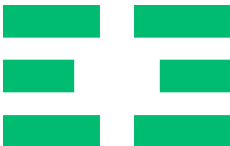




# Toyota

Subsidiaries: Lexus  
Locations: Japan (HQ)  
Industries: Automobiles and Components

RISK LEVEL:



Lower Risk

DESCRIPTION:

Toyota is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Toyota does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

## Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Toyota was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (1)(2)(3). However, Toyota has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (4)(5).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Medium Risk

Toyota's corporate giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities Toyota formerly (1)(2)(3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

In October 2024, Toyota pledged to end divisive employee resource groups (1). The company does not provide viewpoint protections for its employees (2)(3).

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.**

**Lower Risk**

*Toyota's former CEO, Tetsuo Ogawa, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (1)(2). The company scored a 100 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (3)(4)(5).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.**

**Lower Risk**

*Toyota had a history of giving to groups outside of its business interests. However, in October 2024, the company pledged to stop sponsoring nonbusiness activities (1)(2)(3). The company was a member of the Global Alliance for Responsible Media (4)(5)(6). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (7).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes.**

**High Risk**

*Toyota donated to the Equality PAC but has not lobbied for ideological purposes (1)(2)(3).*

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