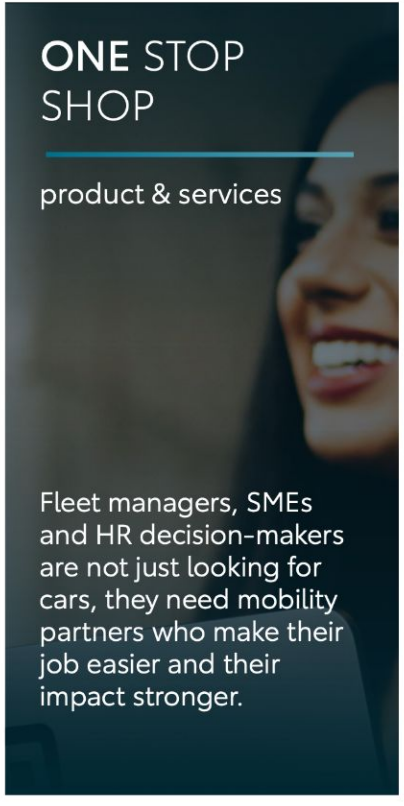

CONTENT
BUCKET 1 – July

CONTENT PILLARS

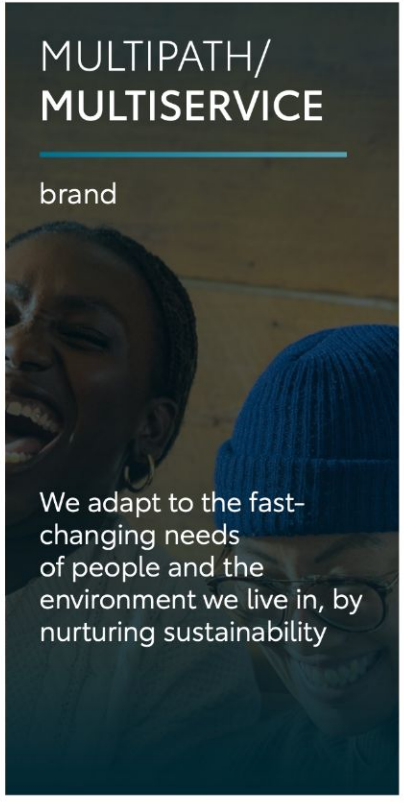


ONE STOP SHOP

product & services

Fleet managers, SMEs and HR decision-makers are not just looking for cars, they need mobility partners who make their job easier and their impact stronger.

VALUE:
Quality & Trust

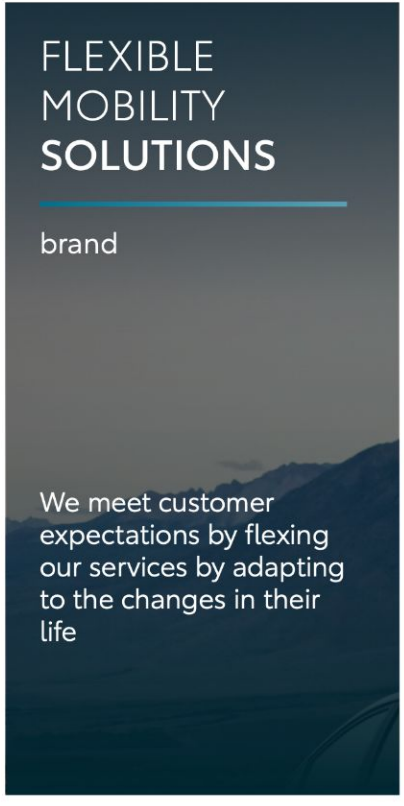


MULTIPATH/ **MULTISERVICE**

brand

We adapt to the fast-changing needs of people and the environment we live in, by nurturing sustainability

VALUE:
Sustainability

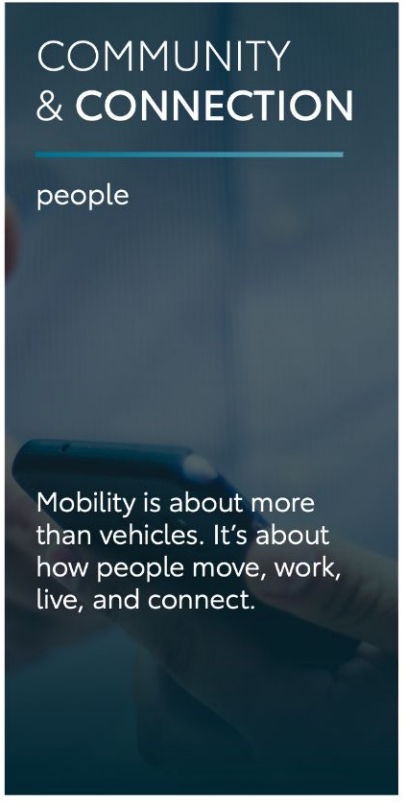


FLEXIBLE MOBILITY **SOLUTIONS**

brand

We meet customer expectations by flexing our services by adapting to the changes in their life

VALUE:
Convenience & Flexibility



COMMUNITY & **CONNECTION**

people

Mobility is about more than vehicles. It's about how people move, work, live, and connect.

VALUE:
CX/ ACE

* PROTECTED 關係者外秘

KINTO SOCIAL MEDIA – JULY 2025 OVERVIEW

One stop shop	Multipath/ Multiservice	Flexible mobility solutions	Community & Connection
Corporate movie (16/9, 9/16, 1/1, 4/5)	Aftermovie Multipath (16/9, 9/16, 1/1, 4/5)	Test drive reaction GIF (1/1, 4/5)	Employer Branding: POV video (16/9, 9/16, 1/1, 4/5)
**Test drive video (16/9, 9/16, 1/1, 4/5)	Vox pop video (16/9, 9/16, 1/1, 4/5)	Carousel Before/After (1/1)	
Car models video (16/9, 9/16, 1/1, 4/5)	Static: B2B Quote1 (1/1, 4/5)	Carousel POV Fleet Management (1/1)	
	**Static: B2B Quote 2 (1/1, 4/5)		
	Longread Usership		

**= extra content

Date	Content pillar	Content idea	Content Type
1/7	ONE STOP SHOP	Corporate movie	VIDEO
3/7	MULTIPATH/MULTISERVICE	Aftermovie Multipath Event	VIDEO
8/7	MULTIPATH/MULTISERVICE	Usership	LONGREAD
10/7	COMMUNITY & CONNECTION	Employer branding	VIDEO
15/7	FLEXIBLE MOBILITY SOLUTIONS	Before/after	CARROUSEL
17/7	MULTIPATH/MULTISERVICE	MEET OUR LEADERS - EVP VIDEO	VIDEO
22/7	ONE STOP SHOP	Test drive	VIDEO
24/7	ONE STOP SHOP	Quote B2B 1	STATIC
29/7	FLEXIBLE MOBILITY SOLUTIONS	POV Fleet management	CARROUSEL
31/7	ONE STOP SHOP	Voxpop	VIDEO
xtra	FLEXIBLE MOBILITY SOLUTIONS	Test drive	VIDEO
xtra	MULTIPATH/MULTISERVICE	B2B quote	STATIC

Labeling

For whom? (Primary Target Audience)	Naming
B2B Fleet Manager	B2B_FleetManager
B2B SMEs	B2B_SMEs
B2B Small Business Owner	B2B_SmallBusinessOwner
B2B2C User Choosers	B2B2C
B2B Global Fleet Manager	B2B_GlobalFleetManager
All audiences	All_Primary_Audiences

Market location	Naming
European markets	ES_Social
	UK_Social

What? (Content Pillars)	Naming
One-stop shop	OneStopShop
Community & Connection	CommunityAndConnection
Flexible Mobility Solutions	FlexibleMobilitySolutions
Multi-path / Multi-service	MultipathMultiservice

KINTO content	Naming
Brand	Brand
Employee / Internal	Employee_Internal
Leasing	Leasing
Renting	Renting
Join	Join
Go	Go

CarModels (Toyota or Lexus)	Naming
Toyota Yaris Cross	Model_CHR
	Model_Yaris
Multimodel	Multimodel
Model agnostic	NoModel
	...

