Think Amazing
Hotai
和泰汽車

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.

+hink Amazing

Heart of Hotai

Starts from the Heart

Hotai was established in 1947, being the first overseas distributor for Toyota Motor Corporation.
Today, Hotai is still the official distributor for Toyota, Lexus, and Hino.
We also provide comprehensive services to exceed customers' expectations.

The Hotai Motor Philosophy

Professionalism

- With our profession and experience, we dedicate ourselves to premium quality and highly efficient services.

Advancement

- With the spirit of surpassing ourselves and competitors, we aspire to meet the greatest challenges and move forward constantly.

Innovation

- With continuous innovation, we break new ground to elevate operational efficiency.

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

Established Date：September 1947

HQ Office Addres：8-14 F, No. 121, Song Jian Road, Taipei

Capital Amount: NTD 5.462 billion

Operating Revenue: NTD 112.3 billion (2017)

Employees: 540 (Mar, 2018)

Product Brands：Toyota, Lexus, Hino, Toyota industrial equipment

Founder: Mr. Huang Lieh-Ho

Honorable Group Chairman: Mr. Su Yann-Huei

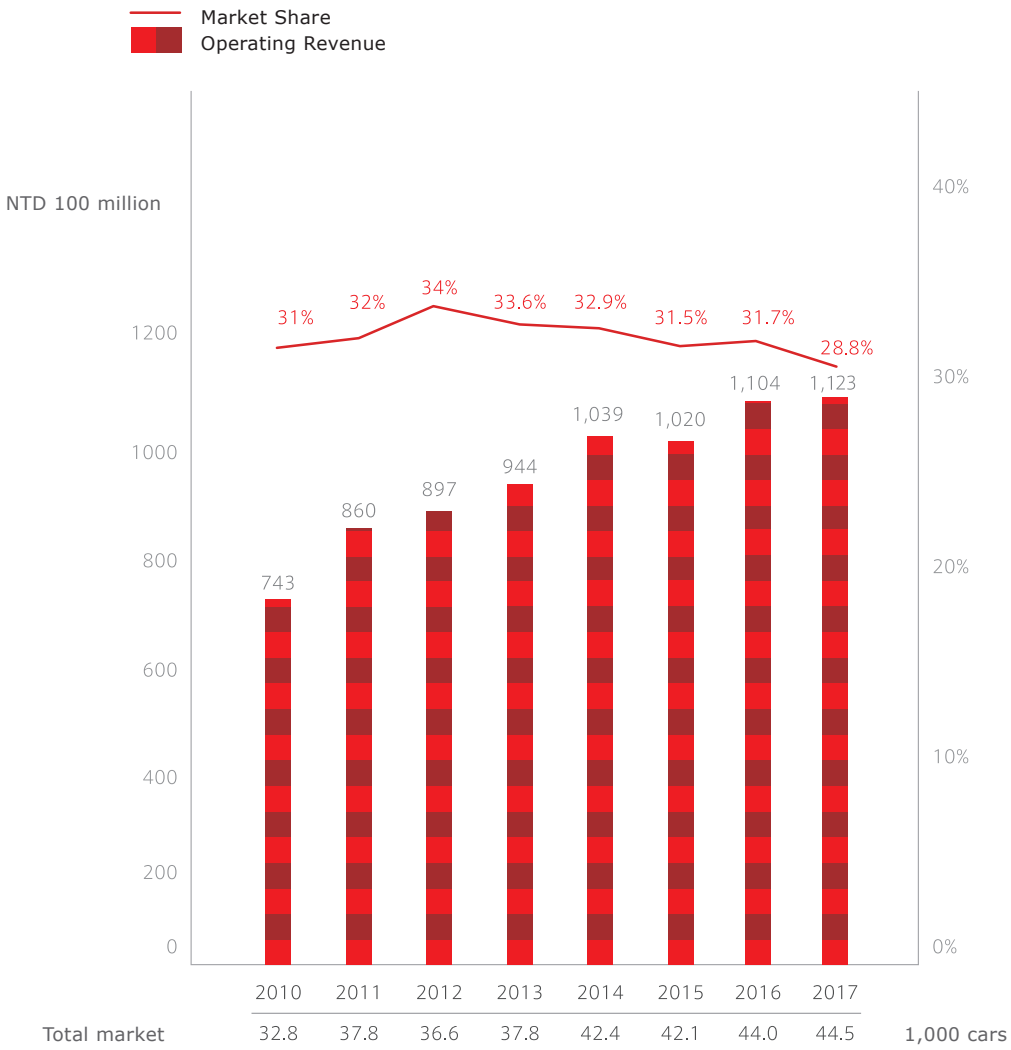
Chairman: Mr. Huang Nan-Kuang

President: Mr. Justin Su

Hotai Motor Growth

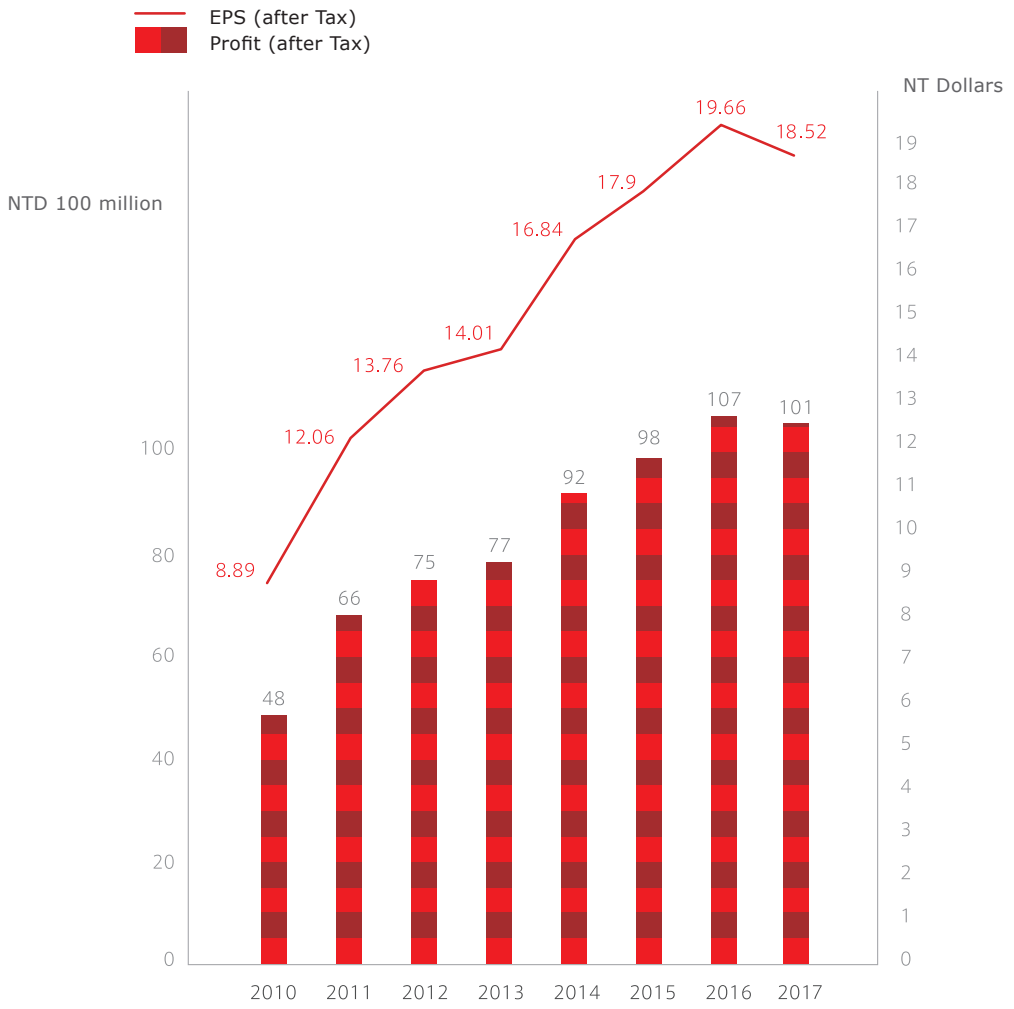
2017

Market Share 28.8%
Operating Revenue: 112.3 billion



2017

EPS (after Tax): NTD 18.52
Profit (after Tax): NTD 10.1 billion

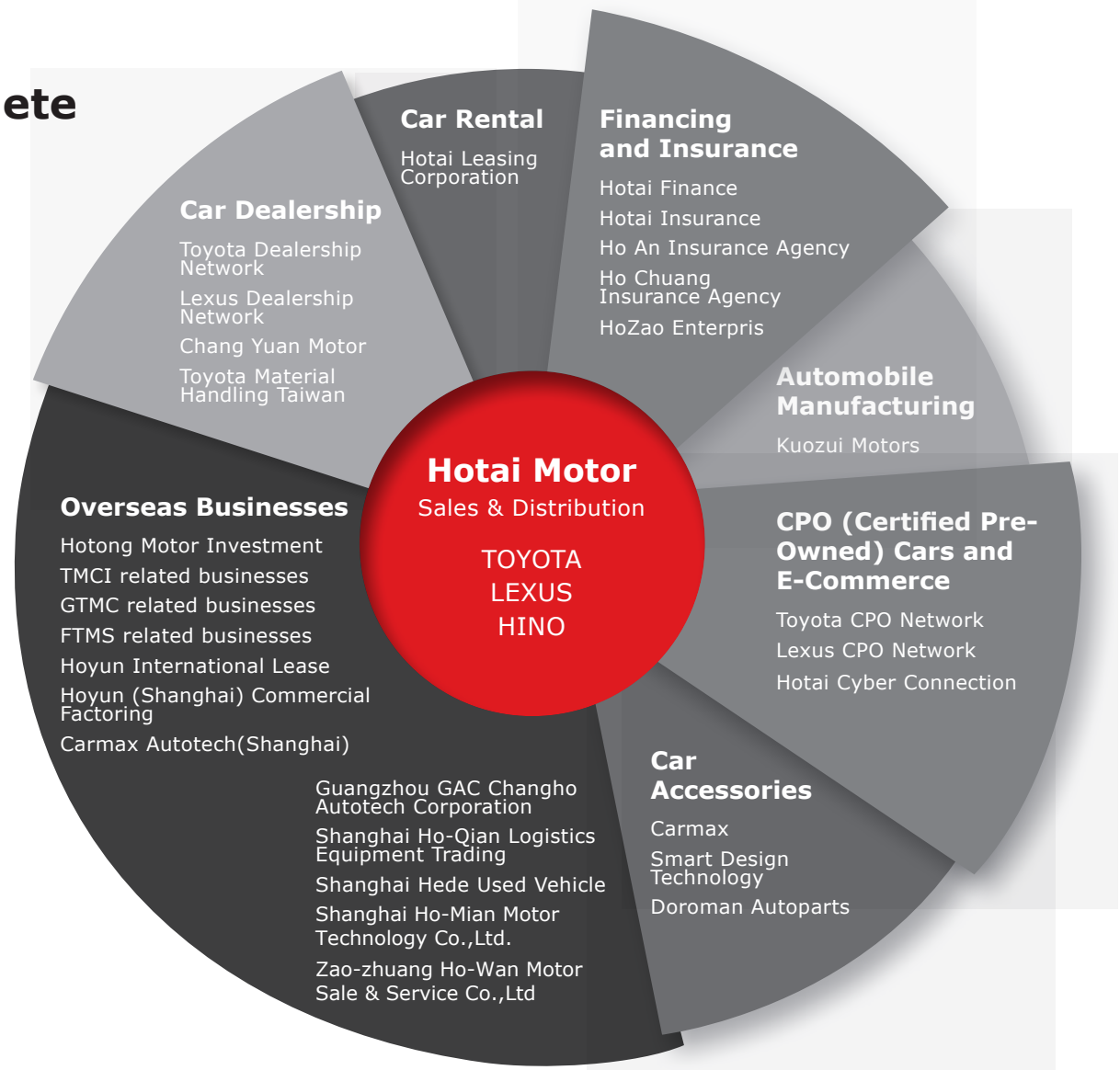


Organization

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.

