

Believe

We believe in going the extra mile.

POLICE TEN 7 –
500 EPISODES; **AND
STILL ASSISTING IN
CRIME PREVENTION**

CHRIS AMON
TRIBUTE: 1943-2016

MARK POWELL:
ETHICS OF BUSINESS

50 YEARS OF
**TOYOTA IN
NEW ZEALAND**



TOYOTA

ISSUE FOURTEEN 2016

Contents



06

10



18



22



TOYOTA
50
YEARS IN
NZ



20

06 The Ethics of Business –
Mark Powell talks on the importance of business in society and the importance of values in business.

10 The Malaghan Institute of Medical Research –
New Zealand's largest independent biomedical research organisation, which is supported by our Lexus brand, shares some of the inspirational work it is doing in the area of immunology and research.

18 Toyota's Dream Car Art Contest –
Another opportunity for our budding young artists to draw their dream car – which ultimately may see them winging their way to Japan.

20 50 Years of Toyota in New Zealand –
We provide a snippet of the stories supplied to us from Facebook fans sharing their love for their Toyotas in the past five decades.

22 Signature Class –
We talk to a new star, Ariana Metekingi, in our new Signature Class ad, and the ad producer Kevin Denholm, while reflecting on the importance of the Signature Class brand to our business.



Kirsty Morris-Rickard
Editor

Editorial

Disclaimer: Toyota NZ has made every endeavour to ensure that the text details and specification information contained in this issue of Believe are accurate as at 1 December 2016. Toyota NZ Limited reserves the right at any time to introduce any changes deemed necessary to improve the vehicles shown or for any other reason. For further information contact 0800TOYOTA.

There are many of the Toyota Believe statements that we endeavour to touch on within the pages of our Believe publication, We believe in trying to make a difference, is one of the eight Toyota Believe statements that can easily summarise several of the articles this time around.

Helping solve crimes is one of the many benefits seen from airing Police Ten 7 on our television screens. Since July 2002 there have been more than 500 episodes aired, making it one of the longest-running, locally produced television programmes in New Zealand's broadcasting history. It's screened more than 2,000 serious unsolved cases and led to more than 800 arrests, with more than 500 directly attributed to the help and/or information provided by its viewers.

Another organisation having a positive influence is the Good Neighbour Trust. It's a Tauranga-based trust that focuses on neighbourhood projects, food rescue and community gardens, bringing local communities together, and having a real impact on many.

We also take a look at the Malaghan Institute of Medical Research, an organisation making a huge contribution to cancer research in the area of immunology. It's provided an insightful piece on what is happening in this area of medical research in an effort to develop a gentler and more effective treatment, mitigating the need for the current 'cut, poison and burn' approach.

For our yachting partner Emirates Team New Zealand, the journey continues as we hear how the team is tracking in preparation for the 35th America's Cup campaign. "The clock never stops ticking" for the team and timelines are tight as they prepare for the first race taking place on 26 May, 2016.

28



24 Hilux New Zealand Rural Games –
The games shift north to Palmerston North and will be held on the weekend of 11-12 March 2017.

28 Motorsport –
An action-packed season of motorsport kicks off with Toyota's 86 Championship, with the Toyota Racing Series hot on its heels – written by Mark Baker. Event calendars are included.

36



36 Chris Amon Tribute –
An extensive tribute to our long-time ambassador and motorsport hero Chris Amon, who, sadly, passed away in August.

48 Emirates Team New Zealand –
An update as the team counts down to the America's Cup yacht race in 2017.

50 Bringing Together Neighbours – Good Neighbour is a Tauranga-based charitable trust set up by a group of locals wanting to see neighbourhoods come together.

The Toyota 86 Championship has already started and has attracted a high number of racers who have contested previous seasons, with a strong presence of fresh talent adding further heat to the grid. Meanwhile the 2017 Toyota Racing Series fast approaches with a full grid of 20 FT50 race cars, with both local and international drivers committed to the five weeks and 15 races starting on 14 January. Already we have seen fantastic results from our local motorsport champions on the world stage.

It was with a great deal of sadness that we said goodbye to motorsport legend and long-time Toyota ambassador Chris Amon. We have dedicated a section within this edition to remember Chris's life and the impacts he had not only on Toyota and its brand in New Zealand but on the whole of the motorsport fraternity here. Journalist and friend Allan Dick kindly allowed us to publish an extract from a tribute piece that was published in the New Zealand Classic Driver Sep-Oct edition.

Whatever resonates with you, we're sure that something within this issue will strike a chord.

Thanks for your support and readership throughout the past 12 months. Safe and happy motoring over the festive and holiday season.