Brand	Naming
Kinto only	KINTO_KINTO
Kinto & Toyota	KINTO_Toyota
Kinto & Lexus	KINTO_Lexus
Kinto & other brands	KINTO_Other

EXAMPLE: CORPORATE MOVIE

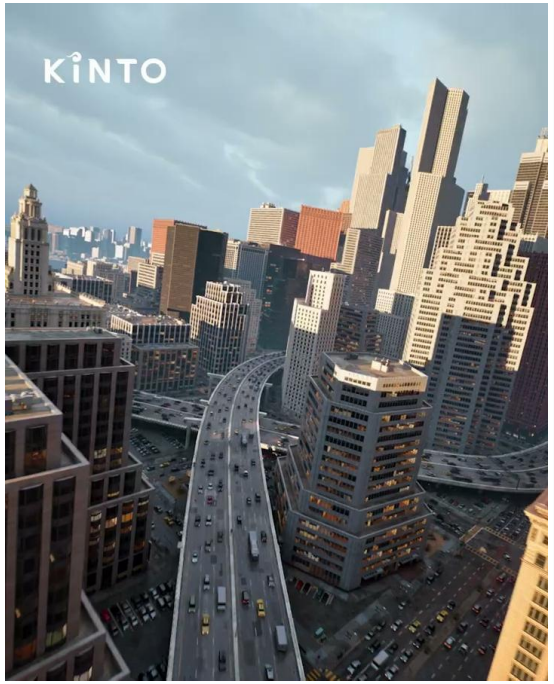
COPY – LI:

💡Why own a fleet when you can move smarter? Mobility is evolving, and so are we. At KINTO, we offer more than cars. We offer flexible mobility solutions:

✅ car leasing, renting, sharing, pooling
✅ for everyone
✅anywhere, anytime
✅a day, a month, a year
✅powered by Toyota trust

#KINTO #FlexibleMobility #CorporateMobility #FleetManagement #SustainableMobility #SmartCommuting #MobilitySolutions

KINTO mobility



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

For whom?	Naming
All audiences	All_Primary_Audiences

What? (Content Pillars)	Naming
One-stop shop	OneStopShop

Market location	Naming
European markets	EU_Social

CarModels	Naming
Multimodel	Multimodel

Kinto Content c	Naming
Brand	Brand

Brand	Naming
Kinto only	KINTO_KINTO

KINTO

One stop shop

CORPORATE MOVIE

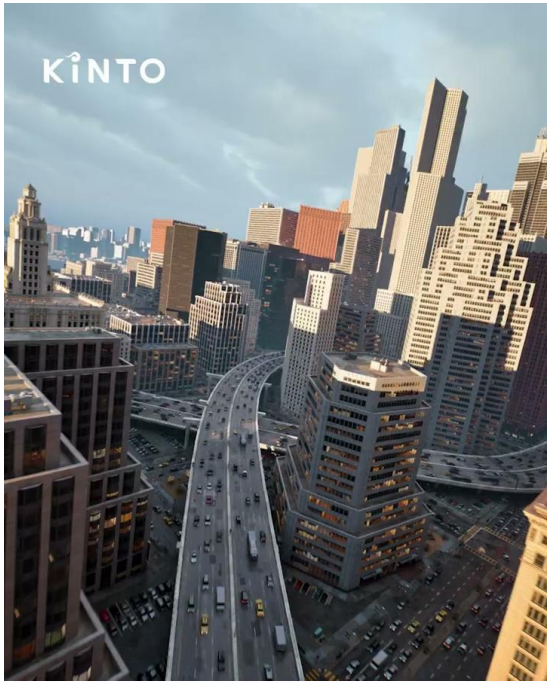
COPY – LI:

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KINTO mobility



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

CORPORATE MOVIE

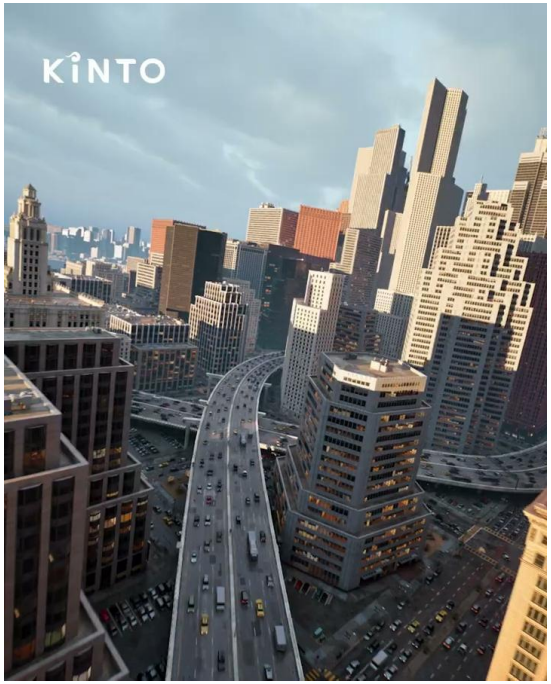
COPY – LI:

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#KINTO #FlexibleMobility #CorporateMobility #FleetManagement #SustainableMobility #SmartCommuting #MobilitySolutions

KINTO mobility



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

CORPORATE MOVIE

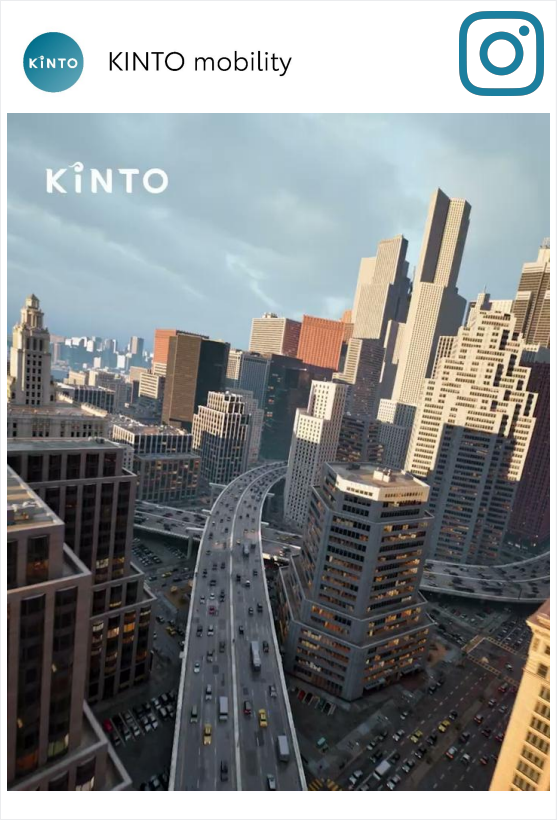
COPY - IG:

Why own a car? When you can move smarter 🚗? KINTO gives you all the freedom, without the hassle:

🕐 anytime
📍 anywhere
🚙 for a day, a month, or a year

Lease it. Rent it. Share it. Pool it.

#KINTO #MobilityForAll #FlexibleMobility #GreenFleet #SustainableMobility #SmartCommuting



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

CORPORATE MOVIE

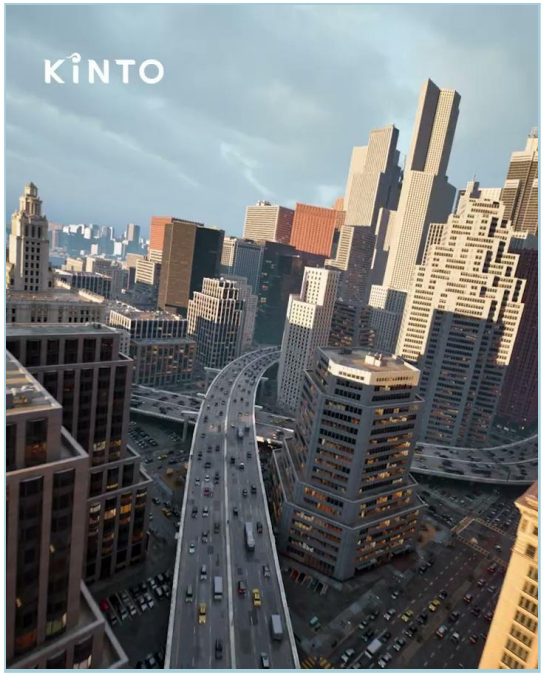
COPY – FB:

Owning a car means planning, paperwork, and sometimes unpleasant surprises.
Moving with KINTO means … freedom. 🚗

✅ car leasing, renting, sharing & pooling
✅ anywhere, anytime
✅ a day, a month, a year
✅ all with zero hassle

#KINTO #FlexibleMobility
#MobilitySolutions #PeaceOfMind
#NoHassle #MobilityForAll