- **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.

- **Toyota Dealership Network, Toyota CPO Network**

  Eight dealers (Kuotu Motor, Taipei Toyota Motor, Tau Miau 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 Dealership Network, LEXUS CPO Network**

  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. (Six dealers currently operate our CPO business.)

- **Chang Yuan Motor Co., Ltd.**

  Responsible for large commercial vehicles sales and maintenance.

- **Hotai Cyber Connection Co.,Ltd**

  Operating a diversity of e-commerce activities related to cars.

- **Toyota Material Handling Taiwan Ltd.**

  Responsible for sales distribution of Toyota industrial vehicles, accessories and after-sales service.

- **Hotai Finance Co., Ltd.**

  Management of vehicle installment payment programs and professional financing.

- **Hotai Leasing Corp.**

  Operating long and short-term car rental and professional chauffeur services.

- **Hoyun International Lease Co., Ltd.**

  Based in Shanghai, providing long and short-term car rentals, professional chauffeur services, and vehicle chartering. Equipment financing rental services are also available.

- **Hoyun (Shanghai) Commercial Factoring Co., Ltd.**

  Commercial factoring services for suppliers and customers in the Shanghai area.

- **Hozao Enterprise Co., Ltd.**

  Providing installment financing services for large commercial vehicles and other products.

- **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 Chung Insurance Agency Co. Ltd.**

  Providing a variety of life insurance services.

- **Carmax Autotech Co., Ltd.**

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

- **Smart Design Technology Co., Ltd.**

  Providing car electronics and car multimedia system design, development and sales.

- **Carmax Autotech (Shanghai) Co., Ltd.**

  A Taiwan Carmax-invested professional auto accessories company, responsible for servicing the auto dealers of the Hotai Group in China.

- **Guangzhou GAC Changho Autotech Corporation**

  An auto accessories company co-invested by Taiwan Carmax and Guangzhou Automobile Group, a supplier of Guangzhou Group.

- **Doroman Autoparts Co., Ltd.**

  Providing car accessories and retailing.

- **Hotong Motor Investment Co., Ltd., TMCI related businesses,FTMS related businesses, and GTMC related businesses**

  Hotong Motor Investment is the China headquarters of Hotai Motor Group, responsible for managing FTMS related businesses, GTMC related businesses, TMCI related businesses and their 19 outlets

- **Shanghai Ho-Qian Logistics Equipment Trading Co., Ltd.**

  Responsible for Toyota industrial vehicle sales and after-sales services.

- **Shanghai Hede Used Vehicle Co., Ltd.**

  Operating Toyota Certified Pre-Owned cars in Shanghai and several areas.

- **Shanghai Ho-Mian Motor Technology Co.,Ltd.**

  Providing vehicle-related technical development and consultation.

- **Zao-zhuang Ho-Wan Motor Sale & Service Co.,Ltd**

  Responsible for car and accessories sales.

Timeline

70 Years

Change, for the Better

For 70 years, each step has moved us forward to ever greater milestones.

Each day takes us down the road of betterment!

2017

2017/12

Toyota and Lexus sold 128,084 units in 2017 Taiwan passenger vehicles, it is sales No.1 for the 16th consecutive year.The top 3 in 2017 Taiwan Best Selling passenger vehicles were dominated by TOYOTA ALTIS,RAV4,SIENTA.LEXUS RX also championed sales in the luxury SUV market.Hino claims No. 1 share of large commercial vehicle market for the 8th year in a row.

TOYOTA-ALTIS

LEXUS-RX

2017/09

Hotai Motor 70th Anniversary.

