Website Update

Aug. 17, 2018

Agenda

1. Website landing page transition phase
2. Parallax movement
3. Updates on images, text info, etc.
4. Translation of Website Text (VN, ID, TH, KH)

1. WEBSITE LANDING PAGE TRANSITION PHASE

Website Landing Page Transition Phase

Question:
Transition time is tentative. We will confirm final timing. When is the deadline of confirming this?

Teaser Launch

Duration:
Aug 30 (time TBC) - Sept 13 (14:59)

Main Website Launch

Duration:
Sept 13 (15:00-16:29)
*To coincide with Matsuda President's speech.

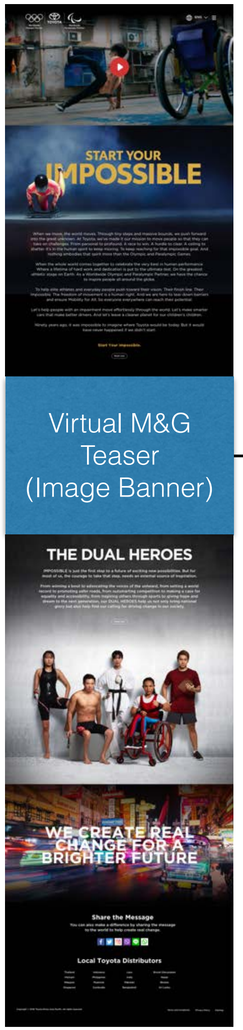
During Virtual M&G

Duration:
Sept 13 (16:30-16:49)

Post Virtual M&G

Duration:
Sept 13 (16:50 onwards)

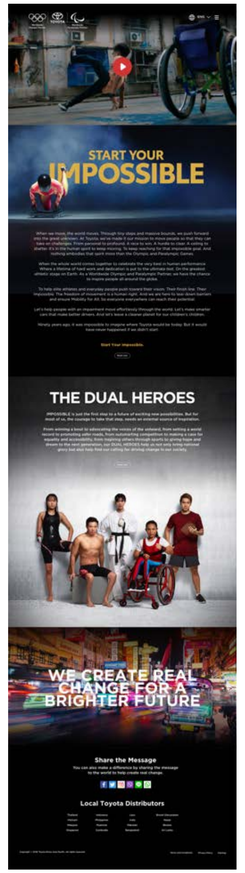
Teaser Page
(to be prepared by MCI)



Virtual M&G
Teaser
(Image Banner)

Virtual M&G
Page
(Coming Soon)

Virtual M&G
Page
(Launch Q&A
Moderation Tool)



*Virtual M&G Page will not be on home page.
It will be on a lower layer page (like the athlete pages)

Question:
We might be adding another lower layer page in the future that can be accessed from the menu bar. This page is for content updates (something similar to the content feed we had previously but the client doesn't want it in the home page, hence would like it in a lower layer page.) Can this be updated in the later stage by CMS? Or will this require further development?

TOYOTA

ADK

2. PARALLAX MOVEMENT (ATHLETE PAGE)

Parallax Movement: Athlete Page

On display

On scroll

End of Scroll

Parallax Movement: Athlete Page

CLIENT CONFIRMED

For the parallax execution, we propose an execution similar to the MFA website (since we are aligning the look to the global site)

https://www.mobilityforall.com/global/en/

As user scrolls down the page, Full text is revealed similar to MFA website.

Parallax Movement: Athlete Page

CLIENT CONFIRMED

3. UPDATES ON IMAGES, TEXT INFO, ETC.

Home Page

CLIENT CONFIRMED

Will upload film on YouTube and send link soon.

Please reflect the below full sentence.

IMPOSSIBLE is just the first step to a future of exciting new possibilities. But for most of us, the courage to take that step, needs an external source of inspiration.

We found the inspiration in certain sportsmen/women from our part of the world whose social impact increase the meaning of any podium position or medal. They are constantly fighting against dual odds, one on the field, the other in life. And it is their ability to overcome not just sporting challenges but also influence social change through their life journeys that transcend them from being a star to DUAL HEROES of IMPOSSIBLE.

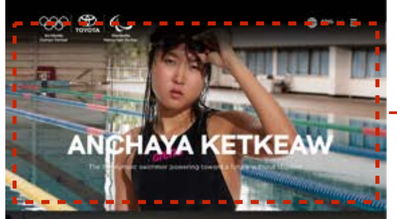
From winning a bout to advocating the voices of the unheard, from setting a world record to promoting safer roads, from outsmarting competition to making a case for equality and accessibility, from inspiring others through sports to giving hope and dream to the next generation, our DUAL HEROES help us not only bring national glory but also help find our calling for driving change in our society.

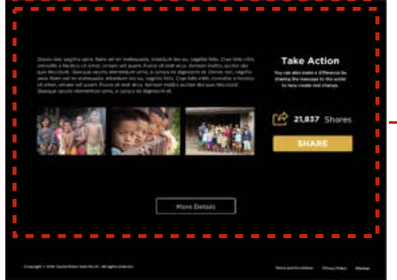
Providing you the layered files. Pls download from below.
https://drive.google.com/open?id=1fZJfcxyNBgFIpeRB-S-NQpB6BF8x_vUG

This image will be shot sometime next week and will be delivered by end of August.

Athlete Page: Panipak

CLIENT CONFIRMED





Change image to this one.
(hi res image provided)

Change image to this one.
(Folder: Social Impossible)

Will upload film on YouTube
and send link soon.

This section will only open
in the later stage.

TOYOTA

ADK

Athlete Page: Panipak

CLIENT CONFIRMED

CLIENT CONFIRMED

CLIENT CONFIRMED

Will upload film on YouTube and send link soon.

This section will only open in the later stage.

Athlete Page: Marcus

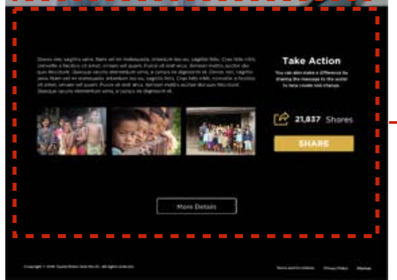
CLIENT CONFIRMED

We've done slight retouching on his face.
(Folder: Sport Impossible)

"My success in badminton can
help me to spread the message
of improving safety out on the streets."

CLIENT CONFIRMED

Will upload film on YouTube
and send link soon.



This section will only open
in the later stage.

TOYOTA

ADK

Athlete Page: Ni Nengah

CLIENT CONFIRMED

CLIENT CONFIRMED

Typo
WIDIASHI -> WIDIASIH

Change image to this one.
(Folder: Social Impossible)

Will upload film on YouTube and send link soon.

This section will only open in the later stage.

Athlete Page: Wei Soong

CLIENT CONFIRMED

CLIENT CONFIRMED

Change image to this one.
(Folder: Social Impossible)

Will upload film on YouTube and send link soon.

This section will only open in the later stage.

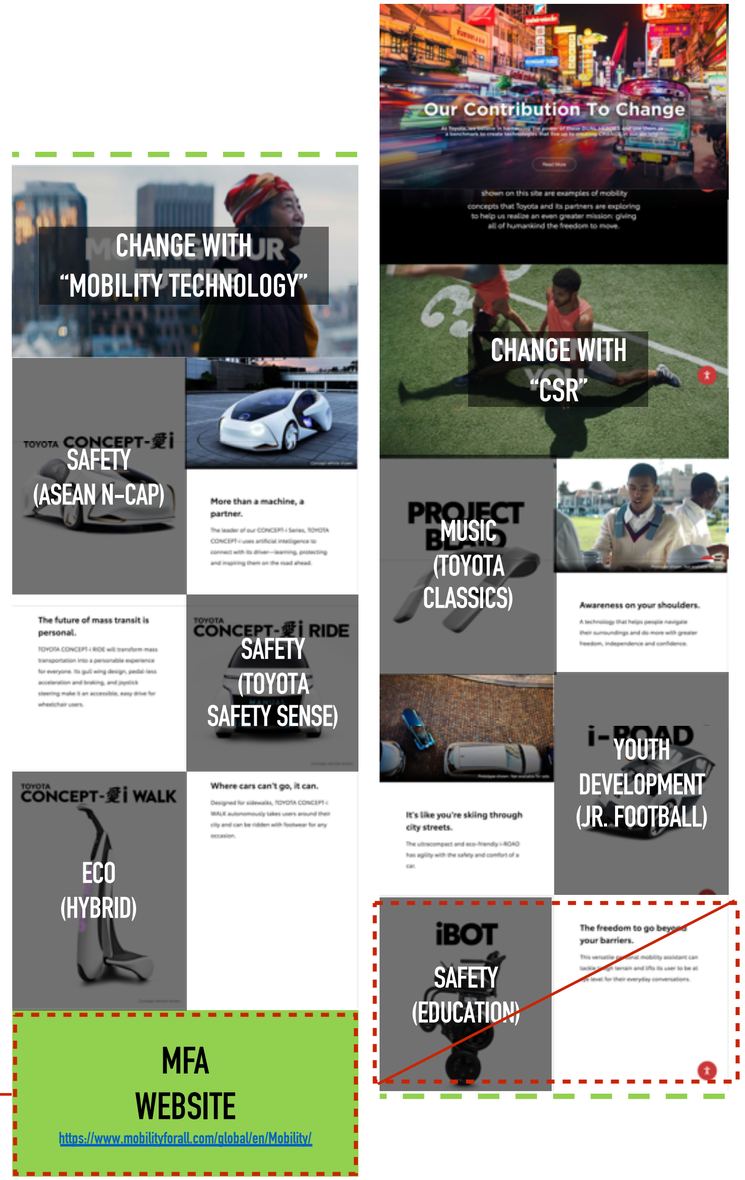
TOYOTA

ADK

We Create Real Change for a Brighter Future:

All Images in Folder:
We Create Real Change

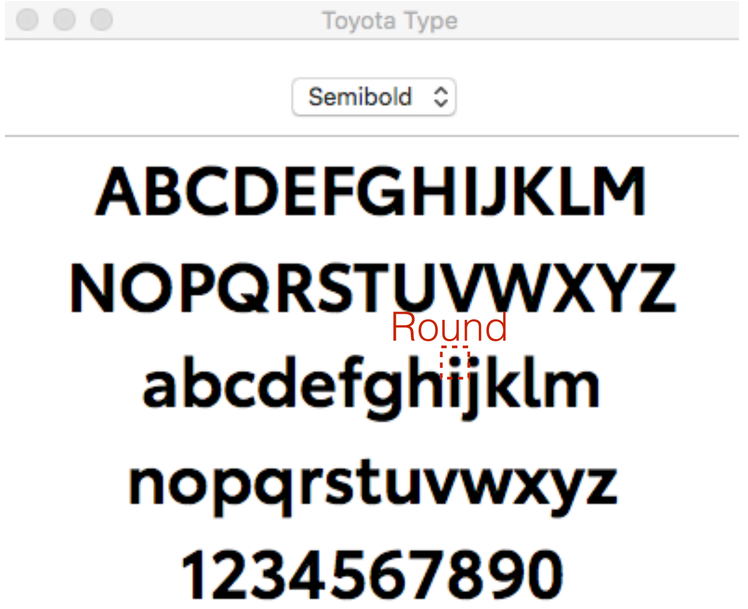
Question:
In the future, we may replace some of these images with films, but can that be done by CMS?



The client will be providing us a banner image from the global website. To be provided later.

SAFETY (EDUCATION) section to be taken out.

Correct Fonts



Localising Fonts

Film Supers:
Localising fonts

For film, we recommend to use a font of similar weight and with similar kerning.

Example of Thai 'Helvetica' font (weights and sizes)

4. TRANSLATION OF WEBSITE TEXT

*Being checked by local distributors, hence there may be minor amendments.

TRANSLATION (VIETNAMESE)

*Being checked by local distributors, hence there may be minor amendments.

MANIFESTO: START YOUR IMPOSSIBLE

When we move, the world moves. Through tiny steps and massive bounds, we push forward into the great unknown. At Toyota, we've made it our mission to move people so that they can take on challenges. From personal to profound.

A race to win. A hurdle to clear. A ceiling to shatter. It's in the human spirit to keep moving. To keep reaching for that impossible goal. And nothing embodies that spirit more than the Olympic and Paralympic Games.

When the whole world comes together to celebrate the very best in human performance. Where a lifetime of hard work and dedication is put to the ultimate test. On the greatest athletic stage on Earth.

As a Worldwide Olympic and Paralympic Partner, we have the chance to inspire people all around the globe.

To help elite athletes and everyday people push toward their vision. Their finish line. Their Impossible.

The freedom of movement is a human right. And we are here to tear down barriers and ensure Mobility for All. So everyone everywhere can reach their potential.

Let's help people with an impairment move effortlessly through the world. Let's make smarter cars that make better drivers. And let's leave a cleaner planet for our children's children.

Ninety years ago, it was impossible to imagine where Toyota would be today. But it would have never happened if we didn't start.

START YOUR IMPOSSIBLE.

Khi chúng ta di chuyển, thế giới cũng vận hành. Từng bước từng bước, chúng ta vượt qua được những rào cản lớn, tiến về những điều tuyệt vời phía trước. Tại Toyota, sứ mệnh của chúng tôi là tạo động lực để mọi người dám đương đầu với thử thách dù nhỏ hay lớn.

Đây được coi là một cuộc đua thực sự, bạn phải vượt qua mọi trở ngại, phá vỡ mọi rào cản trên đường đua để về đích với tinh thần 'không ngừng tiến tới'. Và không gì thể hiện được tinh thần ấy hoàn hảo hơn tại Thế Vận Hội Olympic và Thế Vận Hội dành cho người khuyết tật Paralympic. Đây là hai sự kiện mà cả thế giới được chứng kiến thành tích đỉnh cao của con người. Những nỗ lực và cống hiến được đẩy tới giới hạn cực điểm tại sự kiện thể thao lớn nhất trái đất này.

Là đối tác của Thế Vận Hội Olympic và Paralympic - Thế Vận Hội dành cho người khuyết tật, chúng tôi có cơ hội truyền cảm hứng cho mọi người trên khắp thế giới, giúp các vận động viên ưu tú và giúp mọi người 'luôn bước tới' để thực hiện, hoàn tất sứ mệnh của mình, sứ mệnh mà bạn cho là không thể thực hiện được.

Được tự do bước tới là quyền con người. Nhiệm vụ của chúng tôi là phá bỏ mọi rào cản và đảm bảo ai cũng có thể 'bước tới'. Nhờ vậy, dù ở đâu bạn cũng có thể khai mở hết tiềm năng của mình.

Cùng chung tay giúp con người tiến xa hơn. Hãy tạo ra những chiếc xe thông minh hơn để có những tài xế tốt hơn. Và hãy để lại một hành tinh sạch hơn cho con cháu của chúng ta.

Chín mươi năm trước, thật khó tưởng tượng Toyota hôm nay sẽ tiến xa tới đâu. Nhưng thành quả của Toyota hôm nay sẽ không bao giờ có được nếu chúng tôi không bắt đầu.

BẮT ĐẦU TỪ NHỮNG ĐIỀU KHÔNG THỂ.

