

14 March 2018

AWARD AT THE GERMAN DESIGN AWARDS 2018



Toyota Motor Manufacturing Indonesia won the award at the German Design Awards 2018

Messe Frankfurt - PT. Toyota Motor Manufacturing Indonesia (TMMIN) was awarded at the German Design Awards which took place at Messe Frankfurt, Germany on February 9, 2018 thanks to the video of Toyota Kijang's long journey in Indonesia. The video of Toyota Kijang's long journey in Indonesia is

the result of TMMIN collaboration with SAM Creative Group Indonesia which is a 100% local design agency.

The German Design Awards is one of the international design awards to reward a product and design in the field of products and communications organized by the German Design Council. At the German Design Award 2018 this time was held simultaneously with the Ambiente Frankfurt International Trade Fair event, Germany.

The video of Toyota Kijang's long journey which titled "Toyota Kijang, from Indonesia to the World" was produced as a part of The All New Kijang Innova launching event which is the 6th generation of the Indonesian legendary car, Kijang.

Started with production and initial sales in 1977, the storyline of the video is aimed to represent the long history and challenges and also opportunities that faced by Toyota Indonesia in developing the Kijang model with global quality to meet the needs of both domestic and export markets