

Brand Communication Guidelines

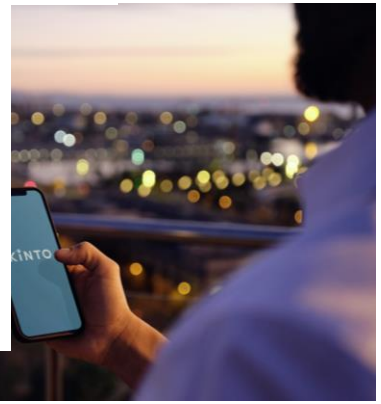
UPDATE

2024

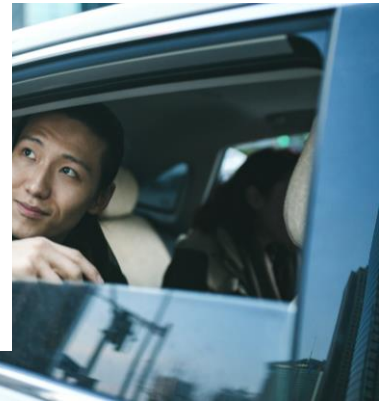
KINTO

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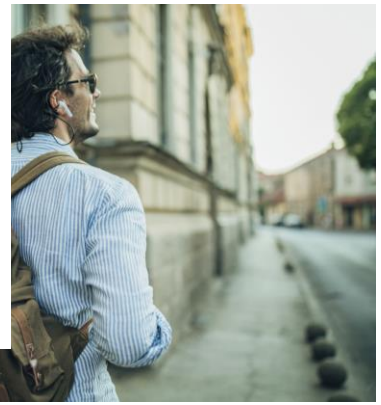
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01

Strategic Background & Approach

KINTO

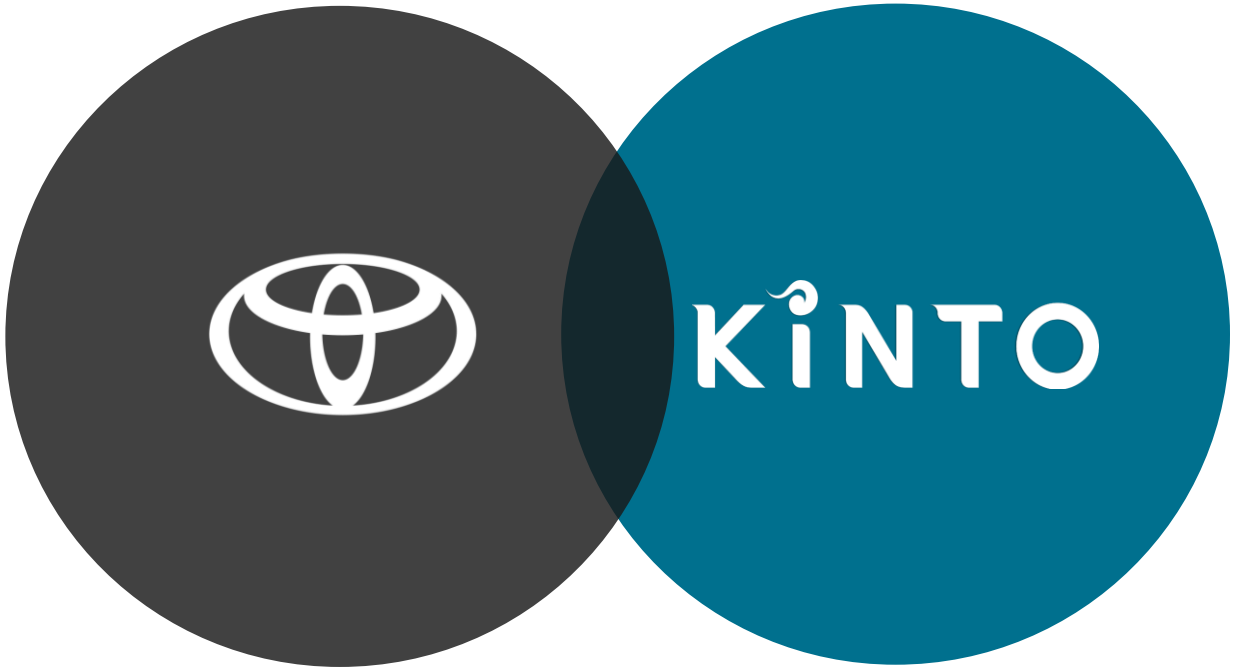
Background and **purpose** of this document

KINTO is transitioning from a solus brand to a fully supported brand of Toyota– which leads to benefits for both sides: On the one hand, KINTO serves as a proof point of Toyotas' transformation journey into a mobility company by adding credibility to the concept of "Mobility for All". On the other hand, KINTO will benefit from the Toyota's brand ripple effects in the areas of trust, quality, peace of mind and recognition through the link and association.