KINTO mobility



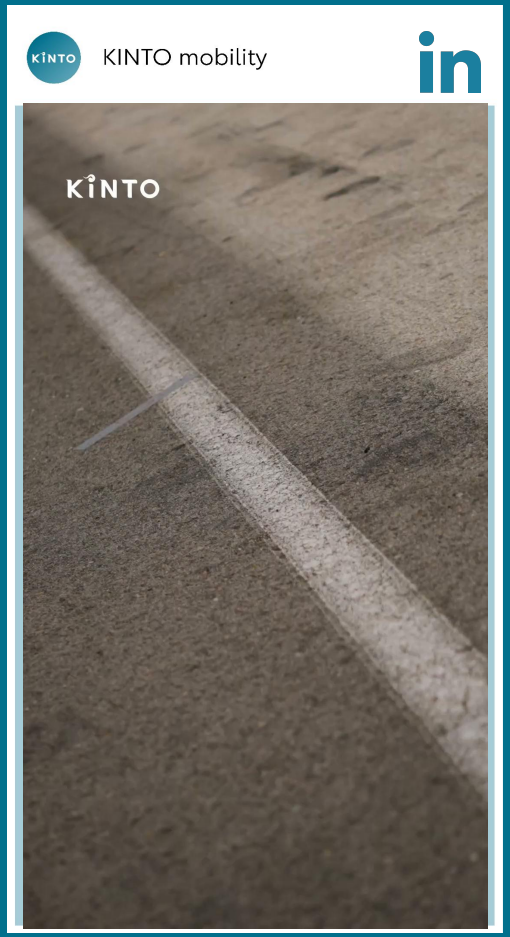
FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

TEST DRIVE VIDEO

COPY - LI

What happens when people test KINTO mobility for the first at the Multipath Event? No script. Just real reactions. See how KINTO turns test drives into turning points for drivers, fleet managers, and future-ready businesses. 🚗📈

#KINTO #FlexibleMobility #FleetManagement #BusinessMobility #MobilitySolutions #SmartCommuting



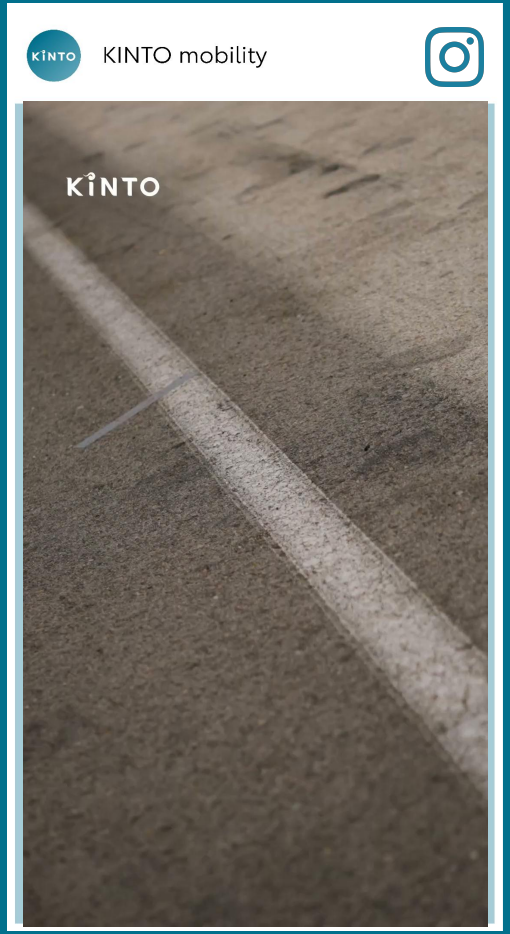
FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

TEST DRIVE VIDEO

COPY - IG

Real people. Real reactions. See how KINTO turns drives into smiles at the Multipath Event. Spoiler alert: flexibility, simplicity, and smart service make all the difference.

#KINTO #MobilityForAll #FlexibleMobility #SmartCommuting #GreenFleet



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

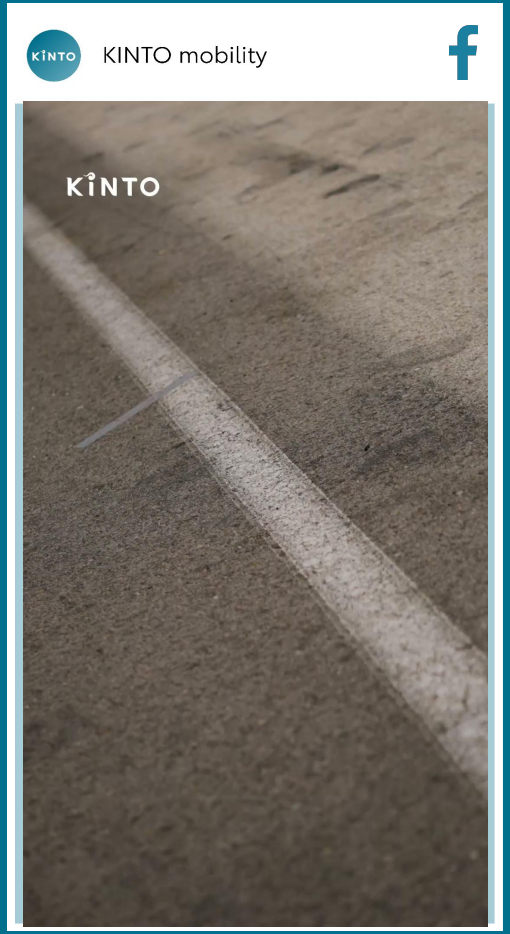
TEST DRIVE VIDEO

COPY - FB

“Wow!”, “Nice!”, “Can I keep it?” … When people test KINTO mobility for the first time, the reactions speak for themselves. Whether you're looking to lease, rent, share, or pool, KINTO gives you mobility that just works. 🚗✅

Try it yourself?

#KINTO #MobilityForAll #FlexibleMobility #SmartCommuting #GreenFleet



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

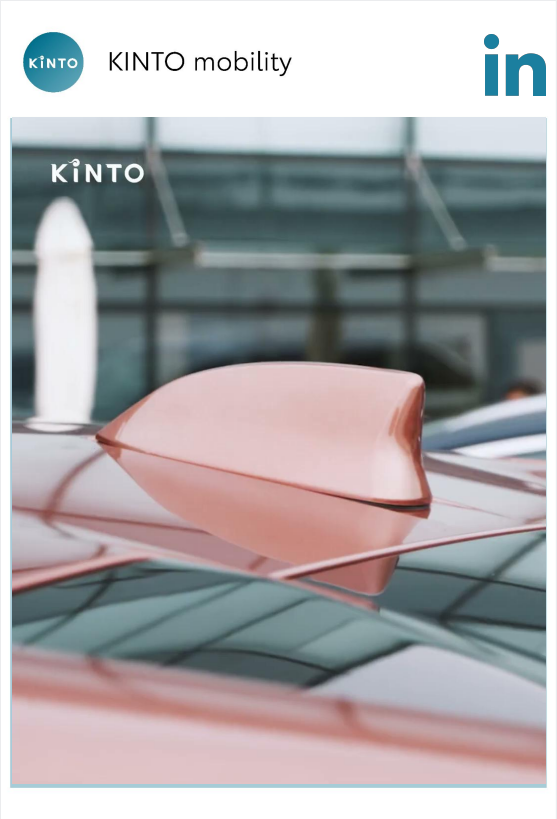
CAR MODELS VIDEO

COPY - LI

One car doesn't fit all. But one partner can.
With KINTO, you flex to fit the moment:

🚗 Arrive with a hybrid
🔌 Leave in an electric
💼 Pick a car for work
🎒 And one for the weekend
📅 Rent for an hour
📅 Or 18 months
Mobility that adapts. With total control, transparent pricing, and zero admin stress.

#KINTO #FlexibleMobility
#FleetManagement #BusinessMobility
#MobilitySolutions #CorporateMobility
#SustainableMobility

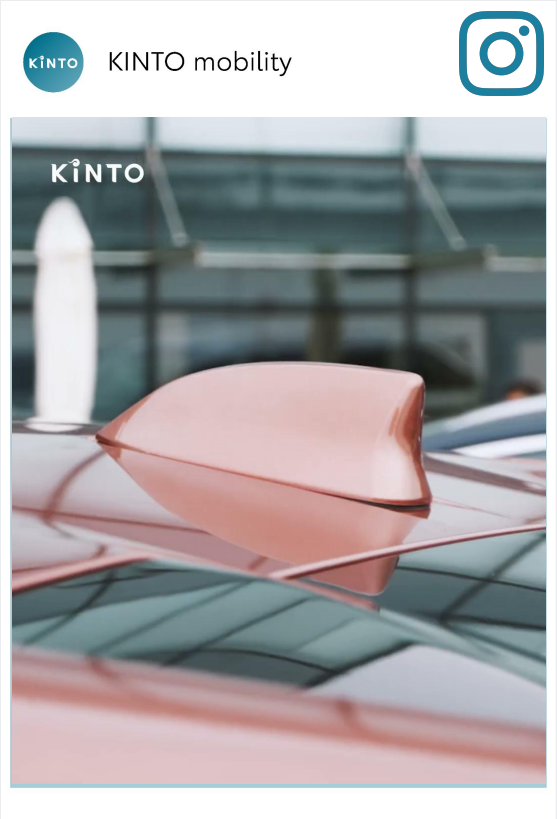


FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

CAR MODELS VIDEO

COPY - IG

One life, many ways to move. KINTO lets you choose what fits.
🚗 Arrive with a hybrid
🚙 Leave in an electric
💼 Choose your work ride
🎉 Or your weekend one
📆 Rent it for an hour
📆 Or 18 months
No strings. No stress. Just smart mobility.
Find your perfect fit with KINTO.