2017/05

Hotai Motor ranked in the top 5% among TWSE listed companies in "Corporate Governance Evaluation".

2017/03

Acquired Zurich Insurance (Taiwan) Ltd. and renamed as Hotai Insurance Co., Ltd.

2010s

2016/12

「TOYOTA City Driver」 App hits 200 million downloads.

2016/08

Hotai's Customer Service Center honored with「Quality management -- Customer satisfaction--Guidelines for complaints handling in organizations」Certification, first awarded in the motor industry.

2014/12

The annual production of Kuozui Motors reaches over 200,000 cars, setting a new record for motor industry in Taiwan.

2014/12

Complete investment eight dealers in Taiwan.

2014/12

「abc」- certified Pre-owned cars website is officially online.

2014/06

Hotai Leasing Corporation (HLC) is the first one to provide 24hr self car rental service in Taiwan.

2014/03

"TOYOTA City Driver" is the 1st All-In-One App for car driving service in Taiwan.

2011/09

Toyota sets a cumulative sales record of over 2 million units in Taiwan.

2000s

2009/05

Eastern Motor Co., Ltd. opens.

2008/04

Opening of "Hotai Auto Auction" for used car business.

2008/04

Hotai increases capital investment in Kuozui Motors to 30%.

2007/05

2nd warehouse in Yangmei opens.

2003/01

The establishment of Chang Yuan Motor Co., Ltd. and Toyota Material Handling Taiwan Ltd.

2000/03

Yangmei logistic center opens.

1990s

1999/06

Establishment of Hotai Finance Co., Ltd. and Hotai Leasing Corp.

1997/11

Shanghai Hoyun's first outlet opens.

1997/09

Officially introduced LEXUS to Taiwan.

1997/02

Hotai Motor Co. is listed on the main board of TWSE.

1996/12

Sales of Hino heavy trucks, large-sized buses, Toyota middle-sized trucks, compact cars and industrial vehicles reach No. 1 in market share.

1995/03

Kuozui Motors Guanyin Plant is established.

1994/12

First time to exceed 100,000 unit sold yearly, laying the foundation for our 100,000-unit sales.

1980s

1989/05

Toyota Corona is launched.
(Our first domestically made passenger car)

1988/05

Hotai Motor for the first time signs dealership contracts for Toyota products with 8 dealers.

1987/04

Toyota starts new businesses related to small commercial vehicles and sedans.

1986/01

The Ministry of Economic Affairs Investment Commission approves Toyota's investment in Kuozui Motors.

1984/03

Hotai invests in Kuozui Motors which is established in April; production initiated at the Zhongli Plant in November.

1983/06

Ministry of Economic Affairs Investment Commission approves Toyota's investment in large-scale automotive production site.

1970s

1974/09

Hotai Motor, along with stakeholders of Weichuan, Ho Tai Development, and Formosa Flexible Packaging, donate a total of NT$25 million to found Chun Ching Social Welfare Foundation.

1973/02

The cooperation with Lio Ho Automotive is discontinued.

1970/02

Toyota Motors Corporation and Lio Ho Automotive join forces to produce the Corona. Hotai Motor is exclusive distributor.

1960s

1969/04

Hotai Motor imports the first shipment of 706 Toyota cars from Japan in cooperation with Central Trust of China.

1968/01

Restructured as Hotai Motor Company, Ltd.

1966/10

Hotai establishes a manufacturing plant in Xinzhuang, occupying more than 26,000 square meters of land, the largest vehicle plant in Taiwan at the time.

1950s

1955/04

Restructured as Hotai Trading Ltd.

1952

Signs a contract with Hino Motors, Ltd. to act as exclusive distributor for Taiwan.

1949

Becomes the first overseas distributor for Toyota and Yokohama Tire Corporation.

1947

1947/09

Hotai Trading Ltd. is founded with NT$810,000 registered capital, and a little more than 10 employees. Its main business is trade between Taiwan and China. Its office is located to the right of Taipei Main Station.