Based on this current strategic approach, the purpose of these updated guidelines is:

- **To define** what KINTO now represents as a brand in communication and what not
- **To outline** the most important recommendations for action regarding the brand design usages and messaging hierarchies
- **To enable** local markets to be a distinctive global brand that speaks with one voice and to help them develop brand awareness and expand sales potential

Strategic approach: from standalone to a supporting Master brand



BOTH BRANDS BENEFIT THROUGH ASSOCIATION

Toyota + Mobility

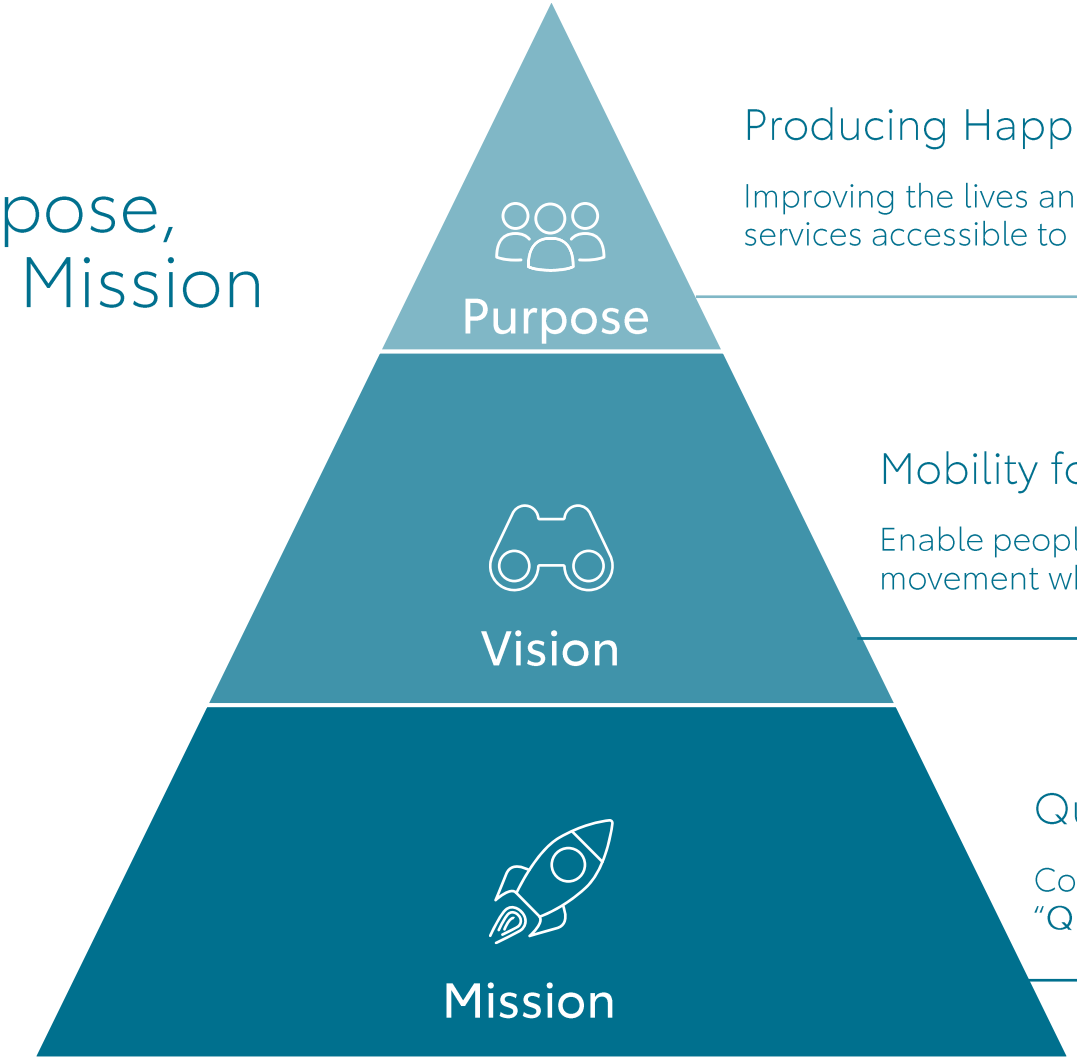
KINTO + Toyota's Trust, Quality & Peace of Mind