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

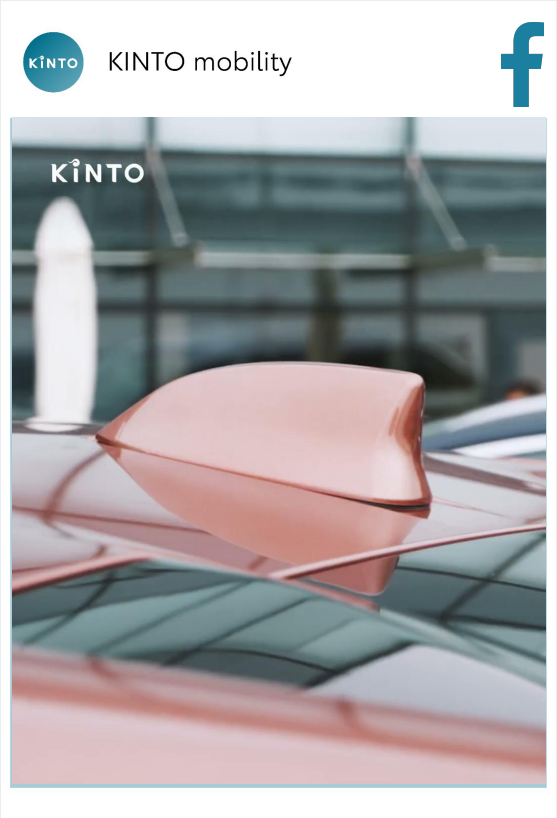
CAR MODELS VIDEO

COPY - FB:

Need a car for work? A ride for the weekend? Something short-term? Or long? With KINTO, you choose what fits:

✅ Hybrid today
✅ Electric tomorrow
✅ Rent for an hour
✅ Or 18 months
Just pick. Drive. Go. No stress, no paperwork. What would be your perfect combo?

#KINTO #FlexibleMobility #MobilityForAll #NoHassle #SmartCommuting #GreenFleet



FORMATS AVAILABLE:
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KINTO

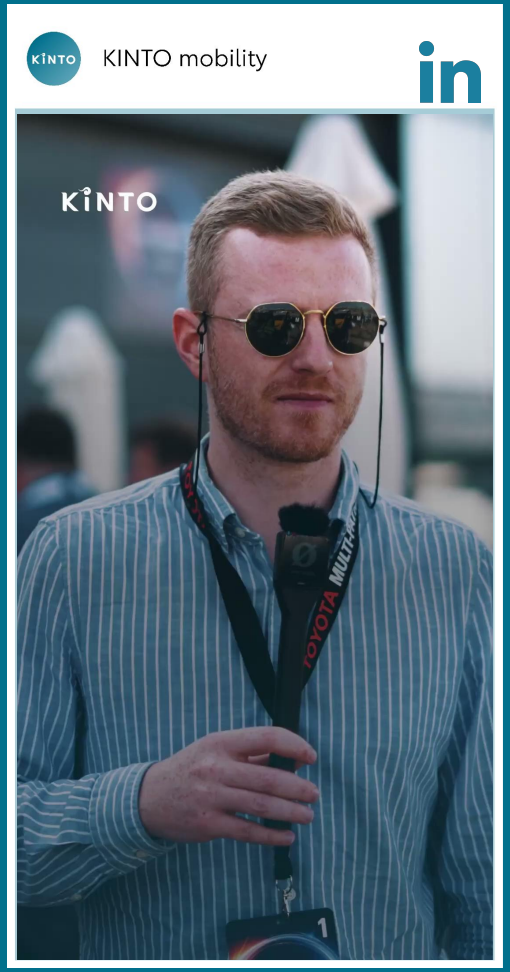
Multipath/Multi service

VOX POP VIDEO

COPY - LI

💡 Every business moves differently. And when it comes to choosing the right powertrain, there's no single answer. That's why we asked: which one works best for you? Hear what others said in this short vox pop. Then discover how KINTO's Multiservice Strategy puts flexibility first.

#KINTO #FleetManagement #CorporateMobility #FlexibleLeasing #SmartCommuting #SustainableMobility #MultiserviceStrategy



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

VOX POP VIDEO

COPY - IG

Hybrid? Electric? Diesel? We asked people what powers their business and why.
⚡🚗💬

News flash: there's no one right answer. That's why at KINTO, you don't have to choose just one. You choose what fits you.

🎥 Hit play to hear what others think.
📲 Drop your answer in the comments.

#KINTO #FleetManagement #CorporateMobility #FlexibleLeasing #SmartCommuting #SustainableMobility #MultiserviceStrategy



FORMATS AVAILABLE:
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VOX POP VIDEO

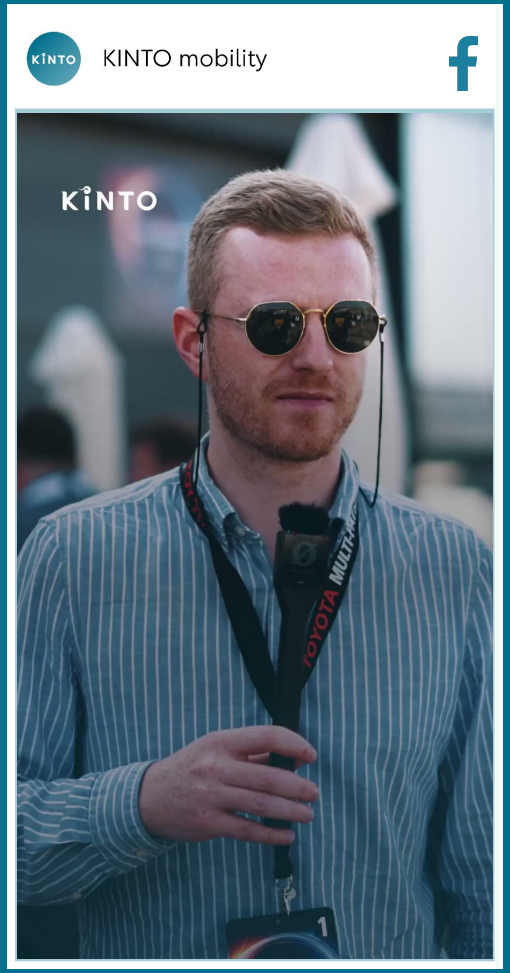
COPY - FB

Not sure which powertrain suits your business? You're not alone. We asked a few entrepreneurs what they need most:

🔌 Electric?
⛽ Diesel or petrol?
🔁 A mix?

Watch what they said and see how KINTO helps you pick the right option, without the stress.

#KINTO #FleetManagement #CorporateMobility #FlexibleLeasing #SmartCommuting #SustainableMobility #MultiserviceStrategy



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

AFTERMOVIE MULTIPATH EVENT

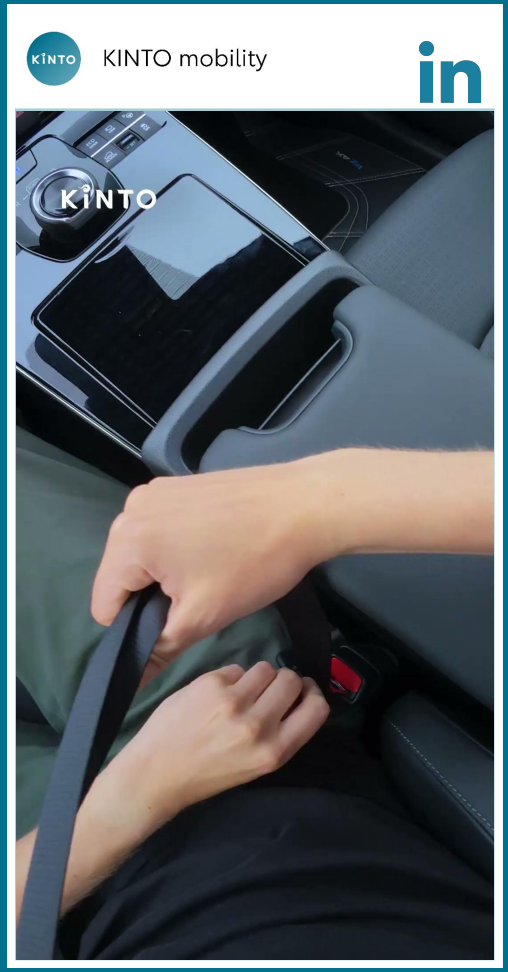
COPY – LI

At KINTO, we believe the future of mobility is all about smart, sustainable and flexible solutions. That's why our **Multiservice strategy** puts users first: whether it's leasing, sharing, or a full service fleet. We've got it covered.