TOYOTA

DESCRIPTION OF DUAL HEROES

DUAL HEROES → NHỮNG ANH HÙNG HAI CHIẾN TUYẾN

DESCRIPTION OF DUAL HEROES

The DUAL HEROES

IMPOSSIBLE is just the first step to a future of exciting new possibilities.
But for most of us, the courage to take that step, needs an external source of inspiration.

We found the inspiration in certain sportsmen/women from our part of the world whose social impact increase the meaning of any podium position or medal.
They are constantly fighting against dual odds, one on the field, the other in life.

And it is their ability to overcome not just sporting challenges but also influence social change through their life journeys that transcend them from being a star to DUAL HEROES of IMPOSSIBLE.

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NHỮNG ANH HÙNG HAI CHIẾN TUYẾN

KHÔNG THỂ chỉ là bước đi đầu tiên để bước tới tương lai của những điều có thể.
Nhưng hầu hết để có thể can đảm dấn bước, chúng ta cần một nguồn cảm hứng từ bên ngoài.

Nguồn cảm hứng ấy đến từ những vận động viên thể thao vì những huy chương họ giành được có ý nghĩa xã hội rất lớn.
Bởi họ đã chiến đấu không ngừng trên hai mặt trận, trong cuộc sống và trong lĩnh vực thể thao họ tham gia.

Trong hành trình cuộc sống, họ không chỉ vượt qua những thử thách thể thao mà còn cả những thay đổi của xã hội để trở thành ANH HÙNG HAI CHIẾN TUYẾN vượt qua NHỮNG ĐIỀU KHÔNG THỂ.

Chiến thắng của họ là tiếng nói của những người nỗ lực không ngừng nhưng thầm lặng, kỷ lục thế giới của họ giúp thúc đẩy việc tạo các con đường an toàn hơn, và giúp thay đổi từ cạnh tranh hơn kém thành cạnh tranh công bằng và ảnh hưởng lẫn nhau, thành tích thể thao của họ không chỉ truyền cảm hứng cho mọi người mà có giúp thắp lên ngọn hy vọng và mơ ước cho thế hệ tương lai. NHỮNG ANH HÙNG HAI CHIẾN TUYẾN không chỉ mang vinh quang cho tổ quốc mà còn giúp chúng ta kêu gọi mọi người hướng đến những thay đổi tốt hơn cho xã hội.

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

The Paralympic swimmer powering toward a future without stigmas.

Vận động viên bơi lội Paralympic đấu tranh vì một tương lai không kỳ thị.

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

HER SPORT IMPOSSIBLE

To say Anchaya is a fighter, is an understatement. In 2015, and aged just 15, this determined Paralympic swimmer from Songkhla, in southern Thailand, won the women's 200m individual medley at the ASEAN Para Games. And that was just one of seven golds in the pool, making her the most successful athlete of the games. She has also set a new record in the Class S9 women's 100m freestyle in 2017. As though a prediction of things to come, she had previously been named 2013 Female Para Athlete of the Year by the Sports Writers' Association of Thailand.

"Only you are able to decide whether you can or can't do it."

HER SOCIAL IMPOSSIBLE

Throughout her formative years, Anchaya was told she could not, she should not, she would not. But thanks to her dogged determination and refusal to give in to taunts of bullies, she did. All the bullying she faced, only added her resolve to become a para swimming champion for her nation. And while she continues to defy the impossible in the pool, she is also busting stigmas outside the arena. She sees her success in the pool, as a way to bring attention to her cause. Her goals are beyond swimming, include working together with Toyota to fight back against prejudices and give a voice to other victims of bullying.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG THỂ THAO

Có thể nói Anchaya là một chiến binh thực thụ. Năm 2015, khi mới 15 tuổi, là vận động viên bơi lội Paralympic đầy nghị lực đến từ tỉnh Songkhla, miền nam Thái Lan, Anchaya đã giành chiến thắng môn bơi hỗn hợp cá nhân 200m nữ tại ASEAN Para Games. Và đây chỉ là một trong bảy huy chương vàng môn bơi mà cô giành được, đưa cô trở thành vận động viên đạt nhiều thành tích nhất trong các kì thế vận hội. Cô còn lập được kỷ lục mới tại 100m bơi tự do nữ Class S9 năm 2017. Ngay cả trước khi đoạt được những thành tích đỉnh cao, năm 2013, Anchaya vinh dự được Hiệp Hội Các Cây Bút Thể Thao Thái Lan bình chọn là Vận động viên nữ Para tiêu biểu.

"Chỉ có bạn mới là người quyết định mình làm hay không làm được."

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG XÃ HỘI

Trong suốt những năm tuổi thơ, Anchaya luôn gặp phải những lời chế nhạo như không thể, không thể được, không thể làm được đâu. Nhưng với quyết tâm, sự kiên trì cùng với ý chí quyết không gục ngã trước những lời chỉ trích, cô đã làm được. Tất cả những sự nhạo báng mà cô phải đối diện đã hoàn toàn bị xoá bỏ khi cô trở thành nhà vô địch bơi lội tại para game, mang về vinh quang cho tổ quốc. Và cùng lúc với việc liên tục thách thức những kỉ lục không thể trên đường bơi, cô đã phá tan sự kỳ thị với người khuyết tật bên ngoài xã hội. Với cô, thành công trên đường bơi là cách cô muốn cho mọi người thấy được mục tiêu chính của mình. Mục tiêu của Anchaya vượt ra ngoài việc bơi, đó là đồng hành cùng Toyota chống lại những định kiến, giúp đưa một tiếng nói ủng hộ những nạn nhân khuyết tật bị chế giễu.

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

A taekwondo Olympian fighting for more than just gold, but also for others who need support.

Nhà vô địch taekwondo chiến đấu không chỉ vì tấm huy chương vàng, mà còn vì rất nhiều người cần cô giúp đỡ.

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

HER SPORT IMPOSSIBLE

Given the nickname “Tennis” by her sports-loving family, it is hardly surprising that Panipak developed into such an outstanding sportsperson. And even though she prefers to use her arms and legs over a racquet, she has collected many accolades along the way. Her gold medal at the 2014 Youth Olympic Games, bronze in the women’s 49 kilogram Taekwondo weight division in the Olympic Games Rio 2016 and gold at the 2017 U.S. Open Taekwondo Championships have cemented her place in Thailand.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG THỂ THAO

Được gia đình ‘yêu thể thao’ gắn cho biệt danh "Tennis", cũng không khó đoán Panipak lớn lên và trở thành một người có thành tích thể thao nổi bật. Dù thích chơi môn thể thao dùng tay và chân hơn dùng vợt, cô đã mang về khá nhiều giải thưởng. Panipak đã vinh dự đoạt Huy chương vàng tại Thế vận hội Olympic trẻ năm 2014, huy chương đồng Taekwondo Nữ hạng cân 49 kg tại Thế vận hội Rio 2016 và huy chương vàng tại Mỹ năm 2017. Cô tạo được vị trí vững chắc tại Thái Lan với thành tích đáng nể đó là vô địch tại giải Taekwondo mở rộng.

“I want people to not give up. I want us to overcome things that seem impossible, but with effort, can be made possible.”

“Tôi muốn mọi người đừng dễ buông xuôi. Tôi muốn vượt qua những điều tưởng chừng không thể bằng nỗ lực để biến điều không thể thành có thể.”

HER SOCIAL IMPOSSIBLE

It has not been an easy journey for Panipak. At only 7 years old, she lost her mother in a car accident. Despite having to single-handedly raise her and her two siblings, her dad recognised the positive impact that sports can make, and encouraged her to take up taekwondo. Her goal beyond the arena with Toyota, is to bring change by helping orphans and underprivileged children in Thailand. She sees it as a way of giving back to the community and country that supported her through thick and thin.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG XÃ HỘI

Trở thành nhà vô địch không hề là một hành trình dễ dàng với Panipak. Mới 7 tuổi, tai nạn xe hơi đã cướp đi mẹ cô. Cha cô dù vất vả trong cảnh gà trống nuôi 3 con nhưng thấy được ảnh hưởng tích cực mà thể thao mang lại nên ông đã khuyến khích con gái mình tập taekwondo. Mục tiêu của Panipak vượt ra ngoài sàn đấu đó là đồng hành cùng Toyota, giúp mang lại sự thay đổi qua việc giúp đỡ những trẻ em mồ côi và những trẻ em có hoàn cảnh khó khăn ở Thái Lan. Đây cũng là cách cô trả ơn cộng đồng và đất nước đã hỗ trợ cô đạt được thành tích hôm nay.

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

The Paralympic powerlifter who holds the hopes of enhancing accessibility

→

Nhà vô địch cử tạ dành cho người khuyết tật đại diện cho hy vọng hoà nhập tốt với cộng đồng và xã hội.

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

HER SPORT IMPOSSIBLE

Ni Nengah took up weightlifting at the age of 14, and using the basic facilities available to her, began her long journey to victory. Her first major success came in 2008, when she won bronze at the ASEAN Para Games. She has since gone on to win gold at the 2011 ASEAN Para Games, silver at the 2014 Asian Para Games and a bronze at the Paralympic Games Rio 2016.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG THỂ THAO

Ni Nengah bắt đầu tập cử tạ năm 14 tuổi, con đường dài đến đỉnh vinh quang của cô khởi đầu từ việc cô tập luyện bằng các dụng cụ tập cơ bản và có sẵn. Năm 2008, Nengah đạt thành tích lớn đầu tiên là huy chương đồng tại Đại hội thể thao người khuyết tật Đông Nam Á. Tiếp đó, cô giành được huy chương vàng tại Đại hội thể thao người khuyết tật Đông Nam Á năm 2011, huy chương bạc tại Đại hội thể thao người khuyết tật Châu Á năm 2014 và huy chương đồng tại Thế Vận Hội người khuyết tật Paralympic Games Rio năm 2016.

“Whenever failure occurs, don't just stop trying. If you fall down, get back up and try again.”

“Dù gặp thất bại, bạn cũng đừng nản chí. Nếu ngã xuống, hãy đứng lên và cố gắng lần nữa.”

HER SOCIAL IMPOSSIBLE

Making it to The Paralympic Games is a long, tough journey for any athlete. But few have overcome as many challenges as Ni Nengah. At just 3, she was diagnosed with polio and at 11, became separated by her family when she went to live in a special care facility for disabled children. Like a true champion, she was not going to let the impossible stand in her way. She is now aiming, together with Toyota, to pave the way for the disabled, and improve accessibility in Indonesia.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG XÃ HỘI

Bất kỳ vận động viên nào đến được Đại hội thể thao người khuyết tật Paralympic Games đều phải trải qua một hành trình dài và đầy gian nan. Rất ít người có thể vượt qua nhiều thử thách như Ni Nengah. Mới 3 tuổi, bác sĩ chẩn đoán cô bị bại liệt, 11 tuổi, cô phải xa gia đình để đến sống tại cơ sở chăm sóc đặc biệt dành cho trẻ khuyết tật. Là một nhà vô địch thực sự, cô không để bất cứ trở ngại nào cản đường mình. Mục tiêu của cô hiện nay là hợp tác cùng Toyota giúp người khuyết tật có hướng đi riêng, để họ có thể hoà nhập cộng đồng và cuộc sống tốt hơn tại Indonesia.

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

Making the streets safer is no game for this world badminton champion.

Cải thiện điều kiện đường xá là tâm huyết của nhà vô địch cầu lông thế giới.

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

Creating an inclusive society would be this para swimmer’s ultimate victory.

Chỉ có tạo ra một xã hội bình đẳng mới là chiến thắng thực sự của vận động viên bơi lội khuyết tật này.

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

HIS SPORT IMPOSSIBLE

Despite his disability, Wei Soong went to a regular school, where he was treated like everyone else. It was a big life lesson on the importance of equality, and instilled values in him that he applies both to sports and life beyond the pool. In 2015, he won three gold medals at ASEAN Para Games in front of his home crowd. Continuing to power his way to success after success, he has recently won a bronze at the 2018 Commonwealth Games held in Gold Coast, Australia.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG THỂ THAO

Dù khuyết tật, Wei Soong vẫn đi học tại một trường bình thường và được đối xử như mọi người khác. Anh đề cao giá trị của sự bình đẳng cả trong thể thao và trong cuộc sống. Năm 2015, anh giành được ba huy chương vàng tại Đại Hội Thể Thao Đông Nam Á tổ chức tại quê nhà. Nối tiếp thành tích ấn tượng ấy, mới đây, năm 2018, anh đã giành huy chương đồng tại Đại hội thể thao khối thịnh vượng chung Commonwealth Games được tổ chức tại Gold Coast, Úc.

“The biggest challenge when I started out, was that I didn't even know there were big opportunities for me to swim competitively.”

“Thử thách lớn nhất của tôi đó là khi mới bắt đầu, tôi không hề biết mình sẽ được bơi qua những cơ hội lớn nào.”

HIS SOCIAL IMPOSSIBLE

Wei Soong was diagnosed with the rare condition of transverse myelitis at the age of two. Paralympic sports had a low profile and participation wasn't actively encouraged, hence just setting his goals was a challenge. So when he began swimming, he didn't know how far his sport could potentially take him. He had no idea that one day, he might be swimming for his country on an international stage. When he is not pushing for wins in the pool, he aims to push away stigmas with Toyota. By creating a greater awareness of the disabled and showing their huge potential, he aims to bring about change, through greater equality, across all of Singapore.

BIẾN ĐIỀU KHÔNG THỂ THÀNH CÓ THỂ TRONG XÃ HỘI

Mới 2 tuổi, Wei Soong bị chẩn đoán mắc bệnh viêm tủy ngang hiếm gặp. Các môn thể thao trong Thế vận hội dành cho người khuyết tật thường rất ít môn và không được khuyến khích, nên việc anh đặt ra những mục tiêu rõ ràng đã là một thử thách. Do đó, khi bắt đầu bơi, anh cũng không biết môn thể thao này giúp đưa anh đi tới đâu, anh cũng không biết là một ngày nào đó, anh có cơ hội được trở thành vận động viên bơi đại diện cho tổ quốc tại đấu trường quốc tế. Và khi không phải thi đấu giành giải thưởng, thì mục tiêu của anh là cùng Toyota đẩy lùi sự kì thị người khuyết tật. Để làm được điều này, anh giúp mọi người biết đến người khuyết tật nhiều hơn, cho mọi người biết người khuyết tật có tiềm năng lớn thế nào. Mục tiêu của anh giúp thay đổi định kiến về người khuyết tật trên khắp Singapore, nhờ vậy, họ sẽ được đối xử bình đẳng hơn.

CONTRIBUTION PAGE(BANNER / MAIN TOPIC HEADLINE)

We create REAL CHANGE for a brighter future.

Chúng tôi tạo ra THAY ĐỔI THỰC SỰ vì một tương lai tươi sáng hơn.

We believe our DUAL HEROES inspire as much change outside the arena, as they do inside. The strength and power to bring about REAL CHANGE to the society is the value we share. At Toyota, we create new possibilities that will improve mobility across all levels of society.