02 Brand Foundation

KINTO

KINTO Purpose, Vision and Mission



Producing Happiness for All

Improving the lives and well-being of others with technology and services accessible to all.

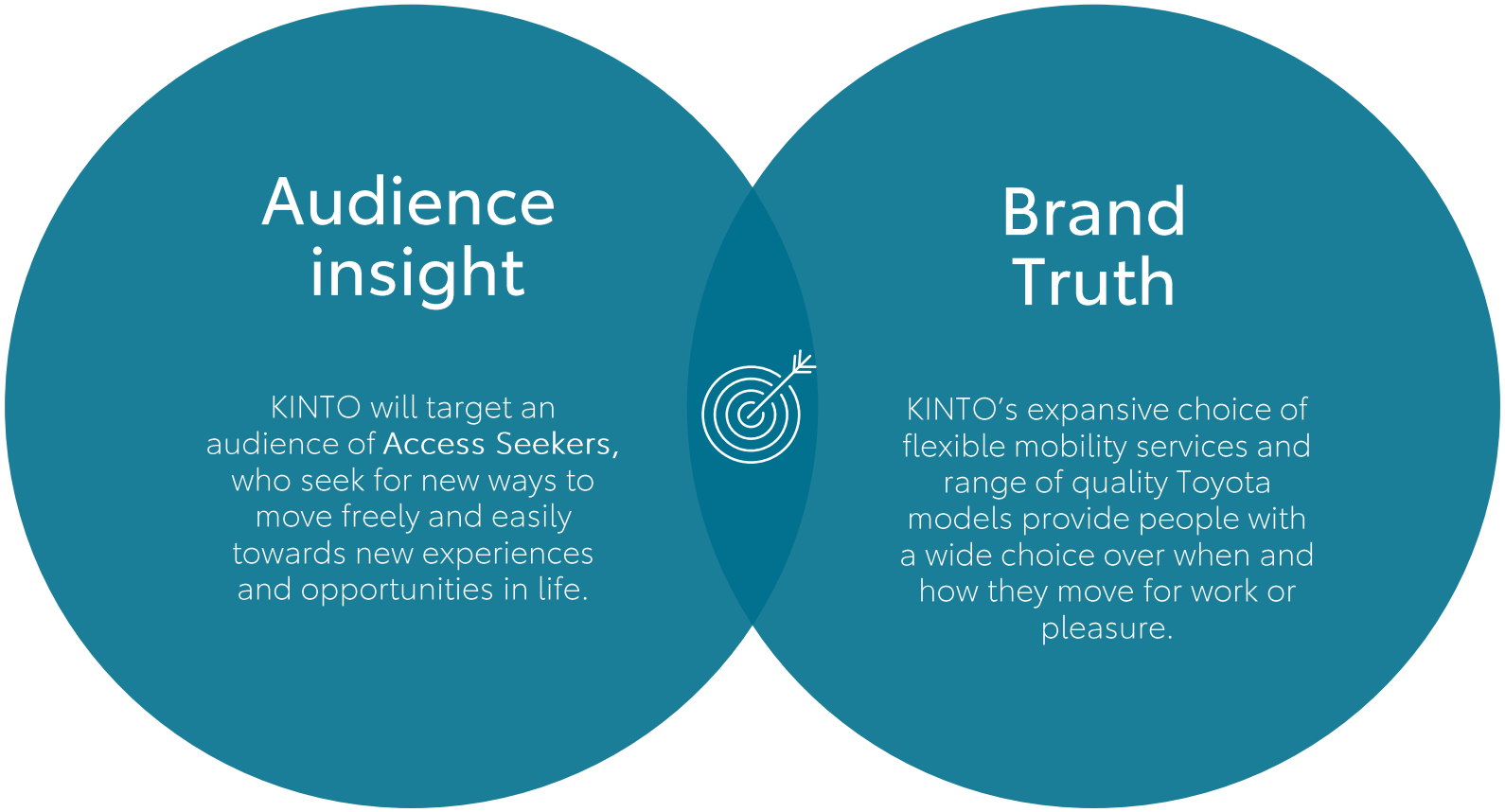
Mobility for All

Enable people to achieve their goals through the freedom of movement whilst helping protect the planet & its citizens.