PS - don't forget to get your kids and grandkids to pen their artwork to design their dream car (page 18). There's even a trip to Japan up for grabs for one lucky artist!



Mark Baker
Contributor

Mark Baker is a consultant specialising in communications and media management, providing a range of services to clients through his company, Veritas Communications Limited. A passionate follower of motorsport "since ages ago," he counts himself fortunate to have witnessed first-hand most of this country's finest motorsport events and has been present at the beginning of the careers of many of New Zealand's current motorsport household names. Mark says Toyota's passionate commitment to New Zealand's rising motor racing stars is unprecedented and is delivering Kiwi drivers into the highest levels of the sport worldwide.

**We believe in
working together.**



Welcome to another packed edition of Toyota's Believe magazine.



Present and past CEOs of Toyota getting Chris's opinion on a new Toyota model. From left to right, Chris Amon, Alistair Davis, Bob Field and engineer Bruce Buckland looks on (2006).

Toyota changed its branding statement from 'Toyota Everyday' to 'Toyota Believe' more than eight years ago.

At the time New Zealand was going through some tough times: following a significant drought, we were in the midst of a recession and George Gregan's taunts of "four more years" were once again ringing in our ears after a Rugby World Cup defeat to France. We determined that we should make our marketing a little more aspirational and values based – you will find those values listed on the inside back cover of this magazine.

Today, New Zealand is in a much more positive space. If anything we have too much rain across much of the country (certainly as I write this on a damp day in Manawatū) and the nation has enjoyed a sustained period of economic growth. Plus of course we have secured the Rugby World Cup twice since the dark days of 2007. However, our values have not changed despite the dramatic

improvement in circumstances and the nation's positive mood.

This issue contains a superb article from guest contributor Mark Powell, who talks about the values-based leadership he exhibited as CEO of the Warehouse. It also contains a number of articles about other people who live out and demonstrate these values by making valuable contributions to society: Parenting Place, the Department of Conservation (with our Kiwi Guardians programme), Good Neighbours, Police Ten 7 (now at 500 episodes!) and the Malaghan Institute of Medical Research. This institute is New Zealand's largest independent biomedical research organisation, which we support through our Lexus brand. The work it is doing to treat cancer with cellular immunology is inspirational.

It is therefore quite poignant that in

this same issue we include extensive tributes to Chris Amon, who passed away a couple of months ago after a long battle with cancer. Chris was one of New Zealand's sporting superstars, driving in Formula One for much of the 1960s and 1970s. However, for the past 33 years he has been extensively involved with Toyota, tuning suspensions, evaluating vehicles and acting as an ambassador for many of our motorsport activities. As you will read in the tributes, he was a man who survived at the pinnacle of a dangerous sport but never lost his core Kiwi values and humility. He was a real contributor to Toyota and to improving the cars that we drive every day. The Toyota team were honoured to know him as a friend.

Alistair Davis



THE HEALTHY FIGHT.

Professor Graham Le Gros



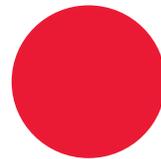
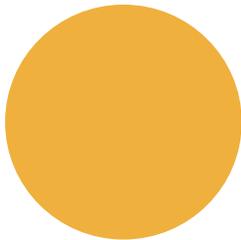
THE GOVERNMENT'S DECISION IN SEPTEMBER TO FUND IMMUNE THERAPY DRUGS TO TREAT MELANOMA WAS GOOD NEWS FOR MANY PEOPLE. NOT LEAST THE SCIENTISTS AT THE MALAGHAN INSTITUTE OF MEDICAL RESEARCH, WHO ARE RESEARCHING SIMILAR CANCER THERAPIES HERE IN NEW ZEALAND.

Keytruda and new Opdivo are drugs that work on the immune system and use the body's own defence mechanisms to fight cancer. This idea has been around for more than a century, but only in the past 10 years has it been converted into successful therapies. Immune therapy promises a gentler and more effective treatment than the current 'cut, poison and burn' approaches.

It's no surprise to Professor Graham Le Gros, Director of the Malaghan Institute of Medical Research, who became fascinated with the emerging science of immunology early on in his career. "When I looked at all the different things I could do with my life, I saw that although cellular immunology was a very difficult subject, it would have the biggest impact if it could be made to work appropriately," he says.

The human immune system, of which we have a very imperfect knowledge, is a delicately balanced marvel that keeps most of us healthy most of the time. It learns to spot harmful viruses and bacteria, then sends armies of cells on search and destroy missions until they are all gone. It is also proving to be a deep well of new approaches to treating disease.

