



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Shivang Narshibhai Kalsariya

Student ID: 2532573

Module Name: Marketing Management

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Lecturer's Name: Laila Maazouz

Poster – Marketing Strategy Pitch

Term 1

Marketing Strategy Pitch – Toyota E-Bikes and Urban Mobility Solutions

New Brand Development

Toyota E-Bikes and Urban Mobility Solutions extend Toyota's brand into sustainable urban transport. The range combines electric bicycles with smart connectivity, reliable battery technology, and Toyota's engineering expertise to provide efficient, eco-friendly mobility for modern city commuters (Toyota Motor Corporation, 2025).

How is the New Brand Aligning with Customer Trends?

The extension responds to rising demand for sustainable, affordable, and connected transport. Increasing urbanisation, environmental awareness, fuel costs, and smart technology adoption encourage consumers to choose electric mobility solutions for daily commuting and healthier lifestyles.



Conclusion

Toyota E-Bikes strengthen Toyota's mobility strategy by expanding into sustainable transportation. The extension meets changing consumer needs, enhances brand equity, supports environmental goals, and creates long-term growth opportunities within the rapidly growing urban mobility market.

References

Toyota Motor Corporation (2025) Integrated Report 2025. Available at: <https://global.toyota/en/ir/library/annual/>

Toyota Motor Corporation (2026) Mobility. Available at: <https://global.toyota/en/mobility/>

1. TOYOTA PAS WITH – ELECTRIC BICYCLE

Smart. Clean. Connected.



TOYOTA

E-BIKES & URBAN MOBILITY SOLUTIONS

Segmentation

Toyota targets urban consumers aged 18–45, including students, professionals, and environmentally conscious commuters. The focus is on middle-income customers seeking reliable, innovative, and sustainable transportation for short-distance travel (Toyota Motor Corporation, 2026).

Marketing Mix – Product & Promotion

Product

Toyota E-Bikes feature lightweight frames, long-lasting batteries, GPS tracking, smartphone connectivity, anti-theft security, and multiple riding modes. The products deliver comfort, durability, efficiency, and reliable after-sales service.

Promotion

Toyota promotes the brand through social media campaigns, influencer partnerships, test-ride events, dealership displays, and digital advertising. Marketing highlights sustainability, innovation, affordability, and Toyota's trusted reputation for quality.