Quality Focus

Commitment to delivering "**Quality Services**" that will improve "**Quality of Life**" for our customers & the broader community.

Positioning statement



KINTO offers a wide choice of flexible mobility solutions and range of quality Toyota vehicles, that empowers Access Seekers by giving them access to experiences (in life) and opportunity (at work) on their terms.

KINTO Customer Value Proposition

Convenience & Flexibility



At KINTO, we get it - life moves fast and customer have diverse and ever-changing needs. That's why we're here to make things easier for our customers. Our user-friendly products, seamless services, and stress-free experiences are designed to fit seamlessly into your daily routine and become a part of your lifestyle.

Quality & Trust



At KINTO, we're all about quality - from our products to our services. We prioritize trust and peace of mind for our customers, which is why our commitment to excellence was born from our close association with Toyota and its founding proposition for the customer.

Sustainability



We believe that minimizing our impact on the environment isn't just a responsibility; it's a fundamental commitment to shaping a brighter future for generations to come. We want to empower each and everyone on the path to a positive change.

Customer Values are aligned with Toyota promise



03 Comms Principles

KINTO

KINTO comms role within ACE model

Establishing the role for KINTO within the framework to streamline clear planning and execution of the marketing strategy.

Focus for KINTO will be in attracting potential customers and raising awareness for the brand. Followed by strong efforts on conversion and continuing to build a strong and holistic brand experience.

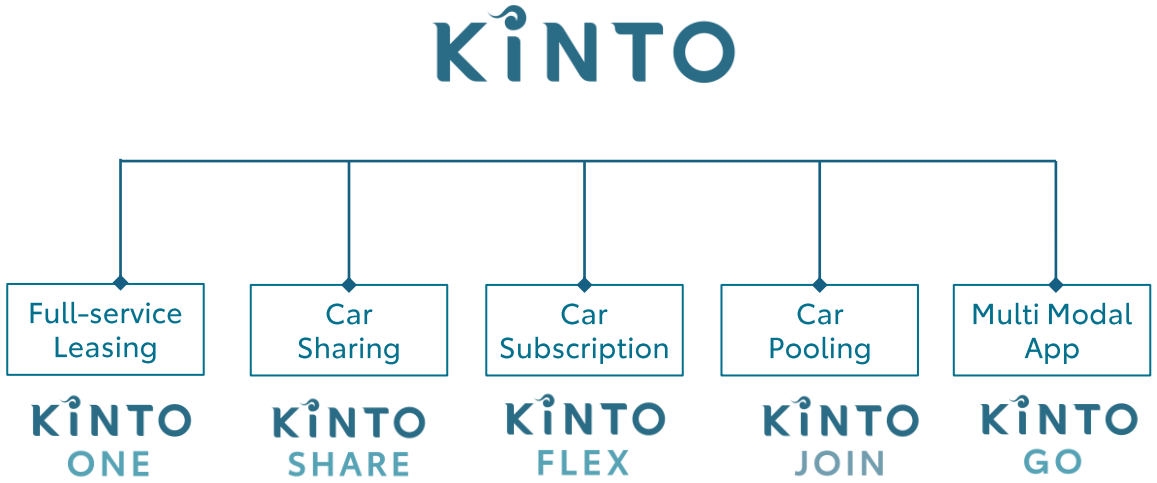
	Role for comms	Channels
Attract	This is where we must drive reach, awareness and knowledge of KINTO brand & its services. People must become aware of the brand and understand what KINTO is	• SEO • Website • Social Media • POS
Convert	Once the audience is aware of KINTO, we must convenience the to choose KINTO and acquire them as a customer	• Digital channels • Dealer
Experience	Ensure holistic brand experience for the customer	• CRM • Dealer

Naming strategy

We're on a mission to create a master brand that unites all our products under one powerful name: By removing siloes and streamlining our offerings, we're striving for an overarching brand that serves as the main anchor point for everything we do. This will help us avoid diluting the brand and better serve our customers and provide them with a more cohesive and impactful experience.

