



Toyota Motor Corporation

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<http://www.toyota-global.com>
 Established August 1937
 Number of employees: 344.109 (as of the end of March 2015)

[Point of application]

- Location control
- Status control

Device: RFID AsReader®
 Install date: Sept. 2015

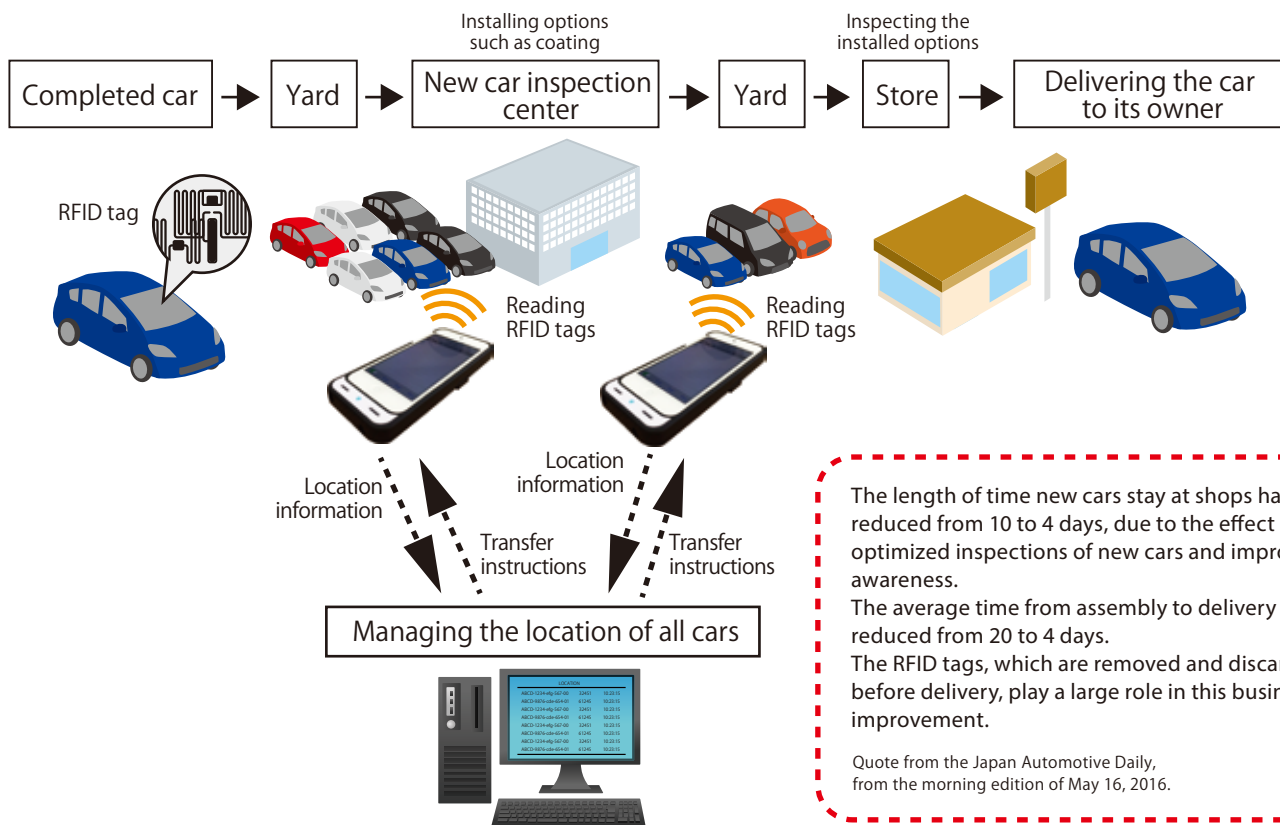
This case study was based on the information available on September 2015

Improved sales logistics with RFID tags and RFID AsReader®

Toyota Motor Corporation set out to use IoT to improve their backyard work. They introduced a system with RFID tags and RFID readers, improving productivity as well as customer satisfaction.

Problems

Moving vehicles throughout the grounds, processes in the factory and the like all took a very long time. Furthermore, options such as a body coatings have been increasing in recent years, and the efficiency has been reducing.



The length of time new cars stay at shops has been reduced from 10 to 4 days, due to the effect of optimized inspections of new cars and improved sales awareness. The average time from assembly to delivery has been reduced from 20 to 4 days. The RFID tags, which are removed and discarded before delivery, play a large role in this business improvement.

Quote from the Japan Automotive Daily, from the morning edition of May 16, 2016.

Solution

The RFID AsReader® as developed by us at the request of Toyota Motor Corporation. It reads RFID tags (position information) quickly and accurately, sends that information to the cloud server which centrally manages the location of all cars, and can display instructions from the server as well. Because you can see at a glance which car should be moved where and when, the time cars spend being delayed is shortened, which leads to quicker deliveries and higher customer satisfaction.



*AsReader® is registered trademark of Asterisk Inc.

<https://AsReader.com>