This June in Madrid, we brought our vision to life at the Multipath corporate event. It was a pleasure to meet mobility leaders from across Europe, all driven by the same idea: one size doesn't fit all.

Thanks for the conversations, the test drives, and the shared inspiration. Let's keep rewriting the rules of mobility – together.

#KINTO #FleetManagement #CorporateMobility #FlexibleLeasing #SmartCommuting #SustainableMobility #MultiserviceStrategy



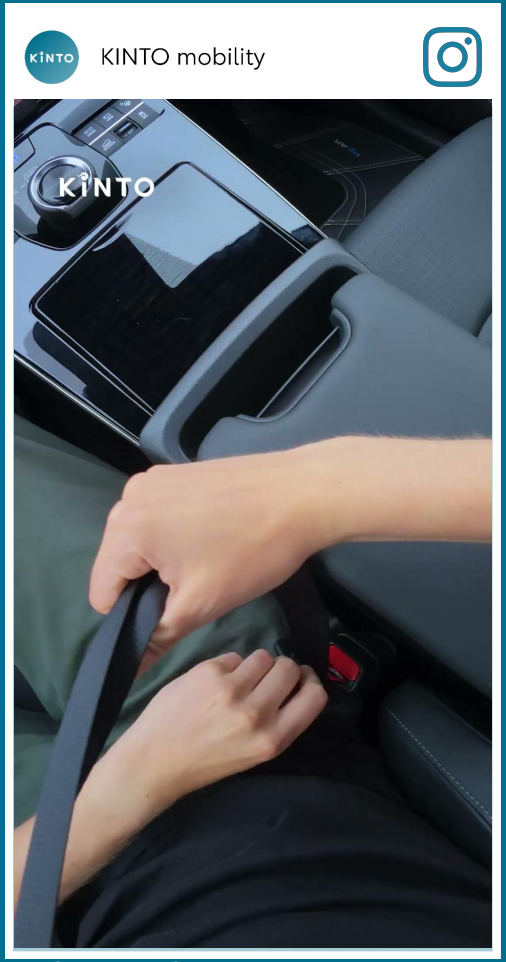
FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

AFTERMOVIE MULTIPATH EVENT

COPY - IG

What a ride! 💥
We had a great time at the Multipath corporate event in Madrid, connecting with fleet managers and showcasing our latest models. From workshops to test drives; it was a day to remember. Want to know more about out Multipath vision? Follow along!

#KINTO #FleetManagement #CorporateMobility #FlexibleLeasing #SmartCommuting #SustainableMobility #MultiserviceStrategy



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

AFTERMOVIE MULTIPATH EVENT

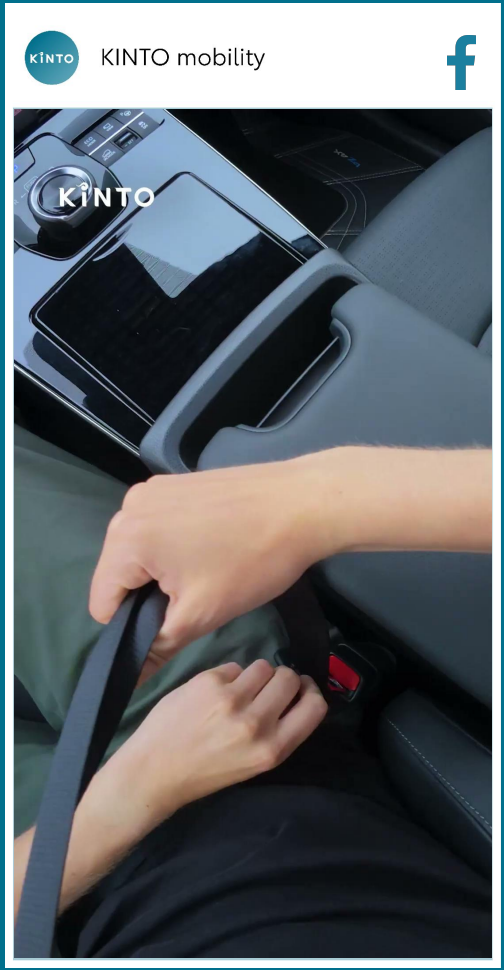
COPY - FB

Not all journeys follow the same road — and that's exactly the idea behind our **Multipath service**.

With KINTO, mobility isn't just about getting from A to B. It's about choosing *how*. Whether you lease, share, or manage entire fleets; we're building flexible solutions that fit your lifestyle or business.

At the Multipath corporate event in Madrid, we got to show that in action. From meeting forward-thinking fleet managers to letting them test our newest models; it was a day full of energy, great talks, and bold ideas.

#KINTO #FleetManagement #CorporateMobility
#FlexibleLeasing #SmartCommuting #SustainableMobility
#MultiserviceStrategy



FORMATS AVAILABLE:
1/1 - 16/9 - 9/16 - 4/5

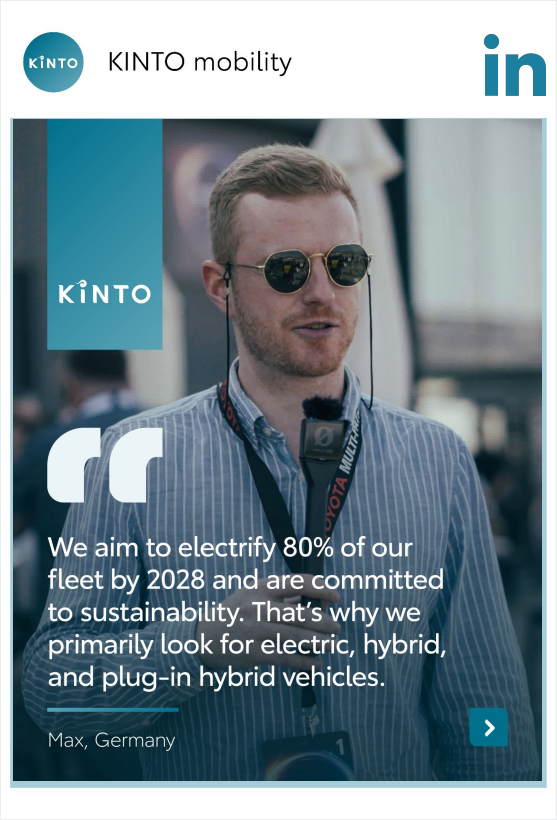
STATIC VISUAL: B2B QUOTE 1

COPY - LI:

🎤 This insight came from a recent vox pop. Across sectors, businesses are shifting toward electrification. But not every journey looks the same. That's why KINTO supports multiple powertrains: from hybrid to plug-in to fully electric. So you can lead with purpose and flexibility.