Please note: Different, market-specific starting points mean that the implementation of all changes will take time and are not done by tomorrow. The road towards a Master brand naming is a phased approach, however it is vital we are all aligned on the ultimate future goal.

Gradual Journey towards a Master brand





KINTO in product verticals

KINTO as a master brand

Strategic imperatives when communicating Toyota in KINTO´s channels

Be clear

Ensure that the relationship between KINTO (Primary & enabler brand) and Toyota (Master brand) are clear.

Be consistent

Maintain consistency in messaging, tone and branding to avoid confusion among the audience.

Be seamless

Communicate the relationship between both brands and by this, the synergy effects of Toyota´s brand strength can be utilised in the best possible way.

Brand Hero Messaging principle

When crafting messages on brand, we should be leading with the KINTO name or value proposition as the primary brand identifier. This involves articulating the service's action-oriented description or benefit, followed by the integration of Toyota's value proposition or model name to further reinforce Toyota brand association.

The specific wording of this messaging will vary depending on the channel, but the following principle should be taken into account for both target groups: B2B and B2C.

[KINTO] + [core services and benefits] + [Toyota (vehicles/benefits)]

Primary (sender) brand

Primary brand (and product) as emotional benefit

Secondary (supporting) brand

Brand Hero Messaging written execution

This leads in the following potential messaging options depending on exemplary channels:



Channel: Website

Section: Header

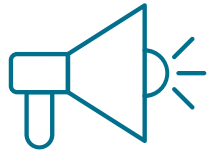
KINTO. Your Flexible Mobility Solutions to a wide range of quality Toyota vehicles.



Channel: Social Media

Section: Caption

Seamless and Convenient way to access the new Toyota CH-R.



Channel: Public Relation

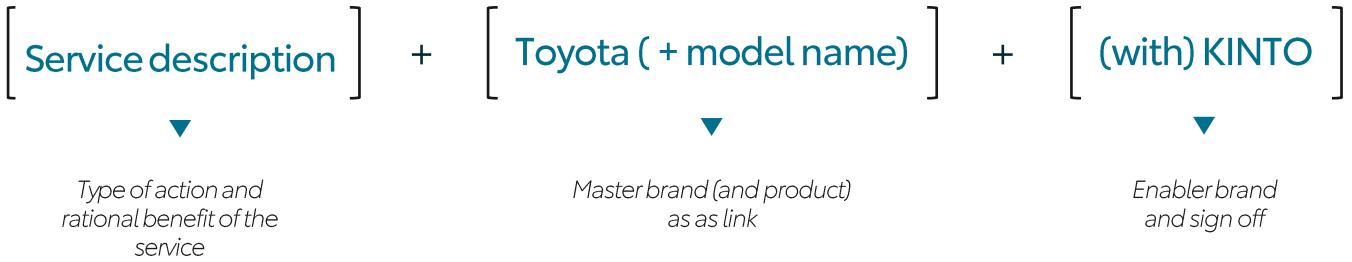
KINTO offers mobility solutions that aim to provide convenience and flexibility to its customers.

As part of the Toyota family, we are an important pillar in enabling the Toyota Group´s transformation to a Mobility company and achieve the shared vision of "Mobility for All".

Services Hero Messaging principle

In terms of service messaging the guiding principle is to introduce the service as an action-oriented solution, framing it as a type of action along with its benefits, integrating Toyota's value proposition or model name, and sign-off with KINTO to reinforce brand recognition.

Please note that we are on the road to KINTO as a Master brand. That's why the previous service namings should no longer be used. Instead, the terms lease (formally „One"), subscribe (formally „Flex") and rent (formally „Share") are now to be applied.