Raised in Blenheim, Graham was trained at Massey, Otago and Auckland universities before embarking on a career in immunology research overseas. He and his wife Professor Franca Ronchese (a cancer researcher) were recruited back to the Malaghan Institute in 1994, and they have since built it into the country's largest independent biomedical research institute. It now has close to 90 staff and students.



"OUR SUPPORT COMES IN MANY FORMS. PHILANTHROPIC SUPPORT IS ABSOLUTELY ESSENTIAL; IT GIVES US THE OPPORTUNITY FOR INDEPENDENCE OF THOUGHT."



“WE HAVE ASSEMBLED A MOTIVATED GROUP OF PEOPLE, SO EVERYTHING SEEMS TO BE IN PLACE. I SENSE SOMETHING VERY SPECIAL IS HAPPENING HERE.”



“I returned to New Zealand to find an incredibly supportive community that really wanted to help people and make something happen here. It’s taken a long time to recruit and train a group of people into this new scientific art of immunology – there’s been a global shortage of researchers with sufficient skills to do the work. But it has been fantastic. I now work with the best of the best.”

Probing the workings of the immune system doesn’t come cheap. Immune cells are small, rare and complicated. The sophisticated machines and technology needed to study them are very expensive, but for 50 years the Malaghan Institute has enjoyed the support of a raft of dedicated New Zealanders, as well as funding from government and businesses.

“Our support comes in many forms. Philanthropic support is absolutely essential; it gives us the opportunity for independence of thought. Other people advocate for their talented children to come and work here. Our supporters are not afraid to tell me how I should do things either. Leadership is about a willingness to listen and realise that we represent a range of values that should be given space, while staying true to our core mission and goals.”

Bringing the new cancer therapy – in the form of a vaccine – all the way through early clinical trials has been a long-term team effort at Malaghan. A cellular vaccine was initiated by Ronchese in the early 1990s, then in a “brilliant and bold” move Associate Professor Ian Hermans and chemist collaborator Professor Gavin Painter figured out a different, simpler approach.

“They thought of a way to bring together the most powerful elements of the immune response and make a completely new technology to stimulate the immune system to fight cancer, using a natural chemical discovered in sea sponges. No one else in the world has done it this way. We’re seeing it through now – we have to find the version that works in humans and changes people’s lives by changing the outcomes of their cancer.”



From left: Graham Le Gros, Franca Ronchese and Ian Hermans



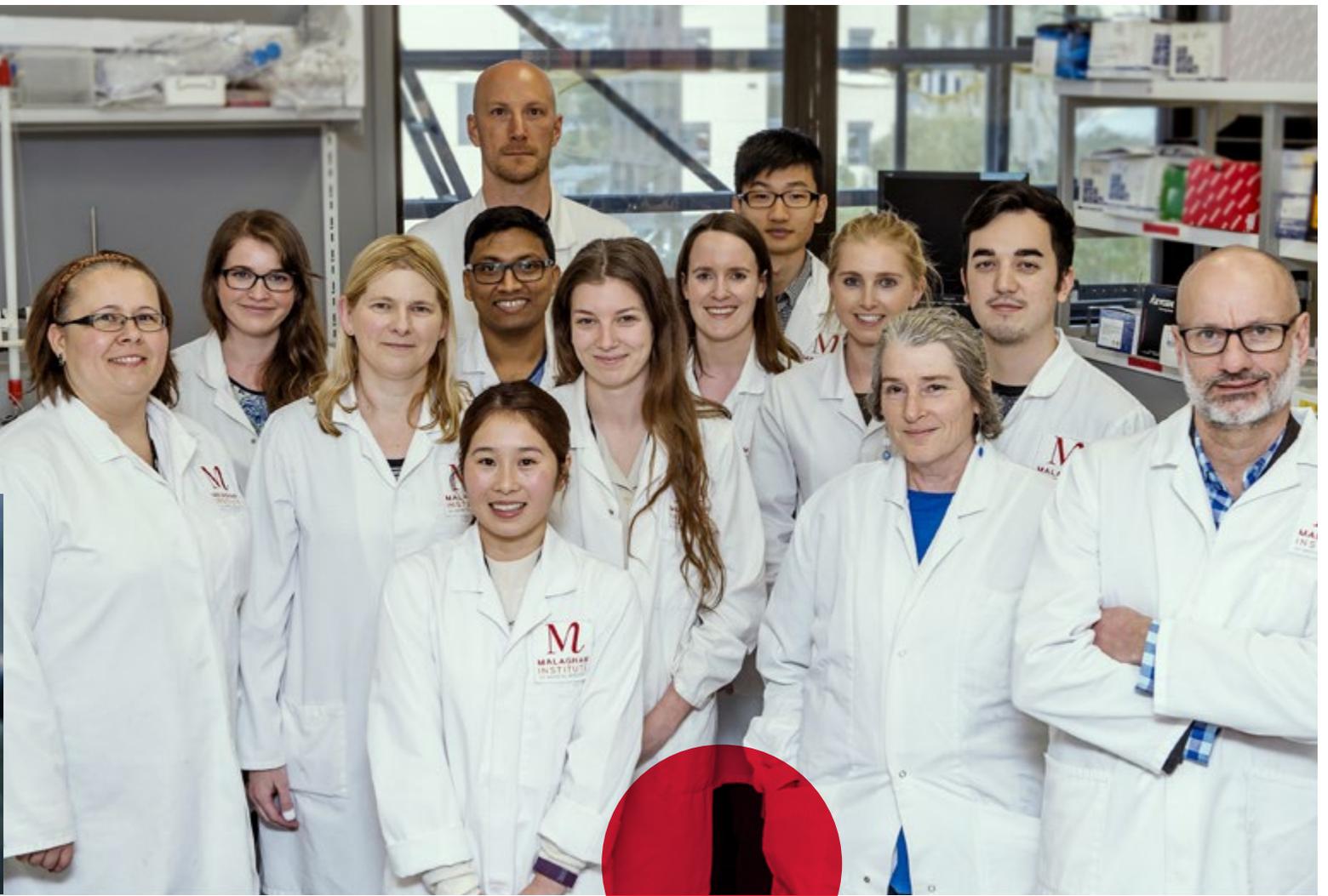
Unlike other New Zealand discoveries, the inventors are determined that this one will not be sold overseas too quickly. Only that way will the potentially large rewards be retained to benefit those on these shores. Negotiating the complexities of the clinical trial process to prove the therapy is safe and effective has still to be completed, but Le Gros believes all the elements are there.