#KINTO #Multipath #CorporateMobility #FleetManagement

DISCLAIMER
To check if person on visual gives approval on usage



FORMATS AVAILABLE:
1/1 - 4/5

STATIC VISUAL: B2B QUOTE 1

COPY - IG:

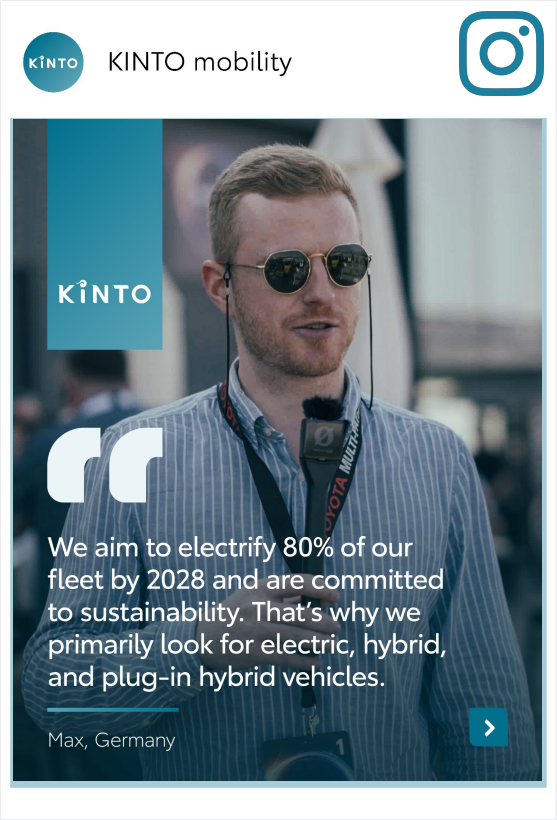
🎤 That's what one business owner told us when we asked: "Which powertrain works best for your company?"

At KINTO, we hear this more and more: businesses ready to move toward electric, but still needing options. Hybrid. Plug-in. Full EV. We make it simple to choose what fits, when it fits.

🎤 What's your next step?

#KINTO #MobilityForAll #FlexibleMobility #SmartCommuting

DISCLAIMER
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FORMATS AVAILABLE:
1/1 - 4/5

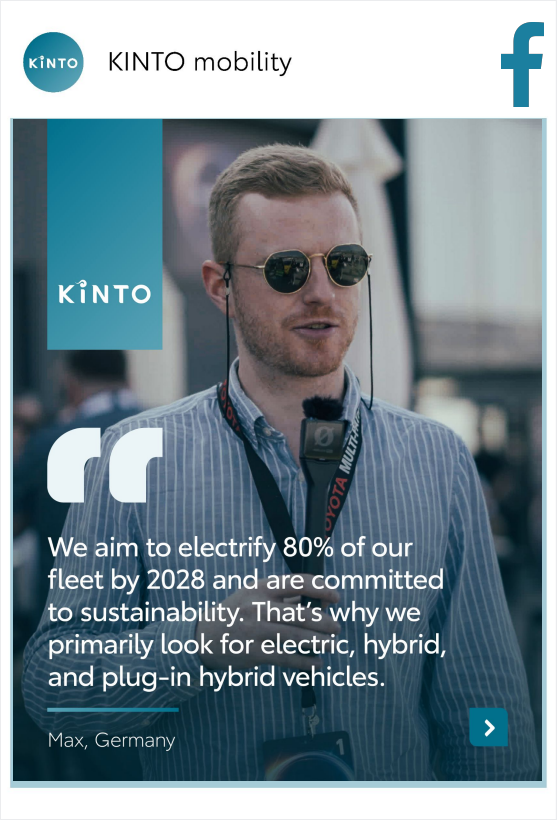
STATIC VISUAL: B2B QUOTE 1

COPY – FB:

🎤 Here's what one guest said after the KINTO Multipath event: "I realised I don't need a bigger fleet. I need a smarter way to manage it." That's what KINTO is all about. What's your take on smart mobility? 🎤

#KINTO #FlexibleMobility #NoHassle #FutureOfWork #MobilityForAll

DISCLAIMER
To check if person on visual gives approval on usage



FORMATS AVAILABLE:
1/1 - 4/5

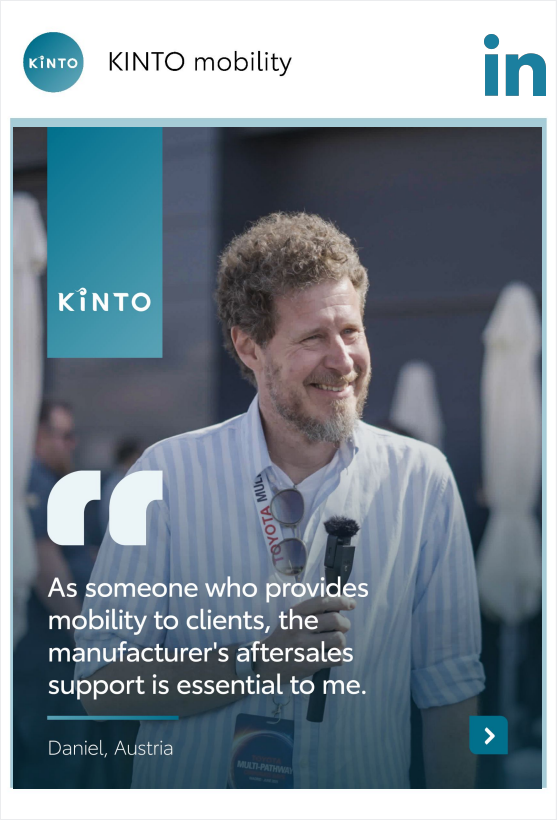
STATIC VISUAL: B2B QUOTE 2

COPY - LI:

🔧 As a mobility provider, strong aftersales support is everything. Because when your job is to keep others moving, you need a partner who keeps you moving too. At the Multipath event, we explored how mobility is evolving; and why service doesn't stop at the sale. 👇

#KINTO #Multipath #CorporateMobility #FleetManagement #FutureOfWork #SustainableMobility #VisionAndImpact #HRLeadership

DISCLAIMER
To check if person on visual gives approval on usage



FORMATS AVAILABLE:
1/1 - 4/5

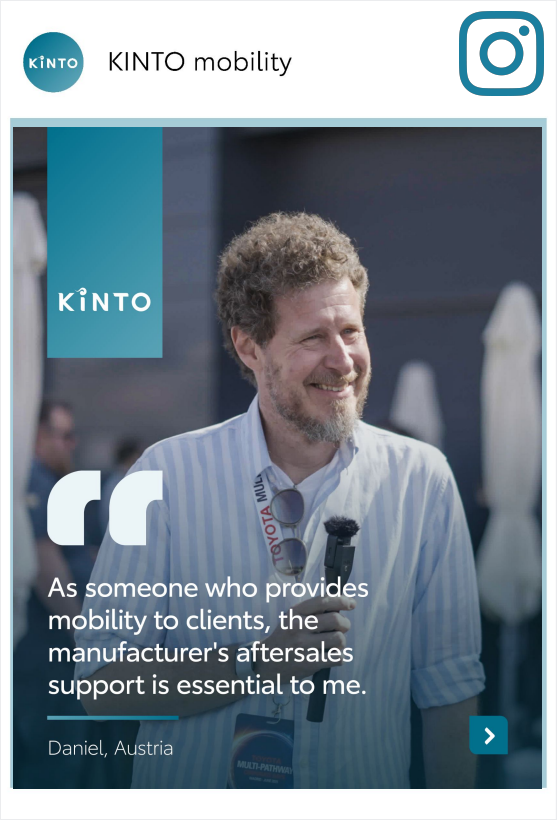
STATIC VISUAL: B2B QUOTE 2

COPY – IG:

What's the number one thing you look for in a leasing car? 💬 We asked leaders from HR, fleet, and sustainability at the Multipath event. One message came through loud and clear: aftersales support isn't a bonus - it's a necessity. Because when uptime matters, you need a partner that's there every step of the way.

#KINTO #MobilityForAll #FlexibleMobility #LifeInMotion #SmartCommuting

DISCLAIMER
To check if person on visual gives approval on usage



FORMATS AVAILABLE:
1/1 - 4/5

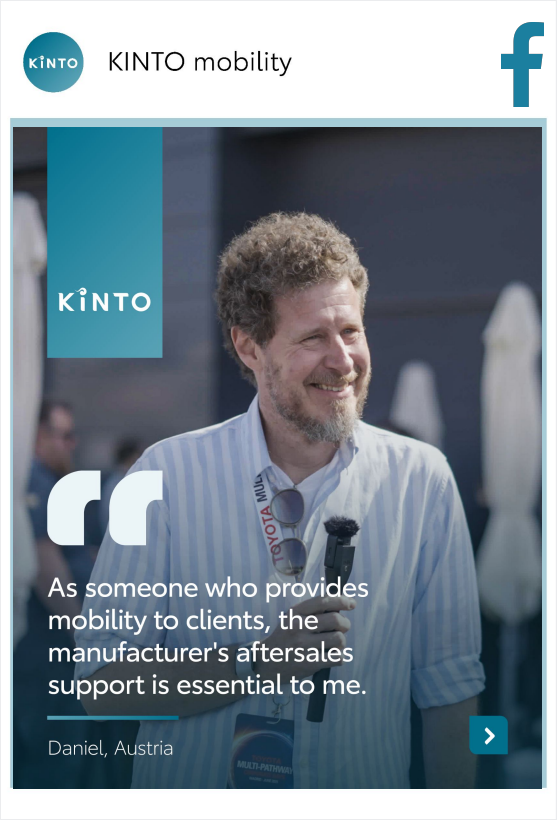
STATIC VISUAL: B2B QUOTE 2

COPY - FB:

At the Multipath event, mobility providers shared what really matters in their day-to-day: reliable aftersales service. Because when clients count on you, you need to count on your manufacturer. Mobility is changing — and so are the expectations that come with it. What's your take on smart mobility?