Services Hero Messaging written execution

This results in the following primary service messaging options:

Lease (formally One)

a. Leasing including maintenance and insurance for your Toyota [Model name] with KINTO

b. Lease and get maintenance and insurance included for your Toyota [Model name] with KINTO

c. Full-service leasing including maintenance and insurance for your Toyota [Model name] with KINTO

Subscribe (formally Flex)

a. Flexible subscription for up to 2 years for your Toyota [Model name] with KINTO

b. Subscribe to your Toyota [Model name] with KINTO

c. Toyota [Model name] subscription with KINTO

Rent (formally Share)

a. Hourly to daily Toyota [Model name] rental with KINTO

b. Rent your Toyota [Model name] with KINTO

c. Rent your Toyota [Model name] by the hour, or by the day with KINTO

Logo usage

The KINTO logo standards stay unchanged and provide different options, that can vary depending on the channel and asset format.

KINTO wordmark logo can appear blue on white, white on blue, or white over photography.

KINTO square logo can also be used across different media formats.

For more information on KINTO visual standards you can refer to the Brand guidelines toolkit:

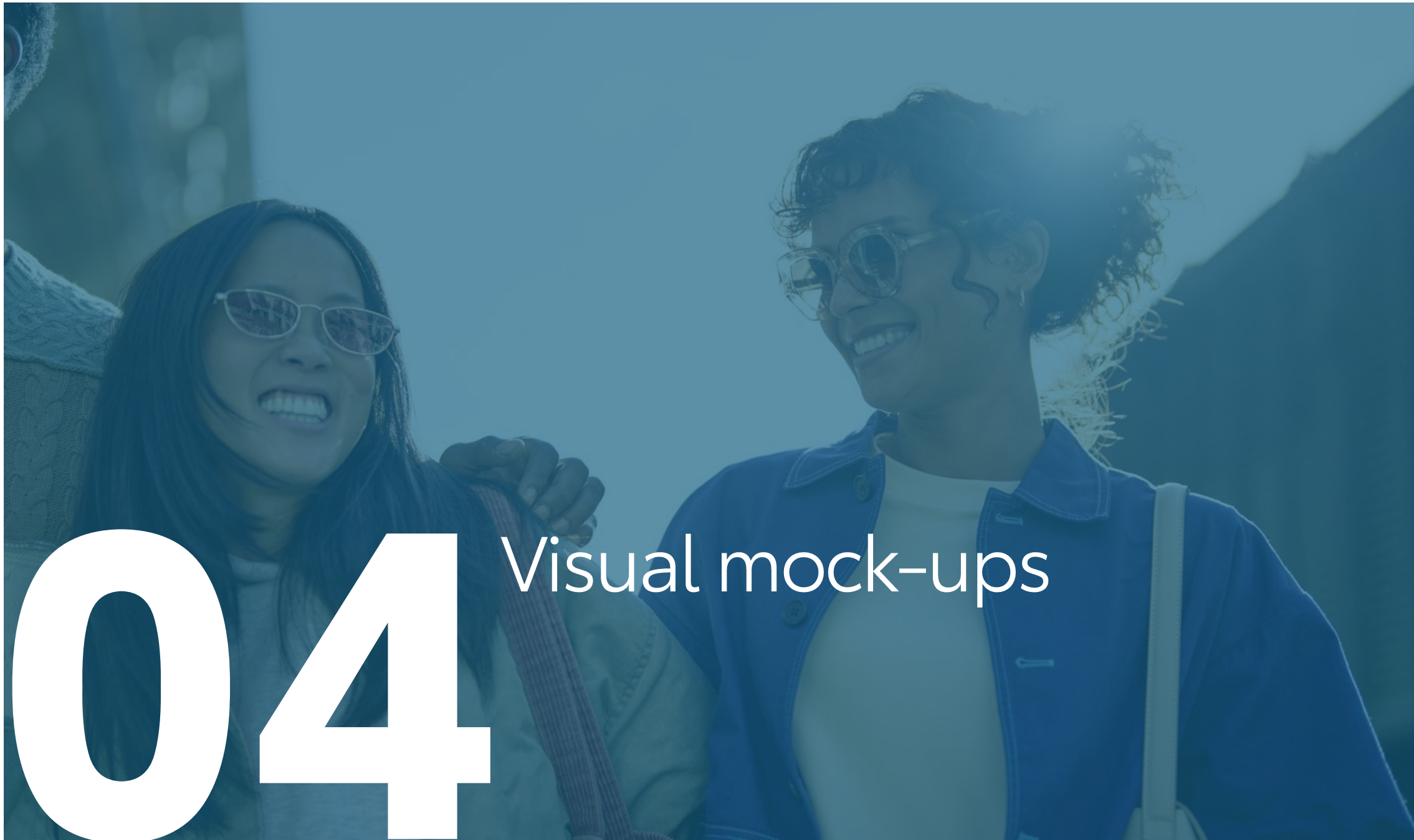
https://www.kintobrandguidelines.com/

(PW: nimbuscloud)