Chúng tôi tin NHỮNG ANH HÙNG HAI CHIẾN TUYẾN sẽ truyền cảm hứng giúp thay đổi cuộc sống bên ngoài dù họ chỉ đang thi đấu trong giải đấu. Mang đến THAY ĐỔI THỰC SỰ cho xã hội là giá trị mà chúng ta chia sẻ. Tại Toyota, chúng tôi tạo ra những đột phá mới để phát triển mọi tầng lớp xã hội.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Music (Toyota Classics)

Moving people through music.

Phát triển con người nhờ âm nhạc

Increased mobility is one way to move people. Music is another. Together with the Orchestra of the Age of Enlightenment, Toyota is bringing the joy of music to everyone. Through the Toyota Classics, we aim to inspire and educate people of all ages.

Di chuyển là một cách phát triển con người. Âm nhạc là một cách khác. Cùng dàn nhạc giao hưởng Age of Enlightenment, Toyota mang đến niềm vui âm nhạc cho mọi người. Với chương trình nhạc cổ điển Toyota Classics, chúng tôi hướng tới việc truyền cảm hứng và giáo dục mọi người, mọi lứa tuổi.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Youth Development (JR Football)

Keeping our eye on the ball.

Luôn chú trọng phát triển bóng đá

Toyota gives young children the opportunity to learn and be inspired in a professional football-coaching environment. The Toyota Junior Football Clinic and Camp's goals are to encourage children to get involved today, and to find the champions of tomorrow.

Toyota mang đến cho trẻ em cơ hội được học, và được truyền cảm hứng trong môi trường bóng đá chuyên nghiệp. Mục tiêu của Trại hè Bóng đá Thiếu nhi Toyota là khuyến khích trẻ em tham gia hôm nay, và để tìm ra những nhà vô địch tương lai.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Rating (ASEAN NCAP)

Safety in motion. → An toàn khi lái xe

Toyota vehicles consistently rank highly in the ASEAN NCAP automobile safety program. As the number of new cars on the roads in Southeast Asia rises, we are helping to ensure that levels of road safety do too. → Xe Toyota luôn được xếp hạng cao trong chương trình an toàn ô tô của Ủy Ban Đánh Giá Ô tô Mới tại Các Nước Khu Vực Đông Nam Á - ASEAN NCAP. Vì số lượng xe ô tô mới ở các nước khu vực Đông Nam Á ngày càng tăng, nên chúng tôi đảm bảo mức độ an toàn đường xá cũng tương ứng.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Technology (Toyota Safety Sense)

Improving safety: it's common sense.

Cải thiện điều kiện an toàn: là khái niệm rất phổ biến

Toyota Safety Sense (TSS) is a bundle of features that many Toyota vehicles now include as standard equipment. These innovative features have been designed to maximise safety and minimise the chances of accident and injury.

Công nghệ An Toàn Toyota (TSS) là một loạt các tính năng mà các loại xe Toyota hiện nay đều có như là thiết bị tiêu chuẩn. Những tính năng đột phá này được thiết kế để tối đa hóa sự an toàn và giảm thiểu nguy cơ tai nạn và chấn thương.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Eco Friendly Technology (Hybrid))

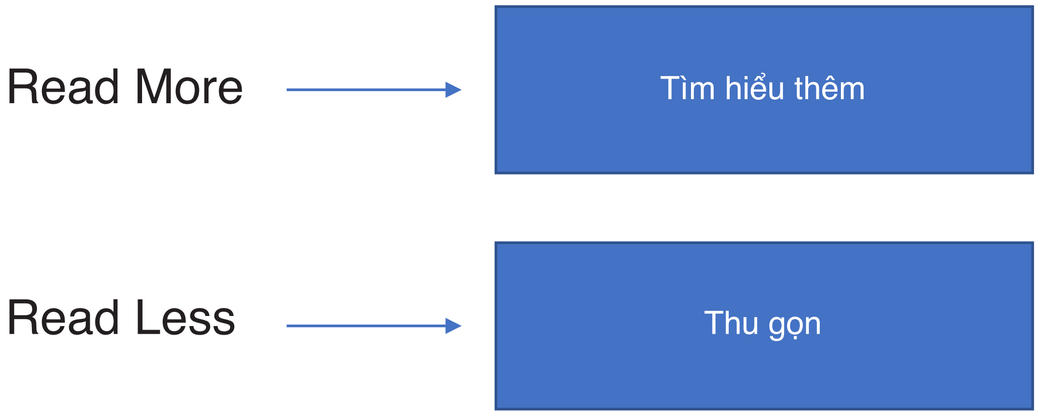
Whichever colour you choose, it's green.

Dù bạn chọn màu nào thì cũng là màu xanh lá

In 1997,Toyota introduced the Prius—the first ever mass-produced hybrid vehicle. Constant technological innovations have ensured that our hybrid vehicles are still leading the way in environmental protection today.

Năm 1997, Toyota giới thiệu xe Prius – dòng xe hybrid được sản xuất hàng loạt đầu tiên. Với những đột phá liên tục về công nghệ, dòng xe hybrid này đảm bảo đi đầu trong việc bảo vệ môi trường hiện nay.

OTHERS



OTHERS

Share the Message →

Chia sẻ thông điệp

You can also make a difference by sharing the message to the world to help create REAL CHANGE. →

Bạn có thể tạo ra khác biệt
bằng cách chia sẻ thông điệp này cho toàn thế giới
để tạo ra THAY ĐỔI THỰC SỰ

OTHERS

Take Action

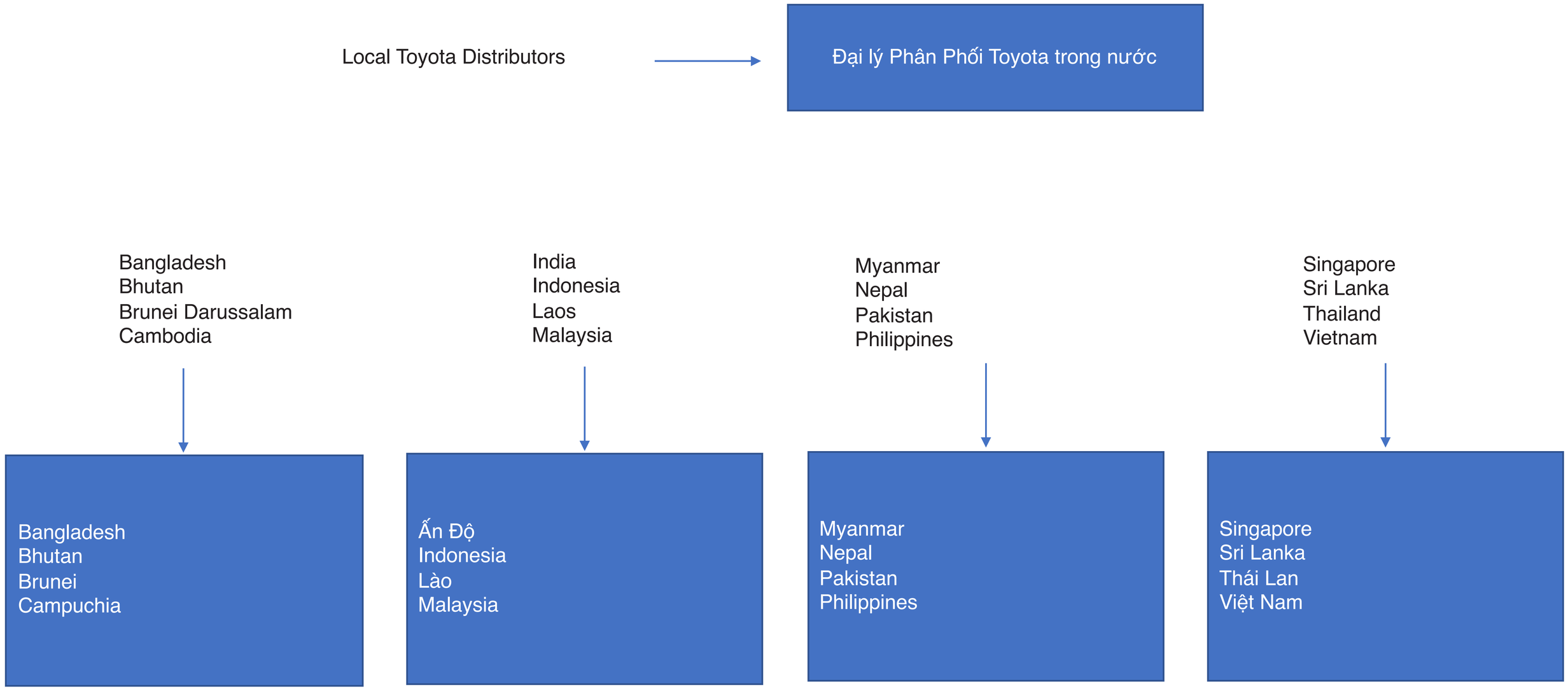
Hành động

OTHERS

More Details

Chi tiết

OTHERS


Local Toyota Distributors
Đại lý Phân Phối Toyota trong nước
Bangladesh
Bhutan
Brunei Darussalam
Cambodia
India
Indonesia
Laos
Malaysia
Myanmar
Nepal
Pakistan
Philippines
Singapore
Sri Lanka
Thailand
Vietnam
Bangladesh
Bhutan
Brunei
Campuchia
Ấn Độ
Indonesia
Lào
Malaysia
Myanmar
Nepal
Pakistan
Philippines
Singapore
Sri Lanka
Thái Lan
Việt Nam

TRANSLATION (THAI)

*Being checked by local distributors, hence there may be minor amendments.

MANIFESTO: START YOUR IMPOSSIBLE

When we move, the world moves. Through tiny steps and massive bounds, we push forward into the great unknown. At Toyota, we've made it our mission to move people so that they can take on challenges. From personal to profound.

A race to win. A hurdle to clear. A ceiling to shatter. It's in the human spirit to keep moving. To keep reaching for that impossible goal. And nothing embodies that spirit more than the Olympic and Paralympic Games.

When the whole world comes together to celebrate the very best in human performance. Where a lifetime of hard work and dedication is put to the ultimate test. On the greatest athletic stage on Earth.

As a Worldwide Olympic and Paralympic Partner, we have the chance to inspire people all around the globe.

To help elite athletes and everyday people push toward their vision. Their finish line. Their Impossible.

The freedom of movement is a human right. And we are here to tear down barriers and ensure Mobility for All. So everyone everywhere can reach their potential.

Let's help people with an impairment move effortlessly through the world. Let's make smarter cars that make better drivers. And let's leave a cleaner planet for our children's children.

Ninety years ago, it was impossible to imagine where Toyota would be today. But it would have never happened if we didn't start.

START YOUR IMPOSSIBLE.

ทุกเมื่อที่เราเคลื่อนไหว โลกเคลื่อนไปกับเรา จากก้าวเล็กๆสู่ขอบเขตที่ยิ่งใหญ่ เรามุ่งมั่นก้าวไปสู่สิ่งแปลกใหม่ที่ยิ่งใหญ่ โตโยต้าถือเป็นพันธกิจที่จะขับเคลื่อนคน เพื่อให้พวกเขามีความสามารถที่จะรับมือกับความท้าทาย จากความเป็นเรื่องเฉพาะตัวสู่เรื่องราวที่ลึกซึ้ง

มันคือการแข่งขันที่ต้องเอาชนะ คืออุปสรรคที่ต้องก้าวข้าม คือเพดานที่ต้องทะลาย การเคลื่อนไหวไม่หยุดนิ่งอยู่ในจิตวิญญาณของมนุษย์ การไขว่คว้าให้ถึงซึ่งเป้าหมายที่ไม่มีทางเป็นไปได้นี้ มีเพียงกีฬาโอลิมปิกและพาราลิมปิกเท่านั้นที่สามารถทำให้จิตวิญญาณนี้ปรากฏเป็นรูปธรรมได้

เมื่อโลกทั้งโลกมารวมตัวกันเพื่อประกาศก้อง ฉลองสุดยอดความสามารถของมวลมนุษย์ เมื่อการทุ่มเทอุทิศตนและการฝึกฝนที่หนักหน่วงได้รับการทดสอบอย่างเต็มพิกัด บนเวทีกีฬาที่ยิ่งใหญ่ที่สุดในโลก

ในฐานะพันธมิตรของกีฬาโอลิมปิกและพาราลิมปิกทั่วโลก เรามีโอกาสได้สร้างแรงบันดาลใจให้ชาวโลก

ได้ช่วยผลักดันนักกีฬาระดับแนวหน้า และผู้คนทั่วไปให้ไปสู่วิสัยทัศน์ สู่เส้นชัย สู่สิ่งที่ไม่มีทางจะเป็นไปได้ของพวกเขา

เสรีภาพในการเคลื่อนที่เป็นสิทธิมนุษยชน เราอยู่ที่นี่เพื่อจะทำลายอุปสรรคและทำให้มั่นใจว่าการขับเคลื่อนถูกสร้างมาเพื่อทุกคน ทุกคนและในทุกที่จะสามารถเข้าถึงศักยภาพของตนเองได้

มาร่วมมือกันช่วยคนที่ยังขาดโอกาสในการเคลื่อนที่ให้สามารถเดินทางไปทั่วโลก ผลิตรถอัจฉริยะที่จะทำให้เราเป็นคนขับที่ดีขึ้น และช่วยกันทำให้โลกใบนี้สะอาดขึ้นกว่าเดิม เพื่อเด็กๆของเรา

เมื่อเก้าสิบปีที่แล้ว แค่จะจินตนาการว่าโตโยต้าจะอยู่ที่ไหนในวันนี้ก็เป็นไปไม่ได้แล้ว แต่สิ่งนี้จะไม่เกิดขึ้น หากเราไม่เริ่ม

เริ่มทำในสิ่งที่เป็นไปไม่ได้ของคุณ

TOYOTA

DESCRIPTION OF DUAL HEROES

DUAL HEROES

DESCRIPTION OF DUAL HEROES

The DUAL HEROES

IMPOSSIBLE is just the first step to a future of exciting new possibilities.
But for most of us, the courage to take that step, needs an external source of inspiration.
We found the inspiration in certain sportsmen/women from our part of the world whose social impact increase the meaning of any podium position or medal.
They are constantly fighting against dual odds, one on the field, the other in life.

And it is their ability to overcome not just sporting challenges but also influence social change through their life journeys that transcend them from being a star to DUAL HEROES of IMPOSSIBLE.

From winning a bout to advocating the voices of the unheard, from setting a world record to promoting safer roads, from outsmarting competition to making a case for equality and accessibility, from inspiring others through sports to giving hope and dream to the next generation, our DUAL HEROES help us not only bring national glory but also help find our calling for driving change in our society.