Achievements

Honors – The Spirit of +hink Amazing

Over the past 70 years, Hotai's commitment to great performance, daring to think outside of the box, has won recognition for our outstanding achievements again and again.

Year	Honors	Description	Presented by
2017	Hotai Motor was the biggest winner of 2017 YouTube Taiwan ranking! Three out of top 5 rankings are from Hotai, winners are : No.1 LEXUS「影藏」, No.3 TOYOTA「我的幸福里程樹」, No.5 TOYOTA「人生轉運站」. Besides, LEXUS shortfilm「影藏」won the Youtube Asia Pacific Ads Leaderboard championship in October as well.	2017 Leaderboard	Youtube
	Hotai Motor wins the Social Inclusion Award , the Corporate Sustainability Awards and the Gold Award in Report Gold Award at the 2017 Taiwan Corporate Sustainability Awards.	Social Inclusion Award-Winning 2 consecutive years	Taiwan Institute for sustainable Energy(TAISE)
	Toyota ranks No. 1 among Hotai Motor wins No.1 in the " Top Service Awards".Most Influential Brands in Taiwan"	Taiwan Institute for sustainable Energy (TAISE)	Next Magazine
	Toyota ranks No. 1 among "The Most Influential Brands in Taiwan" in the automotive industry.	Winning 3 consecutive years	Business Weekly
	Hotai Motor ranked in the top 5% in "Corporate Governance Evaluation."		Taiwan Stock Exchange
	Lexus receives the Gold Award for "The Best Service in Taiwan" in the automotive industry.	Winning 2 consecutive years	Commercial Times
2016	Hotai receives a special certificate of gratitude for supporting the Taipei City Government's Protected Workplaces for the Disabled program.		Taipei City Government
	Toyota named No. 1 "Most Frequently Used Brand" in the Young Generation Survey.	Winning 7 consecutive years	Global Views Group "30" Magazine
	Hotai Motor wins the Gold Award in service industry and the Social Inclusion Award at the 2016 Taiwan Corporate Sustainability Awards.		Taiwan Institute for Sustainable Energy (TAISE)
	Lexus wins "Best Brand Award" in the automotive industry.	Winning 2 consecutive years	Business Today
	Lexus ranked No. 1 in the Taiwan Customer Satisfaction Index (CSI) for after-sales service.	Ranked No.1 for the 17th time.	J.D. POWER
2015	Lexus ranked No. 1 in the Golden Service Awards (car service industry).	Winning 3 consecutive years	CommonWealth Magazine
	Toyota wins the Gold Award for "The Best Service in Taiwan".	Winning 2 consecutive years	Commercial Times
	Lexus ranked No. 1 among luxury cars in the Taiwan Sales Satisfaction Index (SSI).	Ranked No.1 for the 15th time.	J.D. POWER

Year	Honors	Description	Presented by
2014	Hotai Motor named No. 1 "Top Green Brands" in the automotive industry.	Winning 4 consecutive years	Digital Times Magazine
	Toyota wins double honors as "Super Power Brand" and "Power Brands" in the automotive category.	Winning 2 consecutive years	Manager Today
	Hotai Motor named "Most Admired Company".	Winning 8 consecutive years	CommonWealth Magazine
	Toyota named No. 1 "Best Brand" in the automotive category.	4th time to be awarded	Business Today
2013	Hotai Motor honored with ROC Enterprise Environmental Protection Awards.	Winning 2 consecutive years	Environmental Protection Administration
	Hotai Motor honored for "Voluntary Reduction of Carbon Emissions".		Environmental Protection Administration
2011	Hotai Motor awarded Silver Prize in the TTQS (Taiwan TrainQuali System) Assessment.	4th time awarded	The Executive Yuan - Council of Labor Affairs
	Dealer outlets honored with "Green Store Certification".	107 Toyota distributor sites nationwide	Environmental Protection Administration
	Toyota ranks No. 1 in the Taiwan Sales Satisfaction Index (SSI) among Mass Market Segment.	Ranked No.1 for the 9th time.	J.D. POWER
2010	Toyota ranks No. 1 in the Taiwan Customer Satisfaction Index (CSI) among Mass Market Segment.	Ranked No.1 for the 7th time.	J.D. POWER
2008	Hotai Motor wins the National HRD InnoPrize.		The Executive Yuan - Council of Labor Affairs
	Hotai Motor wins the 4th Corporate Social Responsibility Awards.		Global Views Magazine
	Hotai Motor wins the 6th "Excellent Service Award".		Global Views Magazine
2005	Hotai Motor wins the 4th Golden Service Award.		CommonWealth Magazine
2003	Hotai Motor wins the 14th National Quality Award.		The Executive Yuan