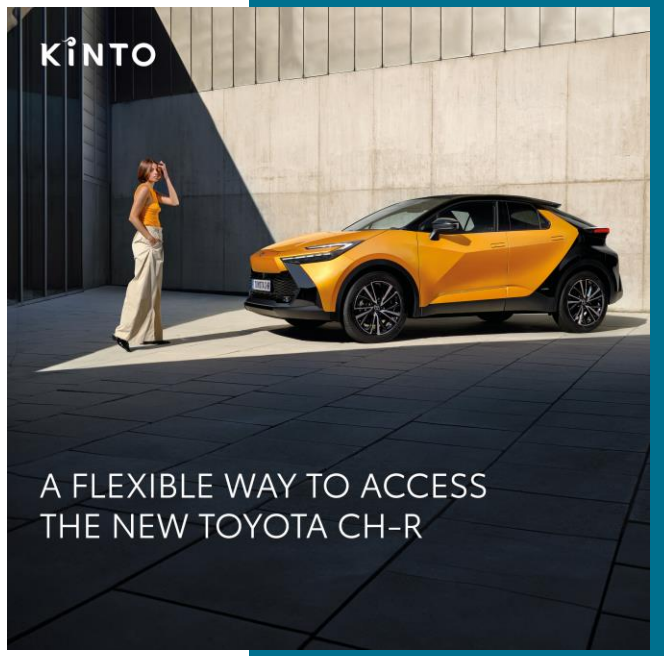




04 Visual mock-ups

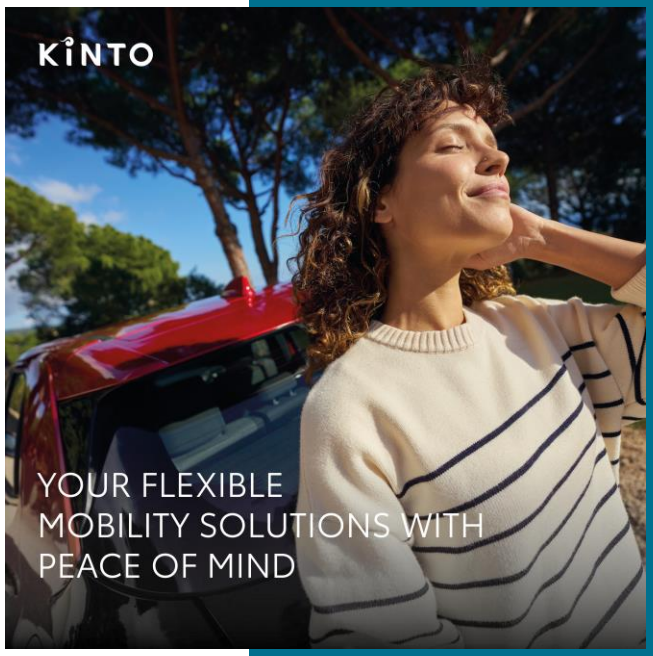
KINTO

Brand Hero Messaging visual execution



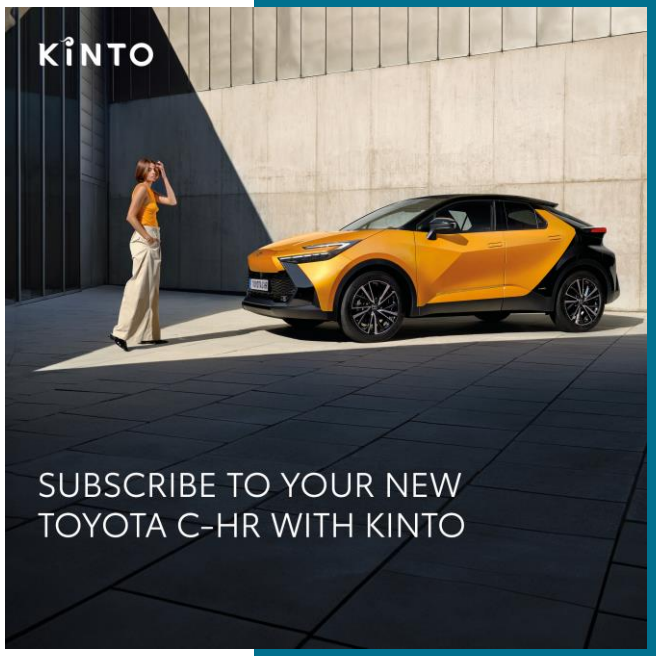
How to reutilize a Toyota asset in KINTO communications.
Ensure KINTO desing and messaging principles are followed.

Please make sure the buyouts have been cleared and carefully select images that focus rather on people, environment, lifestyle than only cars.



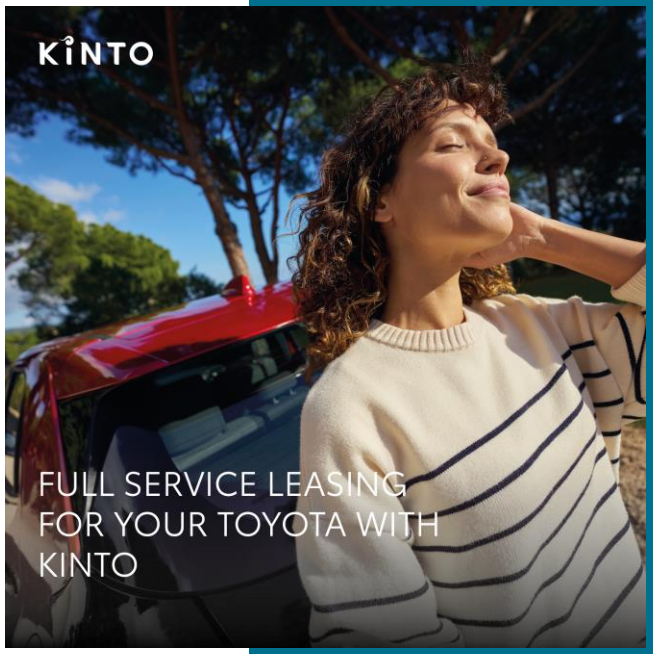
How to use brand specific asset in KINTO communications.

Service Messaging visual execution



How to reutilize a Toyota asset in KINTO communications.
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Please make sure the buyouts have been cleared and carefully select images that focus rather on people, environment, lifestyle than only cars.



How to use brand specific asset in KINTO communications.

Merchandise
Logo placement

With any kind of communication, including merchandise please adhere to the brand guidelines of both brands. Please pay attention to the quality of media and ensure the safe area around the KINTO and the Toyota logo is respected.

No composite logo allowed.



DO ✓

Both logos aligned on one piece of merchandise, however logos are separated and provide safe space.



DON´T ✗

No use of composite logo in any kind or lack of safe area around logos.

Communication
Do´s and Don'ts

DO´s ✓

Point out that despite the connection to Toyota´s vehicles, KINTO is an INDEPENDENT brand.

Communicate KINTO as a provider of flexible and convenient mobility solutions to access quality Toyota vehicles.

Use KINTO specific assets with a focus on owned channels

Repurpose existing Toyota model specific campaign, and adapt the assets by following KINTO principles.

DONT´s X

Communicate externally that KINTO is a sub-brand of Toyota.

Place Toyota logo on KINTO communication materials.

Adopt elements of Toyota´s visual identity into KINTO communications.

Only focus on Toyota cars in visuals. Please try to focus on people, environment and lastly, product, in visual communication.

Mobility partner of Toyota

Toyota mobility services

For more information, please contact:

If you need help or support or have any questions concerning how to integrate Toyota in KINTO communications, please feel free to contact:

Lara Sustar-Smid (KINTO)

Lara.sustar.smid@toyota-europe.com

For guidance on how to integrate KINTO into Toyota communications please refer to the toolkit provided by TME Marketing & Communications team. For further support, please contact:

Emanuela Felici (TME)

Emanuela.felici@toyota-europe.com

KINTO