คู่ฮีโร่

ความเป็นไปไม่ได้ คือก้าวแรกสู่ความเป็นไปได้ที่น่าตื่นใจในอนาคต

สำหรับคนส่วนใหญ่ ความกล้าที่นำมาซึ่งก้าวแรกนั้น ต้องอาศัยแรงบันดาลใจที่อยู่ภายนอก

เราพบแรงบันดาลใจในนักกีฬาชาย/หญิงในภูมิภาคนี้ของโลก การได้ขึ้นไปยืนอยู่บนแท่นรับเหรียญรางวัลก่อให้เกิดผลกระทบทางสังคมที่ยิ่งใหญ่

ต่างก็กำลังต่อสู้อย่างไม่ลดละกับการเดิมพันทั้งสองด้าน หนึ่งคือสนามแข่ง อีกหนึ่งคือสนามชีวิต

ด้วยศักยภาพในการเอาชนะความท้าทายด้านกีฬา และอิทธิพลที่มีต่อการเปลี่ยนแปลงทางสังคมบนเส้นทางชีวิตนั่นเองที่ส่งให้เขาข้ามพ้นจากการเป็นแค่ผู้มีชื่อเสียง ไปสู่ความเป็น “คู่ฮีโร่” ของ “ความเป็นไปไม่ได้”

จากชัยชนะในการแข่งขันไปสู่การสนับสนุนผู้ที่เราไม่เคยรู้จักมาก่อน จากการสร้างสถิติโลกไปสู่การส่งเสริมให้เกิดถนนที่ปลอดภัยยิ่งขึ้น จากการแข่งกันด้วยชั้นเชิงที่เหนือกว่าไปสู่ความเสมอภาคและการเข้าถึงได้ จากการสร้างแรงบันดาลใจผ่านกีฬาเพื่อจรรโลงความหวังและความฝันให้คนรุ่นใหม่ “คู่ฮีโร่” ของเราจะช่วยนำพาเกียรติคุณของประเทศตลอดจนความเปลี่ยนแปลงในการขับขี่มาสู่คนในสังคมอีกด้วย

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

The Paralympic swimmer powering toward a future without stigmas.

นักว่ายน้ำพาราลิมปิกทะยานไปข้างหน้าโดยปราศจากคำสบประมาท

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

HER SPORT IMPOSSIBLE

To say Anchaya is a fighter, is an understatement. In 2015, and aged just 15, this determined Paralympic swimmer from Songkhla, in southern Thailand, won the women's 200m individual medley at the ASEAN Para Games. And that was just one of seven golds in the pool, making her the most successful athlete of the games. She has also set a new record in the Class S9 women's 100m freestyle in 2017. As though a prediction of things to come, she had previously been named 2013 Female Para Athlete of the Year by the Sports Writers' Association of Thailand.

ความเป็นไปไม่ได้ด้านกีฬาของเธอ

ถ้าจะพูดว่า อัญชญา คือนักสู้ ก็ดูจะกล่าวน้อยกว่าความเป็นจริง ในปี 2558 เมื่อเธออายุ15ปี นักว่ายน้ำพาราลิมปิกจากสงขลา ทางใต้ของประเทศไทยผู้นี้ ได้คว้าชัยชนะว่ายน้ำระยะทาง 200 เมตรหญิงเดี่ยวในการแข่งขันอาเซียนพาราเกมส์ และนั่นเป็นเพียงหนึ่งในเจ็ดเหรียญทองของเธอ และทำให้เธอได้เป็นนักกีฬาที่ยอดเยี่ยมที่สุดในปีการแข่งขันนั้น เธอสร้างสถิติใหม่ของว่ายน้ำหญิง Class S9 ฟรีสไตล์100เมตรในปี2560 ก่อนหน้านั้นในปี 2556 เธอได้รับรางวัลนักกีฬาคนพิการหญิงยอดเยี่ยมแห่งปี โดยสมาคมผู้สื่อข่าวกีฬาแห่งประเทศไทย

"Only you are able to decide whether you can or can't do it."

"คุณเท่านั้นที่จะเป็นผู้ตัดสินว่า
สามารถทำได้ หรือไม่สามารถทำได้"

HER SOCIAL IMPOSSIBLE

Throughout her formative years, Anchaya was told she could not, she should not, she would not. But thanks to her dogged determination and refusal to give in to taunts of bullies, she did. All the bullying she faced, only added her resolve to become a para swimming champion for her nation. And while she continues to defy the impossible in the pool, she is also busting stigmas outside the arena. She sees her success in the pool, as a way to bring attention to her cause. Her goals are beyond swimming, include working together with Toyota to fight back against prejudices and give a voice to other victims of bullying.

ความเป็นไปไม่ได้ทางสังคมของเธอ

หลายปีในระหว่างการเติบโต มักจะมีคนพูดกับอัญชญาว่า เธอไม่สามารถทำได้ เธอไม่ควรทำนะ เธอทำไม่ได้นะ แต่เพราะความมุ่งมั่น ไม่ยอมจำนนต่อคำพูดท้าทายเหล่านี้ ในทางตรงกันข้ามมันกลับส่งเสริมความมุ่งมั่นที่จะเป็นแชมป์นักว่ายน้ำพาราลิมปิกเพื่อประเทศชาติให้กล้าแข็งยิ่งขึ้น เธอยังคงท้าทายสิ่งที่คิดว่าเป็นไปไม่ได้ในสระว่ายน้ำ เธอยังคงต้องต่อสู้กับคำสบประมาทที่อยู่นอกสระ ความสำเร็จในสระว่ายน้ำเท่านั้น ที่จะดึงดูดให้ผู้คนหันมาใส่ใจกับความตั้งใจของเธอ เป้าหมายของเธออยู่เหนือการว่ายน้ำ แต่หมายรวมถึงการได้ร่วมมือกับโตโยต้าในการต่อสู้กับอคติ และเป็นปากเสียงให้กับเหยื่อที่ถูกระราน

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

A taekwondo Olympian fighting for more than just gold, but also for others who need support.

นักกีฬาเทควันโดโอลิมปิก มิได้แข่งขันเพื่อหวังเหรียญทองเพียงอย่างเดียว
แต่เพื่อคนอื่นๆที่ต้องการแรงสนับสนุน

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

HER SPORT IMPOSSIBLE

Given the nickname “Tennis” by her sports-loving family, it is hardly surprising that Panipak developed into such an outstanding sportsperson. And even though she prefers to use her arms and legs over a racquet, she has collected many accolades along the way. Her gold medal at the 2014 Youth Olympic Games, bronze in the women’s 49 kilogram Taekwondo weight division in the Olympic Games Rio 2016 and gold at the 2017 U.S. Open Taekwondo Championships have cemented her place in Thailand.

ความเป็นไปไม่ได้ด้านกีฬาของเธอ

เธอมีชื่อเล่นว่าเทนนิสจากครอบครัวที่รักกีฬา จึงไม่ใช่เรื่องแปลกเมื่อ พาณิภัค เติบโตเป็นนักกีฬาที่โดดเด่น และแม้จะชอบใช้แขนขามากกว่าแร็กเก็ต แต่เธอก็ได้สะสมรางวัลมากมายตลอดเส้นทาง เหรียญทองในกีฬาโอลิมปิคเยาวชนปี 2557 เหรียญทองแดงจากกีฬาเทควันโดหญิงน้ำหนัก 49กิโลกรัมจากโอลิมปิกเกมส์ที่ริโอปี 2559 เหรียญทองจาก U.S. Open Taekwondo Championships ปี 2560

“I want people to not give up. I want us to overcome things that seem impossible, but with effort, can be made possible.”

“ฉันไม่อยากให้ใครยอมแพ้
ฉันอยากให้เราเอาชนะทุกสิ่งที่ดูเหมือนว่าจะเป็นไปไม่ได้
แต่กลับเป็นไปได้ด้วยความพยายาม”

HER SOCIAL IMPOSSIBLE

It has not been an easy journey for Panipak. At only 7 years old, she lost her mother in a car accident. Despite having to single-handedly raise her and her two siblings, her dad recognised the positive impact that sports can make, and encouraged her to take up taekwondo. Her goal beyond the arena with Toyota, is to bring change by helping orphans and underprivileged children in Thailand. She sees it as a way of giving back to the community and country that supported her through thick and thin.

ความเป็นไปไม่ได้ทางสังคมของเธอ

เส้นทางของ พาณิภัค ไม่ได้โรยด้วยกลีบกุหลาบ เธอสูญเสียแม่จากอุบัติเหตุทางรถยนต์เมื่ออายุ 7ปี คุณพ่อเลี้ยงเดี่ยวต้องดูแลเธอและพี่น้องอีกสองคน พ่อเล็งเห็นประโยชน์ของกีฬาและสนับสนุนให้เธอเรียนเทควันโด ด้วยการร่วมมือกับโตโยต้า เป้าหมายของเธอไปไกลกว่าสนามแข่ง เพื่อนำมาซึ่งความเปลี่ยนแปลง โดยการช่วยเด็กกำพร้าและเด็กที่ยังขาดโอกาสในประเทศไทย สำหรับเธอ นั่นคือหนทางในการตอบแทนสังคมและประเทศ ที่ช่วยสนับสนุนเธอให้ผ่านช่วงชีวิตทั้งดีและร้าย

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

The Paralympic powerlifter who holds the hopes of enhancing accessibility

นักยกน้ำหนักพาราลิมปิก ผู้มีความหวังที่จะเพิ่มศักยภาพในการเข้าถึง

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

HER SPORT IMPOSSIBLE

Ni Nengah took up weightlifting at the age of 14, and using the basic facilities available to her, began her long journey to victory. Her first major success came in 2008, when she won bronze at the ASEAN Para Games. She has since gone on to win gold at the 2011 ASEAN Para Games, silver at the 2014 Asian Para Games and a bronze at the Paralympic Games Rio 2016.

ความเป็นไปไม่ได้ด้านกีฬาของเธอ

Ni Nengah เริ่มต้นยกน้ำหนักเมื่ออายุ 14ปี โดยใช้สิ่งอำนวยความสะดวกเท่าที่มีบนเส้นทางอันยาวไกลสู่ชัยชนะ ความสำเร็จที่สำคัญครั้งแรกเกิดขึ้นในปี 2008 เมื่อเธอได้เหรียญทองแดงจากการแข่งขันกีฬาอาเซียนพาราเกมส์ นับแต่นั้นเป็นต้นมาเธอคว้าเหรียญทองจากการแข่งขันกีฬาอาเซียนพาราเกมส์ในปี 2011 เหรียญเงินจากเอเชียนพาราเกมส์ในปี 2014 และเหรียญทองแดงจากพาราลิมปิกเกมส์ที่ริโอในปี 2016

“Whenever failure occurs, don't just stop trying. If you fall down, get back up and try again.”

“ทุกครั้งที่ล้มเหลว อย่าละทิ้งความพยายาม ถ้าล้ม ก็จงลุกและพยายามต่อไป”

HER SOCIAL IMPOSSIBLE

Making it to The Paralympic Games is a long, tough journey for any athlete. But few have overcome as many challenges as Ni Nengah. At just 3, she was diagnosed with polio and at 11, became separated by her family when she went to live in a special care facility for disabled children. Like a true champion, she was not going to let the impossible stand in her way. She is now aiming, together with Toyota, to pave the way for the disabled, and improve accessibility in Indonesia.

ความเป็นไปไม่ได้ทางสังคมของเธอ

หนทางไปสู่พาราลิมปิกทั้งลำบากและยาวไกลสำหรับนักกีฬา มีเพียงไม่กี่คนที่เอาชนะความท้าทายได้มากเท่า Ni Nengahเมื่ออายุ 3ขวบ เธอได้รับการวินิจฉัยว่าเป็นโปลิโอ และเมื่ออายุ 11 ปี เธอต้องแยกจากครอบครัวไปอยู่ในสถานดูแลเด็กทุพพลภาพที่มีเครื่องมืออำนวยความสะดวกพิเศษ เธอยืนหยัดด้วยหัวใจแชมป์ ไม่ยอมให้ความเป็นไปไม่ได้ขวางทาง วันนี้เธอมีเป้าหมายร่วมกับโตโยต้า เพื่อปูทางให้กับคนทุพพลภาพให้เข้าถึงได้ดีขึ้นในอินโดนีเซีย

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

Making the streets safer is no game for this world badminton champion.

การเพิ่มความปลอดภัยบนท้องถนนไม่ใช่เรื่องเล่นสำหรับแชมป์โลกแบดมินตันคนนี้

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

HIS SPORT IMPOSSIBLE

With a father who was also a national champion, his love for badminton runs in Marcus' veins. That passion, together with hard work, has seen him win gold and silver in doubles at the 2015 Southeast Asian Games, the doubles championship at the 2017 All England Open Super Series Premier and most recently, doubles gold at the 2018 Badminton Asia Team Championships. He is currently ranked #1 in the BWF world ranking for the men's doubles. (as of Sept. 2018)

ความเป็นไปไม่ได้ด้านกีฬาของเขา

เพราะมีพ่อเป็นแชมป์แบดมินตันทีมชาติ ความรักในกีฬาชนิดนี้จึงอยู่ในสายเลือดของ Marcus ความกระตือรือร้น บวกกับการทุ่มเทฝึกซ้อมอย่างหนัก ส่งให้เขาได้รับเหรียญทองและเหรียญเงินในการแข่งประเภทคู่ของกีฬาซีเกมส์ในปี 2015 เป็นแชมป์ประเภทคู่ใน All England Open Super Series Premier ปี 2017 และเมื่อไม่นานมานี้คือเหรียญทองประเภทคู่ใน Badminton Asia Team Championships ในปี 2018 ปัจจุบันนี้เขาถูกจัดอันดับเป็นที่1 ของโลกใน BWFประเภทชายคู่ (ตั้งแต่กันยายน 2018)

"My success in badminton can help me to spread the message of improving safety out on the streets."

"ความสำเร็จในแบดมินตัน
จะช่วยผมเผยแพร่ข่าวสารเกี่ยวกับ
การเพิ่มความปลอดภัยบนท้องถนน"

HIS SOCIAL IMPOSSIBLE

For Marcus, the real battle begins outside the arena. He may have played on some of the highest-quality surfaces in the world, but the streets in his hometown of Jakarta, are a different story. Road hazards and bad driving behaviour are a few of things he is fighting to change. Together with Toyota, he aims to improve road safety for Indonesians. On the court or on the street, he will not stop fighting until he makes his mark.

ความเป็นไปไม่ได้ทางสังคมของเขา

สำหรับMarcus การต่อสู้ที่แท้จริงอยู่นอกสนามแข่ง เขาอาจจะได้เล่นบนพื้นผิวสนามที่มีคุณภาพดีที่สุดในโลก แต่ถนนในบ้านเกิดที่จาการ์ต้าเป็นคนละเรื่องกัน อันตรายบนท้องถนนและพฤติกรรมไม่ดีในการขับขี่ เป็นสิ่งที่เขาพยายามต่อสู้ให้เกิดความเปลี่ยนแปลง เขามีจุดมุ่งหมายที่จะร่วมมือกับ โตโยต้า เพื่อทำให้ท้องถนนมีความปลอดภัยยิ่งขึ้นเพื่อคนอินโดนีเซีย ไม่ว่าจะอยู่บนคอร์ทหรือบนท้องถนน เขาจะยืนหยัดต่อสู้ จนกว่าจะบรรลุเป้าหมาย

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

Creating an inclusive society would be this para swimmer’s ultimate victory.