#KINTO #FlexibleMobility #NoHassle #FutureOfWork #MobilityForAll

DISCLAIMER
To check if person on visual gives approval on usage



FORMATS AVAILABLE:
1/1 - 4/5

KINTO

Flexible mobility solutions

TEST DRIVE REACTION GIF

DISCLAIMER
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COPY - LI

We invited real users to try the latest Toyota models with KINTO. What stood out?
✅ Seamless handover
✅ Quiet electric power
✅ Total control, zero admin

This is what flexible mobility should feel like.
#KINTO #FlexibleMobility #FleetManagement #ElectricDriving #BusinessMobility #MobilitySolutions

KINTO mobility



FORMATS AVAILABLE:
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TEST DRIVE REACTION GIF

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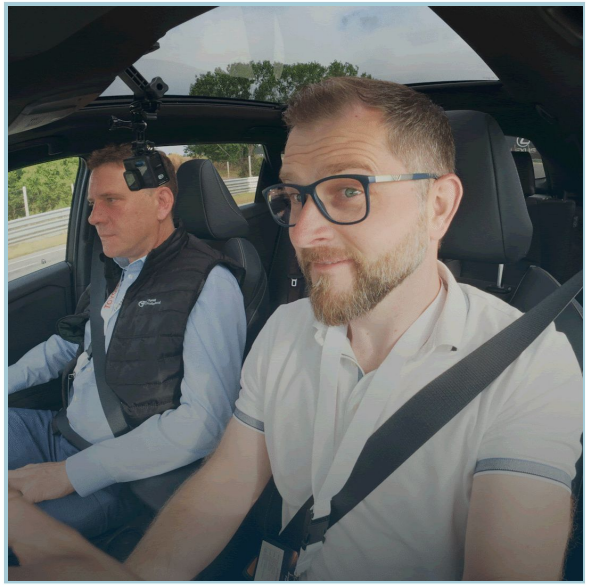
COPY - IG

Smiles say more than spec sheets. We handed over the keys. They took a spin. And they came back… smiling. That's what moves us at KINTO.

#KINTO #MobilityForAll #ElectricDriving #FlexibleMobility

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KINTO mobility



FORMATS AVAILABLE:
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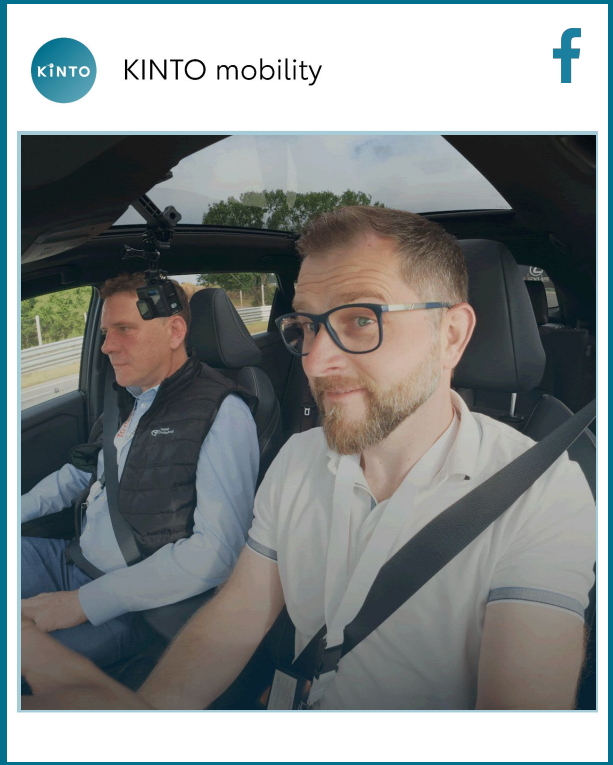
TEST DRIVE REACTION GIF

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To check if person on visual gives approval on usage

COPY – FB

New wheels. Real reactions. See what people say when they experience a KINTO mobility car.

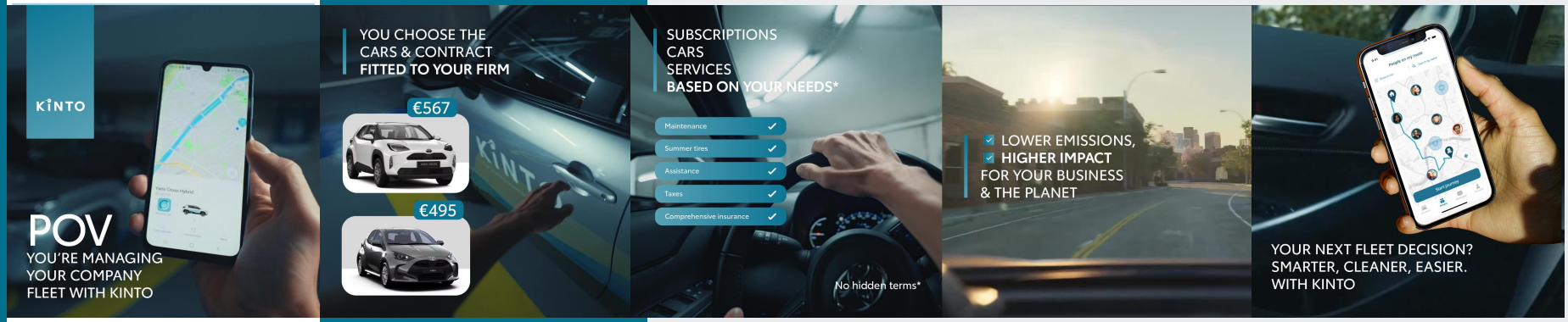
#KINTO #MobilityForAll #ElectricDriving #FlexibleMobility



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CAROUSEL 1
POV FLEET MANAGEMENT

KINTO mobility



FORMATS AVAILABLE:

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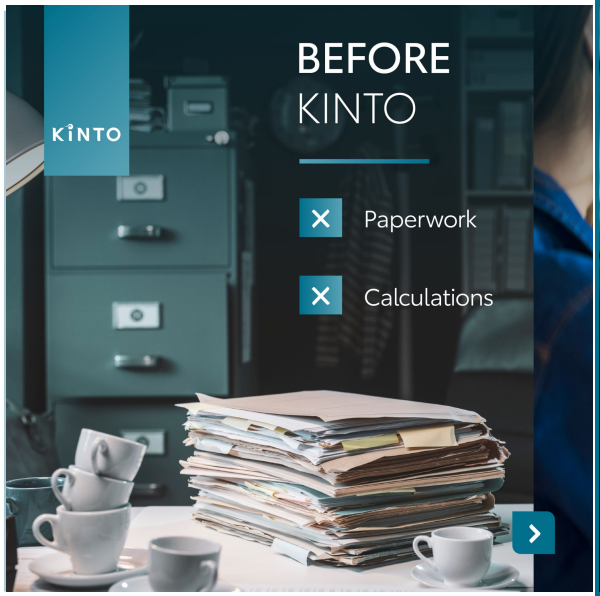
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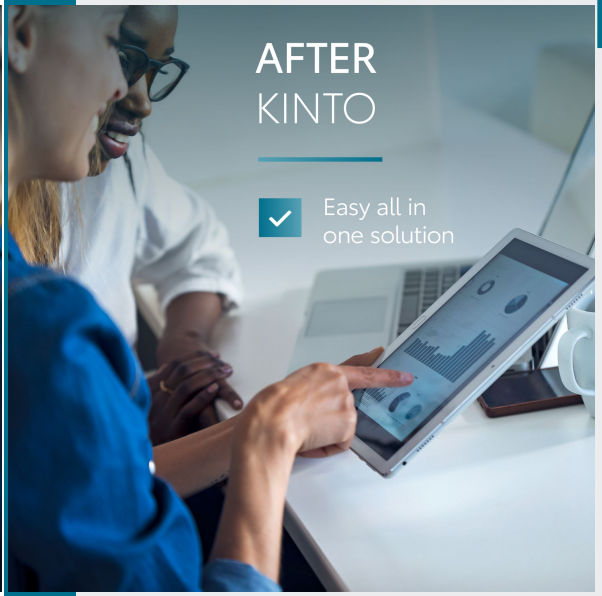
Managing your fleet doesn't have to be a full-time job. Here's KINTO.
Alternative: You're managing your fleet …without the headache, but with KINTO.
#KINTO #FlexibleMobility #MobilityForAll #NoHassle #SmartCommuting #GreenFleet

Frame 1: POV: managing your fleet with KINTO // **Frame 2**:Cars and contracts that fit **Frame 3**:Services that match your needs // **Frame 4:**Lowers emissions, higher impact // **Frame 5**:No stress. Just smart moves.

