Toyota has been in Peru for 27 years and has become a pillar of the economy. The company also supports the activities of Toyota Asia Pacific, according to the philosophy of promoting good relations with each country.

Toyota's commitment to sustainability

Peruvian-Japanese association: 120 years of friendship

Established in 1917, the Peruvian-Japanese Association (APJ) is the oldest Japanese Association in Latin America. It is a cultural, social and technical institution that promotes the exchange of knowledge and experiences between Peruvians and Japanese communities.

APJ President, Roberto Fioretto

"Every year, we go to Japan with new products and technologies. Even since the beginning, the Japanese market has valued sustainability and traceability. That is why we are not only seen as those who produce high-quality products, but also those who contribute to the environment."

APJ has made significant contributions, through the promotion of education and research, to the development of communities in Peru. The APJ has also established cultural, scientific and technological exchanges between Peru and Japan.

Toyota’s focus on sustainability

Toyota’s commitment to sustainability has been highlighted in various ways. The company has set a goal to achieve carbon neutrality by 2050 and aims to reduce its carbon footprint by 2030.

Toyota continues to support sustainable development initiatives in Peru, such as the creation of green spaces and the promotion of renewable energy sources.

The promotion of education and research

APJ supports the education and research of Peruvian-Japanese students. The association provides scholarships and grants to students who wish to further their studies in Japan.

APJ also supports the development of technical cooperation programs between Japan and Peru. These programs aim to promote the transfer of knowledge and technology from Japan to Peru.

The Peruvian-Japanese Association continues to strengthen its ties with Japan and promote the exchange of knowledge and experiences.