

Toyo Tire "Made in Malaysia, Quality of Japanese Ingenuity" Declaration Brings together local manufacturing strength and the essence of Japanese innovation

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TOYO TIRES has released a new brand declaration, “Buatan Malaysia, Keunggulan Jepun”, which perfectly combines the manufacturing strength of Malaysia and the rigorous standards of Japanese engineering technology to provide excellent quality and affordable tire products.



Xiuqiu (front row from left), Chen and Inoue showed the high-quality tire products produced by Toyo Tire.

Behind the "Made in Malaysia" is the Toyo Tire Production Team, which is composed of 100% local employees with professional skills, professionalism and a deep understanding of local roads and driving habits. Every tire produced by the Taiping factory embodies their efforts and pride, while supporting local employment and contributing to the economic development of Malaysia.

“Japanese Ingenious Quality” represents the brand’s long heritage since its founding in Osaka in 1945. Toyo Tire brings the rigorous Japanese technology, high-precision standards and Kaizen concepts to the Malaysian production line to ensure that every tire meets strict safety and quality indicators.

Chen Qian, President and Managing Director of Malaysia Toyo Tire Sales and Marketing Co., Ltd., stressed: “We are the only tire manufacturer in Malaysia that combines local manufacturing processes with Japanese precision technology to create tire products that meet top quality standards.”

Du Baoqiang, President and Managing Director of Malaysia Toyo Tire Co., Ltd., said: “Our facility in Taiping is actively moving towards the ‘Smart Manufacturing Transition’ (IMX) and is committed to creating a smarter, more efficient and sustainable production ecosystem.”

To further connect consumers and business partners, Toyo Tire has launched two digital platforms:

- *T-CARE Owner App: First download and registration can enjoy cash rebates of up to RM40 TNG e-wallet on the next purchase. Owners are entitled to a 6-year tire warranty period from the date of purchase (not the date of manufacture).
- *e-TEN business platform: for dealers to provide 24-hour online ordering, faster order processing and transparent inventory management, to help partners improve efficiency, optimize customer service.

Chen Qian added: "Good products are worthy of matching high-quality services." We hope that customers enjoy perfect after-sales service and support; at the same time, we provide business partners with the platform and resources needed to achieve growth. With the power of technology, we have a closer, longer-term connection with every brand that trusts.”

出席者包括大马东洋轮胎销售及行销有限公司总财务长西出正憲，以及销售与市场执行副总裁井上圭史。

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