การสรรค์สร้างสังคมเบี่ดเสร็จ เป็นชัยชนะอันสูงสุดของนักว่ายน้ำพาราคนนี้

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

HIS SPORT IMPOSSIBLE

Despite his disability, Wei Soong went to a regular school, where he was treated like everyone else. It was a big life lesson on the importance of equality, and instilled values in him that he applies both to sports and life beyond the pool. In 2015, he won three gold medals at ASEAN Para Games in front of his home crowd. Continuing to power his way to success after success, he has recently won a bronze at the 2018 Commonwealth Games held in Gold Coast, Australia.

ความเป็นไปไม่ได้ด้านกีฬาของเขา

แม้จะทุพพลภาพ Wei Soong ได้เข้าเรียนในโรงเรียนสามัญและได้รับการปฏิบัติเช่นเดียวกับคนปกติอื่นๆ นั่นคือบทเรียนชีวิตที่ยิ่งใหญ่ว่าด้วยความสำคัญของความเท่าเทียมกัน อีกทั้งยังปลูกฝังคุณค่าซึ่งเขานำไปใช้ทั้งในกีฬาและชีวิตที่อยู่นอกสระว่ายน้ำ ในปี2015 เขาได้เหรียญทองถึงสามเหรียญในการแข่งขันอาเซียนพาราเกมส์ต่อหน้าฝูงชนในบ้านเกิดของเขาเอง เขาแสดงพลังสู่ความสำเร็จครั้งแล้วครั้งเล่า และเพิ่งจะได้เหรียญทองแดงในการแข่ง Commonwealth Games ปี2018 ที่โกลด์โคสต์ ออสเตรเลียเมื่อเร็วๆนี้

“The biggest challenge when I started out, was that I didn't even know there were big opportunities for me to swim competitively.”

“ความท้าทายที่ยิ่งใหญ่ที่สุดเมื่อเริ่มคือ ผมไม่รู้ว่าตัวเองมีโอกาสดีมากในการว่ายแข่ง”

HIS SOCIAL IMPOSSIBLE

Wei Soong was diagnosed with the rare condition of transverse myelitis at the age of two. Paralympic sports had a low profile and participation wasn't actively encouraged, hence just setting his goals was a challenge. So when he began swimming, he didn't know how far his sport could potentially take him. He had no idea that one day, he might be swimming for his country on an international stage. When he is not pushing for wins in the pool, he aims to push away stigmas with Toyota. By creating a greater awareness of the disabled and showing their huge potential, he aims to bring about change, through greater equality, across all of Singapore.

ความเป็นไปไม่ได้ทางสังคมของเขา

เมื่ออายุ2 ขวบ Wei Soong ได้รับการวินิจฉัยว่าเป็นไขสันหลังอักเสบ (transverse myelitis) ซึ่งเป็นสภาวะที่หายากมาก การเข้าร่วมแข่งในกีฬาพาราลิมปิกไม่ได้รับการสนับสนุน ความท้าทายจึงเป็นเป้าหมายของเขา เมื่อเริ่มว่ายน้ำ Wei Soong ไม่รู้ว่ากีฬาชนิดนี้จะนำพาเขาไปได้ไกลแค่ไหน ไม่คิดว่าวันหนึ่งเขาจะได้ว่ายน้ำเพื่อประเทศชาติบนเวทีโลก เมื่อเขาไม่ได้กำลังผลักดันเพื่อชัยชนะในสระว่ายน้ำ เขามีจุดมุ่งหมายที่จะผลักดันปมออกไปด้วยการร่วมมือกับโตโยต้า สร้างความตระหนักรู้และแสดงศักยภาพอันยิ่งใหญ่ของคนพิการ เขามีจุดมุ่งหมายที่จะนำมาซึ่งความเปลี่ยนแปลงผ่านความเท่าเทียมกันในสิงคโปร์

CONTRIBUTION PAGE(BANNER / MAIN TOPIC HEADLINE)

We create REAL CHANGE for a brighter future

เราสร้างสรรค์การเปลี่ยนแปลงที่แท้จริง เพื่ออนาคตที่สดใสยิ่งขึ้น

We believe our DUAL HEROES inspire as much change outside the arena, as they do inside. The strength and power to bring about REAL CHANGE to the society is the value we share. At Toyota, we create new possibilities that will improve mobility across all levels of society.

เราเชื่อมั่นว่าคู่ฮีโรของเราสามารถสร้างแรงบันดาลใจให้เกิดความเปลี่ยนแปลงนอกสนามแข่งได้มากเท่าเทียมกับภายในสนาม พลังความแข็งแกร่งที่จะนำมาซึ่งการเปลี่ยนแปลงที่แท้จริงในสังคม เป็นคุณค่าที่เราแบ่งปันกัน ที่โตโยต้า เราสร้างสรรค์ความเป็นไปได้ใหม่ๆซึ่งจะช่วยให้เกิดการขับเคลื่อนที่ดีขึ้นในทุกระดับชั้นของสังคม

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Music (Toyota Classics)

Moving people through music.

ขับเคลื่อนผู้คนด้วยเสียงดนตรี

Increased mobility is one way to move people. Music is another. Together with the Orchestra of the Age of Enlightenment, Toyota is bringing the joy of music to everyone. Through the Toyota Classics, we aim to inspire and educate people of all ages.

การเพิ่มขึ้นของการขับเคลื่อนเป็นวิธีหนึ่งในการเคลื่อนคน ดนตรีเป็นอีกปัจจัยหนึ่ง โดยร่วมมือกับ Orchestra of the Age of Enlightenment โตโยต้ากำลังนำความสุขจากเสียงดนตรีมาสู่ทุกคน และด้วย Toyota Classics เรามุ่งหมายที่จะสร้างแรงบันดาลใจและให้ความรู้แก่ผู้คนในทุกวัย

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Youth Development (JR Football)

Keeping our eye on the ball.

จับตาที่ลูกบอล

Toyota gives young children the opportunity to learn and be inspired in a professional football-coaching environment. The Toyota Junior Football Clinic and Camp's goals are to encourage children to get involved today, and to find the champions of tomorrow.

โตโยต้าให้โอกาสเด็กๆได้เรียนรู้และได้แรงบันดาลใจท่ามกลางสิ่งแวดล้อมของการสอนฟุตบอลแบบมืออาชีพ เป้าหมายของ Junior Football Clinic and Camp คือการส่งเสริมให้เด็กๆเข้าร่วมในกิจกรรมในวันนี้ เพื่อให้เกิดแชมป์ในวันหน้า

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Rating (ASEAN NCAP)

Safety in motion.

เคลื่อนที่อย่างปลอดภัย

Toyota vehicles consistently rank highly in the ASEAN NCAP automobile safety program. As the number of new cars on the roads in Southeast Asia rises, we are helping to ensure that levels of road safety do too.

ยานยนต์ของโตโยต้าได้รับการจัดอันดับให้อยู่ในแถวหน้าของASEAN NCAP โปรแกรมความปลอดภัยยานยนต์ เนื่องจากจำนวนรถใหม่บนท้องถนนของเอเชียตะวันออกเฉียงใต้เพิ่มจำนวนขึ้น เราจึงช่วยสร้างความมั่นใจว่าระดับความปลอดภัยบนท้องถนนสูงขึ้นด้วยเช่นกัน

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Technology (Toyota Safety Sense)

Improving safety: it's common sense

เพิ่มความปลอดภัย: เป็นเรื่องสามัญสำนึก

Toyota Safety Sense (TSS) is a bundle of features that many Toyota vehicles now include as standard equipment. These innovative features have been designed to maximise safety and minimise the chances of accident and injury.

Toyota Safety Sense (TSS) เป็นคุณสมบัติที่ยานยนต์หลายรุ่นของโตโยต้าได้รวมไว้ในอุปกรณ์มาตรฐาน นวัตกรรมนี้ได้รับการออกแบบให้มีความปลอดภัยสูงสุด และลดโอกาสของการเกิดอุบัติเหตุและการบาดเจ็บให้น้อยที่สุด

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Eco Friendly Technology (Hybrid))

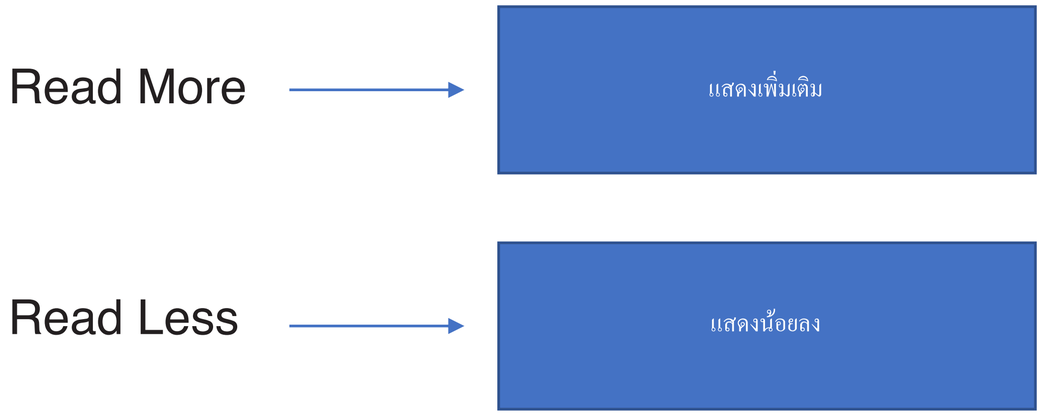
Whichever colour you choose, it's green.

ไม่ว่าคุณจะเลือกสีอะไร มันคือสีเขียว

In 1997,Toyota introduced the Prius—the first ever mass-produced hybrid vehicle. Constant technological innovations have ensured that our hybrid vehicles are still leading the way in environmental protection today.

ในปี1997 โตโยต้าได้เปิดตัว Prius – Hybrid รุ่นแรกที่มีการผลิตเป็นจำนวนมาก นวัตกรรมทางเทคโนโลยีที่พัฒนาอย่างต่อเนื่องทำให้มั่นใจได้ว่ารถHybrid ของเรายังคงนำหน้าในการคุ้มครองสิ่งแวดล้อมจนถึงวันนี้

OTHERS



OTHERS

Share the Message

แบ่งปันข่าวสาร

You can also make a difference by sharing the message to the world to help create REAL CHANGE.

คุณสามารถสร้างความแตกต่างโดยการแบ่งปันข่าวสารให้โลกได้รับรู้ เพื่อช่วยสร้างสรรค์การเปลี่ยนแปลงที่แท้จริง

OTHERS

Take Action

เริ่มลงมือ

OTHERS

More Details

รายละเอียดเพิ่มเติม

OTHERS

Local Toyota Distributors → ผู้แทนจำหน่ายโตโยต้าในแต่ละประเทศ

Bangladesh Bhutan Brunei Darussalam Cambodia	India Indonesia Laos Malaysia	Myanmar Nepal Pakistan Philippines	Singapore Sri Lanka Thailand Vietnam
↓	↓	↓	↓
บังกลาเทศ ภูฏาน บรูไนดารุซซาลาม กัมพูชา	อินเดีย อินโดนีเซีย ลาว มาเลเซีย	เมียนมา เนปาล ปากีสถาน ฟิลิปปินส์	สิงคโปร์ ศรีลังกา ไทย เวียดนาม

TRANSLATION (KMER)

*Being checked by local distributors, hence there may be minor amendments.

MANIFESTO: START YOUR IMPOSSIBLE

When we move, the world moves. Through tiny steps and massive bounds, we push forward into the great unknown. At Toyota, we've made it our mission to move people so that they can take on challenges. From personal to profound.

A race to win. A hurdle to clear. A ceiling to shatter. It's in the human spirit to keep moving. To keep reaching for that impossible goal. And nothing embodies that spirit more than the Olympic and Paralympic Games.

When the whole world comes together to celebrate the very best in human performance. Where a lifetime of hard work and dedication is put to the ultimate test. On the greatest athletic stage on Earth.

As a Worldwide Olympic and Paralympic Partner, we have the chance to inspire people all around the globe.

To help elite athletes and everyday people push toward their vision. Their finish line. Their Impossible.

The freedom of movement is a human right. And we are here to tear down barriers and ensure Mobility for All. So everyone everywhere can reach their potential.

Let's help people with an impairment move effortlessly through the world. Let's make smarter cars that make better drivers. And let's leave a cleaner planet for our children's children.

Ninety years ago, it was impossible to imagine where Toyota would be today. But it would have never happened if we didn't start.

START YOUR IMPOSSIBLE.

TOYOTA

នៅពេលយើងធ្វើចលនា ពិភពលោកទាំងមូលក៏ធ្វើចលនាដែរ។ តាមរយៈជំហានខ្លីៗ និង
ព្រំដែនដ៏ធំធេង យើងព្យាយាមឆ្ពោះទៅរកពិភពមួយដ៏អស្ចារ្យដែលមិនទាន់មានអ្នកស្គាល់។ នៅក្រុមហ៊ុន តូយ៉ូតា
យើងបានដាក់ចំណុចនេះជាបេសកកម្មរបស់យើងដើម្បីជំរុញការអភិវឌ្ឍរបស់មនុស្សធ្វើយ៉ាងណាឲ្យពួកគេអាច
មានការប្រកួតប្រជែងចាប់ពីកម្រិតបុគ្គលទៅកាន់កម្រិតធំធេងសឹងជម្រៅមួយ។

ការរត់ប្រណាំងដើម្បីទទួលបានជ័យលាភី។ ឧបសគ្គដែលត្រូវជម្រះចេញ។ ពិតានមួយដែលត្រូវបំបែក។ ទាំងនេះគឺ
ជាស្មារតីរបស់មនុស្សក្នុងការបន្តអភិវឌ្ឍ។ ការបន្តឈានទៅរក
គោលដៅដែលមិនអាចធ្វើបាន។ ហើយគ្មានអ្វីដែលតំណាងឱ្យស្មារតីនោះច្រើនជាងការប្រកួតហ្គេមអូឡាំពិក និង
បារាឡាំពិកនោះទេ។

នៅពេលដែលមនុស្សទូទាំងពិភពលោកមកជួបជុំគ្នាដើម្បីអបអរចំពោះការសម្តែងសមត្ថភាពដ៏អស្ចារ្យរបស់
មនុស្សជាតិ។ ជាកន្លែងដោះស្រាយវិញ្ញាសាធ្វើតេស្តចុងក្រោយបង្អស់ដែលអ្នកចូលរួមបានខិតខំប្រឹងប្រែង និង
លះបង់អស់ពីកម្លាំងកាយចិត្តពេញមួយជីវិតរបស់ខ្លួន។ នៅលើឆាកប្រកួតអត្តពលិកដ៏អស្ចារ្យបំផុតលើពិភពលោក។

ក្នុងនាមជាដៃគូអូឡាំពិក និងបារាឡាំពិកលំដាប់ពិភពលោកមួយ យើងមានឱកាសជំរុញទឹកចិត្តមនុស្សទូទាំង
សកលលោកឲ្យព្យាយាមអភិវឌ្ឍខ្លួនជានិច្ច។

