TOYOTA connected

What do we do?
We use connected vehicle data to drive value through smart customer-led solutions, products and innovation.

What are our products and services?
We offer a variety of services, including; MyT and Lexus Link app development, TestDrive app development, UX (user experience) consultancy, connected vehicles data management and much more!

How do we make money?
Through the sale of the services and products that we develop.

Who is our typical customer?
We have 3 main customers:
1. Owner/User of Toyota, Lexus and alliance brands vehicles
2. Toyota distribution network (NMSCs and retailers)
3. Toyota Group companies and business functions.

Who are some of our biggest competitors?
We are fortunate not to have significant direct competition. While many software development agencies can build software similarly to us, none are able to combine this capability with the Toyota OEM insight that we bring. And this hybrid capability is what enables us to offer unique value.

Approximately how many people do we have?
350.

How do we impact the Toyota & Lexus retailer networks?
We offer impact in 3 ways; firstly, by providing data driven insight on customer behaviours and vehicle usage post-purchase. Secondly, by providing software solutions that aid retailers to improve customer satisfaction, loyalty and ultimately increase sales. And thirdly, by providing insights to Toyota R&D, product development and sales and marketing functions.

What makes us unique?
We have a uniquely multi-disciplinary team that marries Toyota OEM experience with deep software and data engineering expertise. TCEU is also the entity responsible for the Connected Car Data pipelines in Europe, so we have unique proximity and expertise of the connected car data ecosystem.

What's our mission statement?
We transform the mobility experience by leveraging the power of data to create value.

Where are we located?
Kings Cross, London.

What are our key historical milestones and achievements?
We are now in our 4th year as a business and our greatest achievement has been attracting top technology talent and establishing a culture that fosters innovation. During this period we have grown from 3 to 350 employees, with exponential growth in our revenues.

ONETOYOTA
ONE VISION. ONE PURPOSE. ONE TEAM.