I Care

Hotai Cares

More than cars, we cherish our home.

Through love, hope will embrace society.

Road Safety – Attentive Guardian

1

Donation of crossing guard uniforms for elementary schools nationwide

Starting in 2011, Hotai donated 63,000 volunteer school crossing guard uniforms to primary schools in all counties and cities in Taiwan; we hope to take this action to strengthen the security of volunteers for keeping millions of elementary school students safe to and from school.

2

Traffic Safety Theatre

Starting in 2006, Hotai working with famous children's theatre, Hotai has brought traffic safety shows to elementary schools throughout Taiwan and perform hundreds of performances each year. As of 2017, there have been more than 1,049 shows, benefitting more than 240,000 children.

3

Chirldrens' national traffic safety drawing competition

Starting in 2001, Hotai has worked with Chun Ching Social Welfare Foundation to organize a national drawing competition to promote road safety, with more than a million children participating over the years.

1

2

3

1

2

Love and Hope

1

National Blood Donation Month and the donation of bloodmobiles

In 1977, the frist large-sized bloodmobile is introduced to Taiwan, donated by Hotai founder Huang Lieh-Ho along with other enterprises.
Since 2011, Hotai began to donate at least one large bloodmobile each year.
By the end of 2017, we have donated 9 vehicles and their accumulated blood collection volume has exceeded 130 million c.c,
providing the best support for medical blood demand in Taiwan.
In addition, "Hotai National Blood Donation Month" has been initiated in 2012 , connecting employees and subsidiary companies with blood banks around Taiwan.

2

Caring for mentally challenged kids

Since 2015, all Toyota outlets in Taiwan offer baked goods made by mentally challenged kids, providing them long-term and steady support. Moreover, Hotai donated a shuttle bus for medical transport to the Children Are US Foundation to resolve their travel issues.

Wholehearted commitment to the happiness of the next generation

1

Toyota – One Tree for Every Toyota

Protecting our children's future begins with carbon reduction. From April of 2017, we began planting one tree along the shoreline for every Toyota car sold. On behalf of each car owner, we are extending the love along coastline of Taiwan. Up to March of 2018, more than 110,000 of treses have been planted and more than 6000 of volunteers have joined the event.

2

Toyota – Toy Sharing

Starting from 2016, each Toyota service center has a toy donation box. As of Mar.2018 , more than 80 tons of toys have been collected and reused.

3

Toyota – Environment Month

Starting from 2005, in coordination with the green policy of Toyota Motor Corporation, we have been devoted to working with eight dealers to promote environmental sustainability in local communities. Today, our volunteers have participated more than 2,000 times in community greening events.

Art and design events

1

Toyota BOTY World Breakdance Competition

Since 2015, we've been sponsoring Taiwanese youngsters on the global dancing stage.

2

Toyota Global Dream Car Art Contest

Encouraging children to draw their dream cars and cultivating their love for automobiles. Taiwan's only international drawing contest for kids.

3

Lexus Global Design Award

Cultivating new-generation creative designers to inspire concepts for a better future.

4

Lexus New Talent Film Festival

Short films created specially by university students. The Gold Award winner has the chance to practice in the Golden Horse Film Academy.

5

Lexus Classical Concerts

LEXUS sponsors top tier orchestras to perform in Taiwan every year, establishing our stature in the minds of cultural community.

www.hotaimotor.com.tw