ដើម្បីជួយដល់កីឡាករអត្តពលិកដែលមានវីរភាព និងមនុស្សគ្រប់គ្នាឲ្យឆ្ពោះទៅរកការសម្រេចបាននូវទស្សនិសំ
យរបស់ខ្លួន ពោលគឺខ្សែផ្តាច់ព្រ័ត្រ ឬជាចំណុចដែលពួកគេគិតថាមិនអាចធ្វើបាន។

សេរីភាពក្នុងការដើរហើរគឺជាសិទ្ធិមនុស្ស ហើយយើងនៅទីនេះដើម្បីពុះពារឧបសគ្គនានា និងធានាឲ្យមនុស្ស
គ្រប់គ្នាអាចចល័តដោយសេរី។ ដូច្នេះ មនុស្សគ្រប់គ្នា នៅគ្រប់ទីកន្លែងអាចឈានទៅសម្រេចបាននូវសក្តានុពល
របស់ខ្លួន។

ចូរួមគ្នាជួយដល់មនុស្សមានពិការភាពឲ្យធ្វើដំណើរការជុំវិញពិភពលោកដោយគ្មានការលំ
បាក។ ចូរួមគ្នាបង្កើតរថយន្តវៃឆ្លាតដែលអាចធ្វើឲ្យអ្នកបើកបរបានកាន់តែល្អប្រសើរ។ ហើយចូរួមគ្នាបន្សល់ទុក
ពិភពផែនដីដ៏ស្រស់ស្អាតមួយជំនាន់ក្រោយរបស់យើង។

កាលពីកៅសិបឆ្នាំមុន យើងមិនអាចស្រមៃបានថាតេ ក្រុមហ៊ុនតូយ៉ូតាអាចធ្វើអ្វីបានដូចក្នុងថ្ងៃនេះឡើយ។ ប៉ុន្តែ
សមិទ្ធផលនេះនឹងមិនអាចកើតឡើងឡើយ ប្រសិនបើយើងមិនដែលបានចាប់ផ្តើមនេះ។

ចាប់ផ្តើមធ្វើរឿងដែលអ្នកគិតថាមិនអាចធ្វើបាន។

DESCRIPTION OF DUAL HEROES

DUAL HEROES → វីរជនដែលមានសមត្ថភាពទ្វេរ

DESCRIPTION OF DUAL HEROES

The DUAL HEROES

IMPOSSIBLE is just the first step to a future of exciting new possibilities.
But for most of us, the courage to take that step, needs an external source of inspiration.

We found the inspiration in certain sportsmen/women from our part of the world whose social impact increase the meaning of any podium position or medal.
They are constantly fighting against dual odds, one on the field, the other in life.

And it is their ability to overcome not just sporting challenges but also influence social change through their life journeys that transcend them from being a star to DUAL HEROES of IMPOSSIBLE.

From winning a bout to advocating the voices of the unheard, from setting a world record to promoting safer roads, from outsmarting competition to making a case for equality and accessibility, from inspiring others through sports to giving hope and dream to the next generation, our DUAL HEROES help us not only bring national glory but also help find our calling for driving change in our society.

វីរជនដែលមានសមត្ថភាពទ្វេ

ការធ្វើរឿងដែលអ្នកគិតថាមិនអាចធ្វើបាន គឺគ្រាន់តែជាជំហានដំបូងប៉ុណ្ណោះ ដើម្បីឆ្ពោះទៅរកលទ្ធភាពសម្រេចបានថ្មីស្រឡាងមួយនាពេលអនាគត។
ប៉ុន្តែសម្រាប់មនុស្សភាគច្រើន ការលើកទឹកចិត្តឲ្យឈានជើងដើរមួយជំហាននេះ ចាំបាច់ត្រូវមានប្រភពជំរុញទឹកចិត្តពីកត្តាខាងក្រៅផងដែរ។

យើងរកឃើញថាកត្តាជំរុញទឹកចិត្តរបស់កីឡាករ/កីឡាការិនីមួយចំនួនដែលមកពីផ្នែកផ្សេងៗនៃពិភពលោក គឺការបង្កើនឥទ្ធិពលសង្គមរបស់ពួកគេនៅលើវេទិកាប្រកួតណាមួយ ឬជាមេដាយ។
ពួកគេព្យាយាមជាប្រចាំដើម្បីប្រឆាំងនឹងឱកាសប្រៃប្រួលពីរគឺ មួយនៅក្នុងទីលានប្រកួត និងមួយទៀតនៅក្នុងជីវិតរបស់ខ្លួន។
ហើយនេះគឺជាសមត្ថភាពរបស់ពួកគេក្នុងការពុះពារ មិនមែនគ្រាន់តែនៅក្នុងការប្រកួតកីឡាប៉ុណ្ណោះទេ ប៉ុន្តែក៏ដើម្បីមានឥទ្ធិពលចំពោះការប្រែប្រួលរបស់សង្គម តាមរយៈការដំណើរជីវិតរបស់ពួកគេដែលធ្វើឲ្យពួកគេអាចពុះពារគ្រប់ឧបសគ្គដើម្បីប្រែក្លាយពីវីរជនដែលមានសមត្ថភាពទោលទៅជា**វីរជនដែលមានសមត្ថភាពទ្វេក្នុងការធ្វើរឿងដែលគិតថាមិនអាចធ្វើបាន។**

ចាប់ពីការឈ្នះការប្រកួតមួយឆ្ពោះទៅរកការគាំទ្រមតិរបស់អ្នកមិនធ្លាប់មានក្តីឈ្នះបេះសំឡេង ចាប់ពីការកំណត់នូវកំណត់ត្រាពិភពលោកមួយទៅកាន់ការជំរុញឲ្យមានផ្លូវកាន់តែសុវត្ថិភាព ចាប់ពីការប្រកួតមួយដែលអ្នកផ្លាតមានព្រាបលើទៅជាក់ជាស្តែងភាពការប្រកួតមួយដែលមានលក្ខណៈស្មើភាព និងអាចចូលរួមបានជាទូទៅចាប់ពីការជំរុញទឹកចិត្តអ្នកផ្សេងទៀតតាមរយៈកីឡាទៅជាការផ្តល់សេចក្តីសង្ឃឹម និងក្តីសុបិនដល់អ្នកជំនាន់ក្រោយ**វីរជនដែលមានសមត្ថភាពទ្វេ**របស់យើងអាចជួយយើងក្នុងការពាំនាំមកនូវកិត្តិយសជាតិ ព្រមទាំងជួយអំពាវនាវឲ្យមានការផ្លាស់ប្តូរក្នុងការបើកបរនៅក្នុងសង្គមជាតិរបស់យើងផងដែរ។

TOYOTA

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

The Paralympic swimmer powering toward a future without stigmas.

កីឡាករហែលទឹកបារាឡាំពិកកំពុងឆ្ពោះទៅរកអនាគតដោយគ្មានស្លាកស្នាមទុរយស។

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

HER SPORT IMPOSSIBLE

To say Anchaya is a fighter, is an understatement. In 2015, and aged just 15, this determined Paralympic swimmer from Songkhla, in southern Thailand, won the women's 200m individual medley at the ASEAN Para Games. And that was just one of seven golds in the pool, making her the most successful athlete of the games. She has also set a new record in the Class S9 women’s 100m freestyle in 2017. As though a prediction of things to come, she had previously been named 2013 Female Para Athlete of the Year by the Sports Writers' Association of Thailand.

“Only you are able to decide whether you can or can’t do it.”

HER SOCIAL IMPOSSIBLE

Throughout her formative years, Anchaya was told she could not, she should not, she would not. But thanks to her dogged determination and refusal to give in to taunts of bullies, she did. All the bullying she faced, only added her resolve to become a para swimming champion for her nation. And while she continues to defy the impossible in the pool, she is also busting stigmas outside the arena. She sees her success in the pool, as a way to bring attention to her cause. Her goals are beyond swimming, include working together with Toyota to fight back against prejudices and give a voice to other victims of bullying.

កីឡាដែលគាត់គិតថាមិនអាចធ្វើបាន

ការនិយាយថា Anchaya គឺជាអ្នកតស៊ូ គឺជាការយល់ច្រឡំ។ នៅក្នុងឆ្នាំ2015 ក្នុងវ័យ 15 ឆ្នាំ នាងគឺជាកីឡាការហែលទឹកបារាឡាំពិកមកពី Songkhla ភាគខាងត្បូងនៃប្រទេសថៃ ដែលបានឈ្នះមេដាយមាសហែលទឹកម្នាក់ឯងចម្ងាយ 200 ម៉ែត្រ សម្រាប់ស្ត្រីក្នុងការប្រកួតអាសានបារាហ្គេម។ ហើយនេះគឺគ្រាន់តែជាមេដាយមាសមួយក្នុងចំណោមមេដាយមាសទាំង 7 ដែលធ្វើឱ្យនាងក្លាយជាកីឡាករអត្តពលិកដែលទទួលបានជោគជ័យបំផុតនៃការប្រកួតនេះ។ នាងក៏បានបង្កើតឯតទគ្គកម្មថ្មីមួយផងដែរនៅក្នុងការប្រកួតកីឡាហែលទឹកបែបសេរីចម្ងាយ 100 ម៉ែត្រ សម្រាប់ស្ត្រីថ្នាក់ S9 ក្នុងឆ្នាំ2017 ផងដែរ។ ដូចជាការទស្សន៍ទាយពីអ្វីដែលនាងនឹងត្រូវទទួលបាន នាងត្រូវបានគេដាក់ឈ្មោះថាជាកីឡាការិនីបារាអត្តពលិកឆ្នើមប្រចាំឆ្នាំ 2013 ដោយសមាគមអ្នកនិពន្ធកីឡានៃប្រទេសថៃ។

“មានតែអ្នកប៉ុណ្ណោះដែលអាចសម្រេចថាតើអ្នកអាចធ្វើបាន ឬមិនអាចធ្វើបាន។”

កត្តាសង្គមដែលគាត់គិតថាមិនអាចធ្វើបាន

នៅក្នុងវ័យកុមារភាពរបស់នាង Anchaya ត្រូវបានគេប្រាប់ថានាងគឺជាក្មេងដែលមិនអាច មិនគួរ ហើយនឹងមិនសម្រេចអ្វីបានឡើយ។ ប៉ុន្តែ ដោយសារតែការប្តេជ្ញាចិត្តយ៉ាងមឹងមាត់របស់នាង និងការមិនបណ្តោយខ្លួនឲ្យធ្លាក់ចូលស្ថានភាពដូចពាក្យចំអកឡកឡឺយទាំងនេះ នាងក៏អាចបានធ្វើ។ រាល់ពាក្យចំអកឡកឡឺយដែលនាងបានជួបប្រទះ មានតែការបន្ថែមការប្តេជ្ញាចិត្តរបស់នាងក្នុងការក្លាយជាជើងឯកហែលទឹកបារាហ្គេមសម្រាប់ប្រជាជាតិរបស់នាងទេវិញ។ ហើយអំឡុងពេលដែលនាងបន្តជំនះភាពមិនអាចទៅរួចទេនានា ក្នុងអាងហែលទឹក នាងក៏កំពុងទទួលរងនូវស្លាកស្នាមទុរយសនៅខាងក្រៅឆាកប្រកួតផងដែរ។ នាងឃើញជោគជ័យរបស់នាងនៅក្នុងអាងហែលទឹកដែលជាវិធីមួយធ្វើឲ្យមានការចាប់អារម្មណ៍ចំពោះបុព្វហេតុរបស់នាង។ គោលដៅរបស់នាងគឺហួសពីការ ហែលទឹក ពោលគឺរួមបញ្ចូលទាំងការធ្វើការជួមគ្នាជាមួយក្រុមហ៊ុនតូយ៉ូតាដើម្បីប្រយុទ្ធប្រឆាំងនឹងការធ្វើបុរេនិច្ឆ័យ ហើយផ្តល់សំឡេងដល់ជនរងគ្រោះពីការចំអកឡកឡឺយផ្សេងទៀត។

TOYOTA

ADK

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

A taekwondo Olympian fighting for more than just gold, but also for others who need support.

→

ការប្រកួតកីឡាតែក្វាន់ដូអូឡាំពិកមិនមែនគ្រាន់តែដើម្បីទទួលបានមេដាយមាសប៉ុណ្ណោះទេ ប៉ុន្តែក៏សម្រាប់អ្នកផ្សេងទៀតដែលត្រូវការការគាំទ្រផងដែរ។

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

HER SPORT IMPOSSIBLE

Given the nickname “Tennis” by her sports-loving family, it is hardly surprising that Panipak developed into such an outstanding sportsperson. And even though she prefers to use her arms and legs over a racquet, she has collected many accolades along the way. Her gold medal at the 2014 Youth Olympic Games, bronze in the women’s 49 kilogram Taekwondo weight division in the Olympic Games Rio 2016 and gold at the 2017 U.S. Open Taekwondo Championships have cemented her place in Thailand.

“I want people to not give up. I want us to overcome things that seem impossible, but with effort, can be made possible.”

HER SOCIAL IMPOSSIBLE

It has not been an easy journey for Panipak. At only 7 years old, she lost her mother in a car accident. Despite having to single-handedly raise her and her two siblings, her dad recognised the positive impact that sports can make, and encouraged her to take up taekwondo. Her goal beyond the arena with Toyota, is to bring change by helping orphans and underprivileged children in Thailand. She sees it as a way of giving back to the community and country that supported her through thick and thin.