CAROUSEL 2 BEFORE/AFTER

KINTO mobility





FORMATS AVAILABLE:

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COPY:

With KINTO, you move from manual chaos to digital clarity and reclaim time for what really matters. Swipe to see the difference.
#KINTO #FleetManagement #FlexibleMobility #CorporateMobility #SmartCommuting #DigitalTransformation

Frame 1: Before KINTO
🛑Paperwork
🛑Calculations

Frame 2: After KINTO
✅Easy all-in-one solution

KINTO

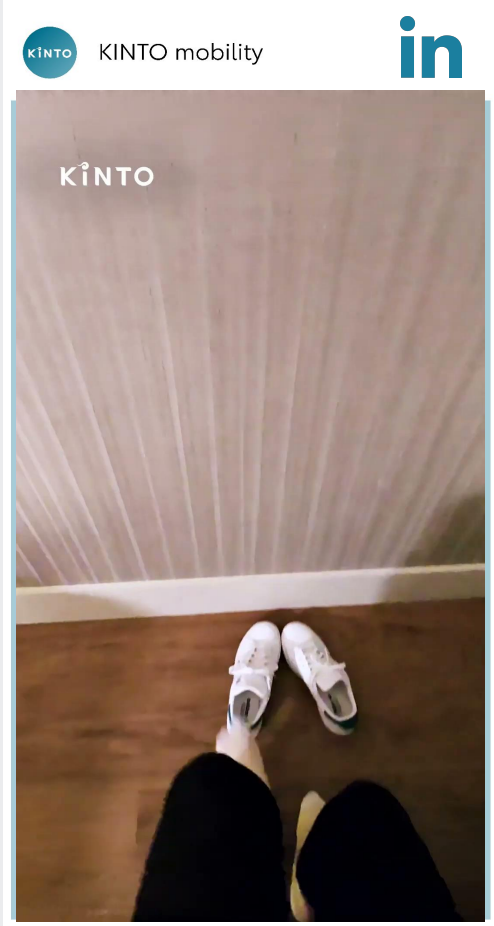
Community & connection

EMPLOYER BRANDING VIDEO

COPY - LI:

What does flexible mobility look like from the inside? Follow a day in the life of our KINTO team at the Multipath Event. From morning events to car reveals to driving pleasure. Every move matters. Because at KINTO, we don't just talk about smarter mobility. We live it.

#KINTO #FlexibleMobility #FutureOfWork #CorporateMobility #MobilitySolutions #SmartCommuting



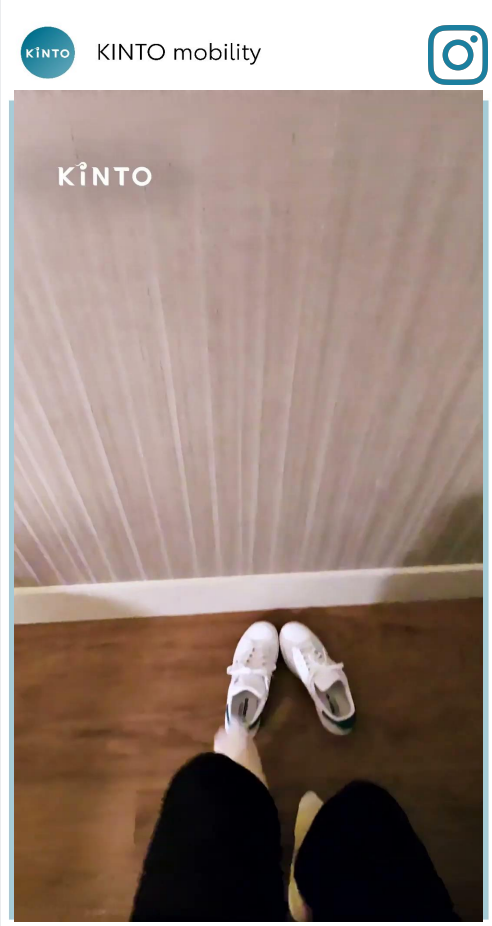
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EMPLOYER BRANDING VIDEO

COPY - IG:

A day in our moving shoes at the Multipath event. 👟
From morning events to car reveals to driving pleasure. This is how we move. How do you?

#KINTO #DayInTheLife #FlexibleMobility #MobilityForAll #GreenFleet #SmartCommuting



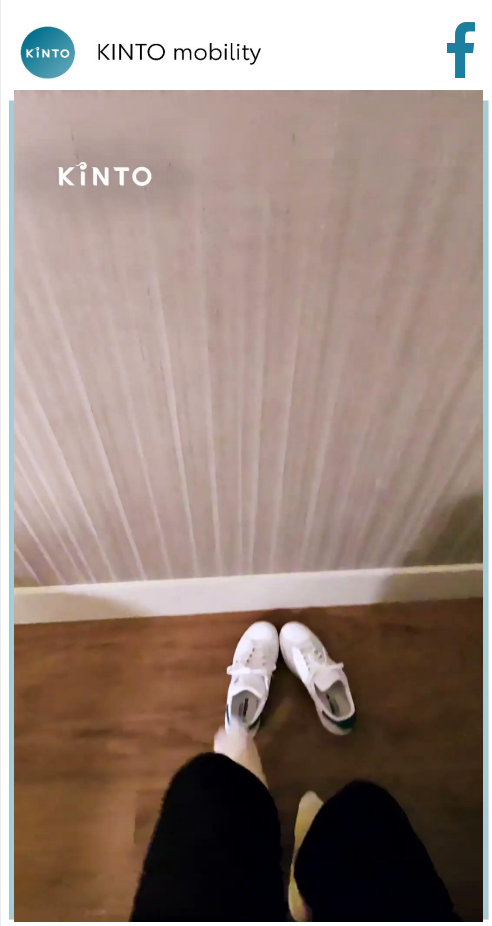
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EMPLOYER BRANDING VIDEO

COPY - FB:

💡Want mobility that just works? See how we do it at the Multipath Event.

#KINTO #FlexibleMobility
#SmartCommuting #MobilityForAll



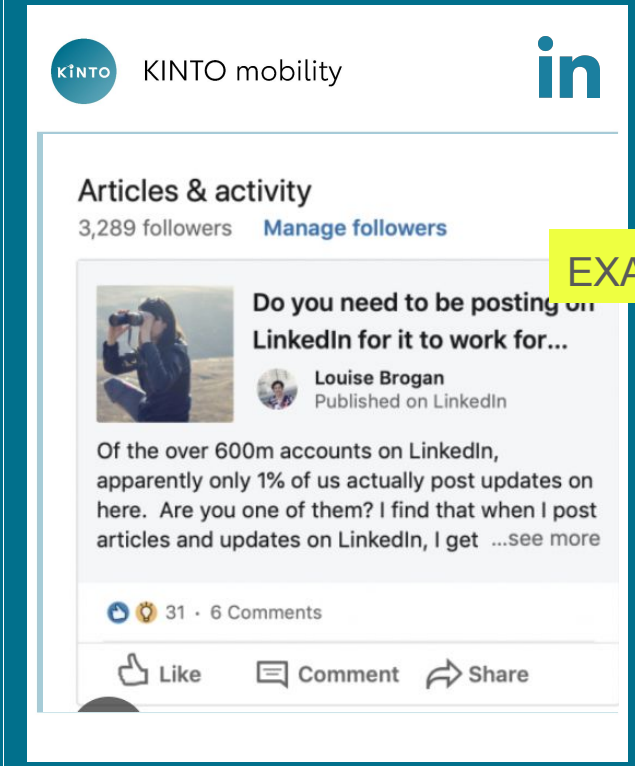
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KINTO

LinkedIn Articles

Aftermovie

CONTENT BUCKET 1- JULY



EXAMPLE

LINKEDIN ARTICLES
Topic for July

1. From ownership to usership: how KINTO helps companies transition fleet management