward a new era of sustainable mobility.