កីឡាដែលនាងគិតថាមិនអាចធ្វើបាន

ដោយមានឈ្មោះហៅក្រៅថាជា "កីឡាករវាយកូនបាល់" ដោយក្រុមគ្រួសារដែលស្រឡាញ់កីឡារបស់នាង វាពិតជារឿងដ៏គួរឲ្យភ្ញាក់ផ្អើលណាស់ដែល Panipak បានអភិវឌ្ឍខ្លួនទៅជាកីឡាការឆ្នើមម្នាក់។ ហើយទោះបីជានាងចង់ប្រើដៃ និងជើងរបស់នាងនៅលើការប្រកួតរាកែតមួយក៏ដោយ ក៏នាងបានប្រមូលពានរង្វាន់ជាច្រើននេតាមរយៈកីឡារបស់នាង។ នាងបានទទួលមេដាយមាសនៅក្នុងការប្រកួតហ្គេមអូឡាំពិកយុវជនឆ្នាំ 2014 និងមេដាយសំរិទ្ធនៅក្នុងការប្រកួតតែក្វាន់ដូទម្ងន់ 49 គីឡូក្រាមសម្រាប់ស្ត្រីនៅក្នុងការប្រកួតហ្គេមអូឡាំពិក Rio 2016 ព្រមទាំងបានទទួលមេដាយមាសនៅក្នុងការប្រកួតពានរង្វាន់ជើងឯកតែក្វាន់ដូបើកចំហឆ្នាំ 2017 របស់សហរដ្ឋអាមេរិក ដែលបានធ្វើឲ្យនាងមានភាពល្បីល្បាញនៅក្នុងប្រទេសថៃ។

“ខ្ញុំចង់ឲ្យមនុស្សមិនបោះបង់ចោល។ ខ្ញុំចង់ឲ្យយើងពុះពារឧបសគ្គនានា ដែលទំនងជាមិនអាចពុះពារបាន ប៉ុន្តែដោយមានការខិតខំប្រឹងប្រែង យើងអាចធ្វើការពុះពារបាន។”

កត្តាសង្គមដែលនាងគិតថាមិនអាចធ្វើបាន

នេះមិនមែនជាការធ្វើដំណើរដ៏ងាយស្រួលមួយសម្រាប់ Panipak ឡើយ។ នៅពេលមានអាយុទើបតែ 7 ឆ្នាំ នាងបានបាត់បង់ម្តាយរបស់នាងក្នុងគ្រោះថ្នាក់ចរាចរណ៍រថយន្តមួយ។ ទោះបីជាត្រូវចិញ្ចឹមកូនស្រី និងបងប្អូនពីរនាក់ទៀតរបស់នាងក៏ដោយ តែឪពុករបស់នាងបានទទួលស្គាល់អំពីឥទ្ធិពលវិជ្ជមានរបស់កីឡា ហើយបានលើកទឹកចិត្តនាងឲ្យហាត់តែក្វាន់ដូទៀតផង។ គោលដៅរបស់នាងក្រៅពីការប្រកួតនៅក្នុងសៃវៀនរបស់ក្រុមហ៊ុនតូយ៉ូតា គឺពាំនាំមកនូវការផ្លាស់ប្តូរដោយជួយកុមារកំព្រា និងកុមារដែលគ្មានលទ្ធភាពក្នុងប្រទេសថៃនានា។ នាងមើលឃើញថានេះជាមធ្យោបាយមួយដែលជួយដល់សហគមន៍ និងប្រទេសរបស់នាងដែលបានផ្តល់ការគាំទ្រដល់នាងនៅគ្រប់កាលៈទេសៈទាំងអស់។

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

The Paralympic powerlifter who holds the hopes of enhancing accessibility

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កីឡាករលើកដុំដែកបារាឡាំពិកដែលមានក្តីសង្ឃឹមក្នុងការលើកកម្ពស់ឲ្យមានការចូលរួមជាទូទៅ។

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

HER SPORT IMPOSSIBLE

Ni Nengah took up weightlifting at the age of 14, and using the basic facilities available to her, began her long journey to victory. Her first major success came in 2008, when she won bronze at the ASEAN Para Games. She has since gone on to win gold at the 2011 ASEAN Para Games, silver at the 2014 Asian Para Games and a bronze at the Paralympic Games Rio 2016.

“Whenever failure occurs, don't just stop trying. If you fall down, get back up and try again.”

HER SOCIAL IMPOSSIBLE

Making it to The Paralympic Games is a long, tough journey for any athlete. But few have overcome as many challenges as Ni Nengah. At just 3, she was diagnosed with polio and at 11, became separated by her family when she went to live in a special care facility for disabled children. Like a true champion, she was not going to let the impossible stand in her way. She is now aiming, together with Toyota, to pave the way for the disabled, and improve accessibility in Indonesia.

កីឡាដែលនាងគិតថាមិនអាចធ្វើបាន

Ni Nengah បានចាប់ផ្តើមលើកទម្ងន់ នៅពេលនាងមានអាយុ 14 ឆ្នាំ ហើយដោយប្រើគ្រឿងបរិក្ខារមូលដ្ឋានដែលនាងអាចរកបាន នាងបានចាប់ផ្តើមដំណើរដ៏វែងឆ្ងាយរបស់នាងឆ្ពោះទៅរកជ័យជម្នះ។ ជ័យជម្នះសំខាន់ទី 1 របស់នាងបានកើតឡើងក្នុងឆ្នាំ2008 នៅពេលដែលនាងបានឈ្នះមេដាយសំរឹទ្ធនៅក្នុងការប្រកួតកីឡាអាសានបារាហ្គេម។ ចាប់តាំងពីពេលនោះមក នាងបានបន្តឈ្នះមេដាយមាសក្នុងការប្រកួតអាស៊ីបារាហ្គេមឆ្នាំ 2011 មេដាយប្រាក់នៅក្នុងការប្រកួតអាស៊ីបារាហ្គេមឆ្នាំ 2014 និងមេដាយសំរឹទ្ធនៅក្នុងការប្រកួតហ្គេមអូឡាំពិក Rio 2016។

“នៅពេលណាដែលមានបរាជ័យ ចូរកុំបញ្ឈប់ការព្យាយាម។ ប្រសិនបើអ្នកដួល ត្រូវក្រោកឡើង ហើយព្យាយាមម្តងទៀត។”

កត្តាសង្គមដែលនាងគិតថាមិនអាចធ្វើបាន

ការខិតខំប្រឹងប្រែងដើម្បីចូលរួមក្នុងការប្រកួតកីឡាបារាឡាំពិកគឺជាការធ្វើដំណើរដ៏ស្វិតស្វាញ និងវែងឆ្ងាយមួយសម្រាប់ក្រមអត្តពលិក។ ប៉ុន្តែ មានមនុស្សតិចណាស់ដែលបានយកឈ្នះឧបសគ្គជាច្រើនដូចជា Ni Nengah។ នៅអាយុ 3 ឆ្នាំ នាងត្រូវបានគេធ្វើរោគវិនិច្ឆ័យថាមានជម្ងឺស្វិតដៃជេង ហើយនៅអាយុ 11 ឆ្នាំត្រូវបានបំបែកដោយក្រុមគ្រួសាររបស់នាងឲ្យទៅរស់នៅក្នុងមណ្ឌលថែទាំសុខភាពពិសេសសម្រាប់កុមារពិការ។ ដូចជាម្ចាស់ជើងឯកម្នាក់ដ៏ពិតប្រាកដដែរ នាងមិនអនុញ្ញាតឲ្យមានរឿងដែលមិនអាចធ្វើបាននៅរារាំងផ្លូវជីវិតរបស់នាងឡើយ។ បច្ចុប្បន្ន នាងកំពុងមានបំណងរួមគ្នាជាមួយក្រុមហ៊ុនតូយ៉ូតាដើម្បីត្រួសត្រាយផ្លូវសម្រាប់ជនពិការ និងលើកកម្ពស់ឲ្យមានការចូលរួមជាទូទៅក្នុងប្រទេសឥណ្ឌូនេស៊ី។

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

Making the streets safer is no game for this world badminton champion.

ធ្វើឲ្យផ្លូវកាន់តែមានសុវត្ថិភាព គឺការគ្មានការប្រកួតសម្រាប់ពានរង្វាន់កីឡាវាយសីពិភពលោក។

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

HIS SPORT IMPOSSIBLE

With a father who was also a national champion, his love for badminton runs in Marcus' veins. That passion, together with hard work, has seen him win gold and silver in doubles at the 2015 Southeast Asian Games, the doubles championship at the 2017 All England Open Super Series Premier and most recently, doubles gold at the 2018 Badminton Asia Team Championships. He is currently ranked #1 in the BWF world ranking for the men's doubles. (as of Sept. 2018)

"My success in badminton can help me to spread the message of improving safety out on the streets."

HIS SOCIAL IMPOSSIBLE

For Marcus, the real battle begins outside the arena. He may have played on some of the highest-quality surfaces in the world, but the streets in his hometown of Jakarta, are a different story. Road hazards and bad driving behaviour are a few of things he is fighting to change. Together with Toyota, he aims to improve road safety for Indonesians. On the court or on the street, he will not stop fighting until he makes his mark.

កីឡាដែលគាត់គិតថាមិនអាចធ្វើបាន

ដោយមានឪពុកម្នាក់ដែលជាម្ចាស់ជើងឯកថ្នាក់ជាតិ ក្តីស្រឡាញ់របស់គាត់ចំពោះកីឡាវាយសីគឺរត់ក្នុងសរសៃឈាមរបស់ Marcus ជានិច្ច។ ចំណង់ចំណូលចិត្ត និងការខិតខំប្រឹងប្រែងរបស់គាត់ បានបង្ហាញថាគាត់បានឈ្នះមេដាយមាស និងប្រាក់សម្រាប់ការប្រកួតវាយសីគ្នាពីរនាក់ក្នុងការប្រកួតអាស៊ីអាគ្នេយ៍ឆ្នាំ 2015 ដែលជាពានរង្វាន់ការប្រកួតវាយសីគ្នាពីរនាក់នៅឆ្នាំ 2017 All England Open Super Series Premier ហើយនៅពេលថ្មីៗបំផុតនេះ គាត់បានឈ្នះមេដាយមាសការប្រកួតវាយសីគ្នាពីរនាក់ក្នុងការប្រកួត Badminton Asia Team Championships ឆ្នាំ2018 ផងដែរ។ បច្ចុប្បន្ន គាត់បានជាប់
ចំណាត់ថ្នាក់លេខ 1 ក្នុងតារាងចំណាត់ថ្នាក់ពិភពលោក BWF សម្រាប់ការប្រកួតវាយសីគ្នាពីរនាក់។ (គិតត្រឹមខែកញ្ញាឆ្នាំ 2018)

"ភាពជោគជ័យនៃកីឡាវាយសីនេះ អាចជួយខ្ញុំឲ្យចែកចាយសារសុវត្ថិភាពនៅតាមដងផ្លូវ។"

កត្តាសង្គមដែលនាងគិតថាមិនអាចធ្វើបាន

សម្រាប់ Marcus ការប្រយុទ្ធពិតប្រាកដចាប់ផ្តើមនៅខាងក្រៅឆាក។ គាត់ប្រហែលជាលេងលើកន្លែងដែលមានគុណភាពខ្ពស់បំផុតក្នុងពិភពលោក ប៉ុន្តែតាមដងផ្លូវនៅស្រុកកំណើតរបស់គាត់នៅហ្សាកាតាគឺជារឿងខុសគ្នា។ គ្រោះថ្នាក់តាមដងផ្លូវ និងអាកប្បកិរិយាបើកបរមិនល្អ គឺជាកត្តាមួយចំនួនដែលគាត់កំពុងប្រយុទ្ធដើម្បីផ្លាស់ប្តូរ។ ដោយរួមជាមួយក្រុមហ៊ុនតូយ៉ូតា គាត់មានបំណងលើកកម្ពស់សុវត្ថិភាពចរាចរណ៍សម្រាប់ប្រជាជនឥណ្ឌូនេស៊ី។ នៅលើទីលាន ឬនៅតាមផ្លូវគាត់នឹងមិនឈប់ប្រយុទ្ធរហូតទាល់តែគាត់ទទួលបានការគួរសសម្គាល់របស់គាត់។

TOYOTA

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

Creating an inclusive society would be this para swimmer’s ultimate victory.

ការបង្កើតសង្គមរួមបញ្ចូលមួយ នឹងជាជ័យជម្នះចុងក្រោយរបស់កីឡាករហែលទឹកបារា។

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

HIS SPORT IMPOSSIBLE

Despite his disability, Wei Soong went to a regular school, where he was treated like everyone else. It was a big life lesson on the importance of equality, and instilled values in him that he applies both to sports and life beyond the pool. In 2015, he won three gold medals at ASEAN Para Games in front of his home crowd. Continuing to power his way to success after success, he has recently won a bronze at the 2018 Commonwealth Games held in Gold Coast, Australia.

“The biggest challenge when I started out, was that I didn't even know there were big opportunities for me to swim competitively.”

HIS SOCIAL IMPOSSIBLE

Wei Soong was diagnosed with the rare condition of transverse myelitis at the age of two. Paralympic sports had a low profile and participation wasn't actively encouraged, hence just setting his goals was a challenge. So when he began swimming, he didn't know how far his sport could potentially take him. He had no idea that one day, he might be swimming for his country on an international stage. When he is not pushing for wins in the pool, he aims to push away stigmas with Toyota. By creating a greater awareness of the disabled and showing their huge potential, he aims to bring about change, through greater equality, across all of Singapore.

កីឡាដែលគាត់គិតថាមិនអាចធ្វើបាន

ទោះបីជាមានពិការភាពក៏ដោយ លោក Wei Soong បានទៅសាលារៀនជាទេង ទាត់ជាកន្លែងដែលគាត់ត្រូវបានគេចាត់ទុកដូចជាអ្នកដទៃទៀតដែរ។វាជាមេរៀនជីវិតដ៏ធំមួយអំពីសារៈសំខាន់នៃសមភាព និងបានផ្តល់តម្លៃដល់គាត់ ដែលគាត់បានអនុវត្តទាំងចំពោះកីឡា និងជីវិតក្រៅពីការនៅក្នុងអាងហែលទឹក។ នៅឆ្នាំ2015 គាត់បានឈ្នះមេដាយមាសចំនួនបីនៅក្នុងការប្រកួតអាសានបារាហ្គេមនៅមុខអ្នកគាំទ្ររបស់ក្នុងប្រទេសរបស់គាត់។ ដោយបន្តភាពជោគជ័យរបស់គាត់ដើម្បីទទួលបានភាពជោគជ័យបន្តបន្ទាប់ទៀត នាពេលថ្មីៗនេះ គាត់បានឈ្នះមេដាយសំរឹទ្ធមួយនៅក្នុងការប្រកួត Commonwealth Games ឆ្នាំ 2018 ដែលរៀបចំឡើងនៃ Gold Coast ប្រទេសអូស្ត្រាលី។

“ការប្រកួតធំបំផុតនៅពេលខ្ញុំចាប់ផ្តើមនេះ គឺថាខ្ញុំមិនដឹងថាមានឱកាសធំធេងនានាសម្រាប់ខ្ញុំក្នុងការប្រកួតហែលទឹកឡើយ។”

កត្តាសង្គមដែលនាងគិតថាមិនអាចធ្វើបាន

លោក Wei Soong ត្រូវបានធ្វើរោគវិនិច្ឆ័យឃើញថាមានស្ថានភាពកម្រនៃជំងឺរលាកសាច់ដុំនៃអាយុ 2 ឆ្នាំ។ កីឡាបារាឡាំពិកមានប្រវត្តិទាប ហើយការចូលរួមមិនត្រូវបានលើកទឹកចិត្តយ៉ាងសកម្មឡើយ ដូច្នេះ ការកំណត់គោលដៅរបស់គាត់គឺគ្រាន់តែជាការប្រកួតប្រជែងមួយប៉ុណ្ណោះ។អាស្រ័យហេតុនេះ នៅពេលដែលគាត់ចាប់ផ្តើមហែល ទឹក គាត់មិនដឹងថាតើកីឡារបស់គាត់អាចយកគាត់ទៅណាដែរ។ គាត់មិនដឹងថាថ្ងៃណាមួយគាត់ប្រហែលជាហែលទឹកសម្រាប់ប្រទេសរបស់គាត់នៅលើឆាកអន្តរជាតិឡើយ។ នៅពេលដែលគាត់មិនមែនកំពុងព្យាយាមយកឈ្នះនៅក្នុងអាងហែលទឹកនោះ គាត់គ្រាន់តែមានគោលបំណងច្រានចោលស្លាកស្នាមទុរយសនានារួមគ្នាជាមួយនឹងក្រុមហ៊ុនតូយ៉ូតាប៉ុណ្ណោះ។ តាមរយៈការបង្កើតការយល់ដឹងកាន់តែច្រើនអំពីជនពិការ និងការបង្ហាញពីសក្តានុពលដ៏ធំរបស់ពួកគេ គាត់មានគោលបំណងពាំនាំមកនូវការផ្លាស់ប្តូរតាមរយៈសមភាពកាន់តែធំទូលាយនៅទូទាំងប្រទេសសិង្ហបុរី។

TOYOTA

CONTRIBUTION PAGE(BANNER / MAIN TOPIC HEADLINE)

We create REAL CHANGE for a brighter future.