“We have a good drug that works well in our tests so far. It’s something different from everyone else’s and it targets an unmet medical need. We have assembled a motivated group of people so everything seems to be in place. I sense something very special is happening here.”

The institute’s basic research to understand the workings of the immune system is now paying off in other areas, with a patented asthma vaccine and a trial comparing responses to the flu vaccine with the collection of microbes in a person’s gut.

“Things are moving very fast. I believe Opdivo and Keytruda have found the principle that the immune system can be used and manipulated safely to change disease outcomes. Now we’re working like crazy to see where else this pathway can work and find the equivalents for switching off autoimmune disease and type 1 diabetes,” says Le Gros. “It’s really just the beginning.”





Cancer researchers, led by Professor Ian Hermans, far right.

TRAINING THE NEXT GENERATION



“It’s such a privilege to be a member of the cancer research group. I’m passionate about improving the quality of anti-cancer treatments and believe my PhD will enhance our ability to design these successfully here in Wellington. The progress I’ve made so far would not have been possible without the supportive environment that Malaghan fosters!”

“People like Olivia are coming in behind us and pushing us to go faster. They are the future leaders in medical research. Young people have a naivety and a missionary zeal to have a big impact – they are unafraid. As we train students we are identifying people who have the drive, the skill and the interest in more than their own careers. They will shape society for good.”



Olivia Burn, PhD student, University of Otago





 LEXUS

SONG:QUEST

2016

LEXUS SONG QUEST 2016 WAS AN OPPORTUNITY FOR OPERATIC ENTHUSIASTS TO ENCOURAGE AND APPLAUD OUR BEST YOUNG SINGING TALENT.

NEW ZEALAND'S MOST PRESTIGIOUS SONG CONTEST MARKED ITS 60TH YEAR, AND LEXUS NEW ZEALAND WAS HONOURED TO HAVE THE OPPORTUNITY TO RECOGNISE OUR BEST OPERATIC TALENT ONCE AGAIN.



From left to right: Tavis Gravatt (fourth), Benson Wilson (winner), Madison Nonoa (third) and runner-up Filipe Manu.

As a sponsor of Lexus Song Quest, Lexus New Zealand is proud to be behind the platform that has helped discover talent the likes of Dame Kiri Te Kanawa, Dame Malvina Major, Jonathan Lemalu, and SOL3 MIO's Amitai Pati – all previous winners who now grace the opera stages of the world.

Brave design. Relentless innovation. Exhilarating performance. This is the philosophy at the heart of everything Lexus does. It is a spirit reflected in our partnerships and commitment to supporting New Zealand talent and innovation, wherever they might be found.