យើងបង្កើតឲ្យមាន**ការផ្លាស់ប្តូរពិតប្រាកដ**ដើម្បីអនាគតកាន់តែត្រចះត្រចង់។

We believe our DUAL HEROES inspire as much change outside the arena, as they do inside. The strength and power to bring about REAL CHANGE to the society is the value we share. At Toyota, we create new possibilities that will improve mobility across all levels of society.

យើងជឿជាក់ថា**វីរជនដែលមានសមត្ថភាពទ្វេរ**របស់យើងជួយជំរុញឲ្យមានការផ្លាស់ប្តូរបានច្រើនបំផុតនៅខាងក្រៅសៀវៀនប្រកួតតាមដែលពួកគាត់អាចធ្វើបាន។ កម្លាំង និងថាមពលដើម្បីពាំនាំមកនូវ**ការផ្លាស់ប្តូរពិតប្រាកដ** ដល់សង្គមជាតិនេះគឺគុណតម្លៃ ដែលយើងចែករំលែក។ នៅក្រុមហ៊ុនតូយ៉ូតា យើងបង្កើតលទ្ធភាពថ្មីៗដែលនឹងលើកកម្ពស់ដល់ការចល័តគ្រប់ស្រទាបវណ្ណៈសង្គម។

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WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Music (Toyota Classics)

Moving people through music.

ធ្វើឲ្យមនុស្សផ្លាស់ទីតាមរយៈតន្ត្រី។

Increased mobility is one way to move people. Music is another. Together with the Orchestra of the Age of Enlightenment, Toyota is bringing the joy of music to everyone. Through the Toyota Classics, we aim to inspire and educate people of all ages.

ការបង្កើនភាពចល័តគឺជាវិធីមួយដើម្បីផ្លាស់ទីមនុស្ស។ តន្ត្រីគឺជាកត្តាមួយផ្សេងទៀត។ ចូលរួមជាមួយ Orchestra នៃ Age of Enlightenment ក្រុមហ៊ុនតូយ៉ូតា នឹងពាំនាំមកនូវភាពរីករាយជាមួយនឹងតន្ត្រីដល់មនុស្សគ្រប់គ្នា។ តាមរយៈតន្ត្រីតូយ៉ូតាក្លាសឹក យើងមានគោលបំណងជំរុញទឹកចិត្ត និងអប់រំដល់មនុស្សគ្រប់វ័យទាំងអស់។

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Youth Development (JR Football)

Keeping our eye on the ball.

ផ្តោតការយកចិត្តទុកដាក់លើបាល់។

Toyota gives young children the opportunity to learn and be inspired in a professional football-coaching environment. The Toyota Junior Football Clinic and Camp's goals are to encourage children to get involved today, and to find the champions of tomorrow.

ក្រុមហ៊ុនតូយ៉ូតា ផ្តល់ឱកាសដល់ក្មេងៗក្នុងការរៀនសូត្រ និងទទួលបានការជំរុញទឹកចិត្តឲ្យនៅក្នុងបរិស្ថានបង្វឹកបាល់ទាត់អាជីព។ គោលដៅនៃការបោះជ្រុំ និងគ្លីនិកបាល់ទាត់វ័យក្មេងរបស់ក្រុមហ៊ុនតូយ៉ូតា គឺដើម្បីលើកទឹកចិត្តដល់ក្មេងៗឲ្យចូលរួមនៅថ្ងៃនេះ ហើយស្វែងរកពានរង្វាន់នៅថ្ងៃស្អែក។

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Rating (ASEAN NCAP)

Safety in motion.

សុវត្ថិភាពក្នុងការបំផ្លាស់ទី។

Toyota vehicles consistently rank highly in the ASEAN NCAP automobile safety program. As the number of new cars on the roads in Southeast Asia rises, we are helping to ensure that levels of road safety do too.

រថយន្តរបស់ក្រុមហ៊ុនតូយ៉ូតា បានជាប់ចំណាត់ថ្នាក់ខ្ពស់ជាប់ៗគ្នានៅក្នុងកម្មវិធីសុវត្ថិភាពរថយន្ត ASEAN NCAP។ ដោយសារចំនួនរថយន្តនៅលើដងផ្លូវនៅអាស៊ីអាគ្នេយ៍មានការកើនឡើង យើងនឹងជួយធានាថាកម្រិតសុវត្ថិភាពចរាចរណ៍ផ្លូវគោកក៏មានការកើនឡើងតាមនោះដែរ។

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Technology (Toyota Safety Sense)

Improving safety: it's common sense.

លើកកម្ពស់សុវត្ថិភាព៖ នេះគឺជារឿងសមហេតុផល។

Toyota Safety Sense (TSS) is a bundle of features that many Toyota vehicles now include as standard equipment. These innovative features have been designed to maximise safety and minimise the chances of accident and injury.

ការយល់អំពីសុវត្ថិភាពតូយ៉ូតា (TSS) គឺជាលក្ខណៈពិសេសនៃឧបករណ៍ស្តង់ដារមួយដែលរថយន្តតូយ៉ូតាជាច្រើនមាន។ លក្ខណៈពិសេសនៃការបង្កើតថ្មីនេះ ត្រូវបានរចនាឡើងដើម្បីបង្កើនសុវត្ថិភាពជាអតិបរមា ក៏ដូចជាកាត់បន្ថយគ្រោះថ្នាក់ និងការរងរបួសឲ្យតិចបំផុតផងដែរ។

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Eco Friendly Technology (Hybrid))

Whichever colour you choose, it's green.

មិនថាលោកអ្នកជ្រើសរើសពណ៌អ្វីនោះទេ វានឹងមានពណ៌បៃតង

In 1997,Toyota introduced the Prius—the first ever mass-produced hybrid vehicle. Constant technological innovations have ensured that our hybrid vehicles are still leading the way in environmental protection today.

ក្នុងឆ្នាំ1997 ក្រុមហ៊ុនតូយ៉ូតា បានណែនាំរថយន្ត Prius ដែលជារថយន្ត ហាយប្រីដផលិតឡើងដំបូងគេបង្អស់។ ការកែច្នៃបច្ចេកវិទ្យាថ្មីឥតឈប់ឈរនេះ ធានាថារថយន្តហាយប្រីដរបស់យើងកំពុងនាំមុខគេក្នុងការការពារបរិស្ថាននាពេលបច្ចុប្បន្ន។

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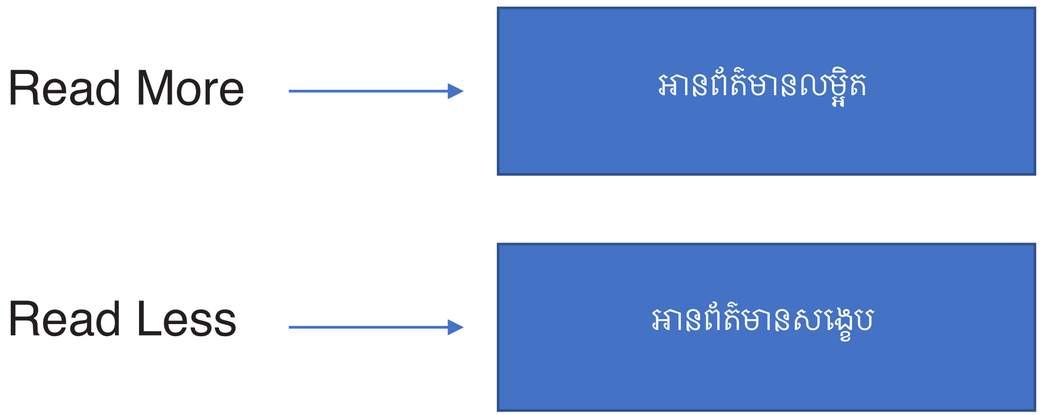
ADK

OTHERS



OTHERS

Share the Message

ចែករំលែកសារ

You can also make a difference by sharing the message to the world to help create REAL CHANGE.

លោកអ្នកអាចធ្វើឲ្យមានភាពខុសប្លែកគ្នាបានតាមរយៈការចែករំលែកសារ ដល់ពិភពលោកទាំងមូលដើម្បីបង្កើតឲ្យមាន**ការផ្លាស់ប្តូរពិតប្រាកដ**។

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Take Action

ចាត់វិធានការ

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More Details

ព័ត៌មានលម្អិតបន្ថែម

OTHERS

Local Toyota Distributors → ក្រុមហ៊ុនចែកចាយរថយន្តតូយ៉ូតាក្នុងស្រុក

Bangladesh
Bhutan
Brunei Darussalam
Cambodia

→ ប្រទេសបង់ក្លាដេស
ប្រទេសប៊ូតាន
ប្រទេសប៊្រុយណេ
ប្រទេសកម្ពុជា

India
Indonesia
Laos
Malaysia

→ ប្រទេសឥណ្ឌា
ប្រទេសឥណ្ឌូណេស៊ី
ប្រទេសឡាវ
ប្រទេសម៉ាឡេស៊ី

Myanmar
Nepal
Pakistan
Philippines

→ ប្រទេសមីយ៉ានម៉ា
ប្រទេសណេប៉ាល់
ប្រទេសប៉ាគីស្ថាន
ប្រទេសហ្វីលីពីន

Singapore
Sri Lanka
Thailand
Vietnam

→ ប្រទេសសិង្ហបុរី
ប្រទេសស្រីលង្កា
ប្រទេសថៃ
ប្រទេសវៀតណាម

TRANSLATION (BAHASA INDONESIAN)

*Being checked by local distributors, hence there may be minor amendments.

MANIFESTO: START YOUR IMPOSSIBLE

When we move, the world moves. Through tiny steps and massive bounds, we push forward into the great unknown. At Toyota, we've made it our mission to move people so that they can take on challenges. From personal to profound.

A race to win. A hurdle to clear. A ceiling to shatter. It's in the human spirit to keep moving. To keep reaching for that impossible goal. And nothing embodies that spirit more than the Olympic and Paralympic Games.

When the whole world comes together to celebrate the very best in human performance. Where a lifetime of hard work and dedication is put to the ultimate test. On the greatest athletic stage on Earth.

As a Worldwide Olympic and Paralympic Partner, we have the chance to inspire people all around the globe.

To help elite athletes and everyday people push toward their vision. Their finish line. Their Impossible.

The freedom of movement is a human right. And we are here to tear down barriers and ensure Mobility for All. So everyone everywhere can reach their potential.

Let's help people with an impairment move effortlessly through the world. Let's make smarter cars that make better drivers. And let's leave a cleaner planet for our children's children.

Ninety years ago, it was impossible to imagine where Toyota would be today. But it would have never happened if we didn't start.

START YOUR IMPOSSIBLE.

Ketika kita bergerak, dunia bergerak. Melalui langkah-langkah kecil dan lompatan-lompatan besar, kami terdorong menuju suatu kemungkinan yang lebih besar. Di Toyota, kami menjadikannya sebagai suatu misi untuk mendorong orang-orang sehingga mereka dapat menghadapi tantangan. Dari yang sifatnya pribadi sampai yang mendalam.

Sebuah pertandingan yang harus dimenangkan. Sebuah rintangan yang harus disingkirkan. Sebuah batas tinggi yang harus dipecahkan.
Adalah hakikat semangat manusia untuk terus maju. Untuk terus meraih tujuan yang mustahil. Dan tidak ada yang bisa mewujudkan semangat itu lebih dari Olimpiade dan Paralimpiade.

Ketika seluruh dunia bersatu untuk merayakan yang terbaik dalam pencapaian manusia. Di mana kerja keras dan dedikasi seumur hidup ditempatkan dalam ujian akhir. Di panggung atletik terbesar di Dunia.

Sebagai Mitra Olimpiade dan Paralimpiade di Seluruh Dunia , kami memiliki kesempatan untuk menginspirasi semua orang di seluruh dunia.
Untuk membantu mendorong para atlet elit dan orang-orang ke arah visi mereka. Garis akhir mereka. Kemustahilan mereka.
Kebebasan bergerak adalah hak asasi manusia. Dan kami di sini untuk meruntuhkan penghalang dan memastikan Mobilitas untuk semua.
Sehingga semua orang di mana saja dapat mencapai potensi mereka.

Mari bantu orang-orang dengan keterbatasan fisik agar bisa bergerak dengan mudah melintasi dunia. Mari kita buat mobil-mobil cerdas yang menciptakan pengemudi yang lebih baik. Dan mari kita wariskan planet yang lebih bersih untuk anak cucu kita.
Sembilan puluh tahun yang lalu, tidak mungkin membayangkan di mana Toyota akan berada saat ini. Tetapi itu tidak akan pernah terjadi jika kita tidak memulai.

MEMULAI YANG MUSTAHIL.

TOYOTA

DESCRIPTION OF DUAL HEROES

DUAL HEROES → PAHLAWAN GANDA

DESCRIPTION OF DUAL HEROES

DUAL HEROES

IMPOSSIBLE is just the first step to a future of exciting new possibilities.
But for most of us, the courage to take that step, needs an external source of inspiration.

We found the inspiration in certain sportsmen/women from our part of the world whose social impact increase the meaning of any podium position or medal.
They are constantly fighting against dual odds, one on the field, the other in life.

And it is their ability to overcome not just sporting challenges but also influence social change through their life journeys that transcend them from being a star to DUAL HEROES of IMPOSSIBLE.

From winning a bout to advocating the voices of the unheard, from setting a world record to promoting safer roads, from outsmarting competition to making a case for equality and accessibility, from inspiring others through sports to giving hope and dream to the next generation, our DUAL HEROES help us not only bring national glory but also help find our calling for driving change in our society.

PAHLAWAN GANDA

MUSTAHIL hanyalah langkah pertama menuju kemungkinan baru yang menarik di masa depan.
Tetapi bagi sebagian besar dari kita, keberanian untuk mengambil langkah itu, membutuhkan sumber inspirasi dari luar.

Kami menemukan inspirasi ini dari beberapa olahragawan/wati di pelbagai penjuru dunia yang mana dampak sosialnya jauh lebih bermakna dari sekedar meraih tempatdi podium atau mendali sekalipun.
Mereka terus-menerus berjuang melawan dua tantangan, satu di arena, yang lain di kehidupan nyata.

Kemampuan untuk tidak hanya mengatasi tantangan olahraga tetapi juga dalam menciptakan perubahan sosial melalui perjalanan hidup mereka, itu semua telah mengangkat harkat seorang bintang menjadi PAHLAWAN GANDA dari KEMUSTAHILAN.

Di mulai dari kemenangan dalam meyuarakan mereka yang tak pernah terdengar, dari upaya menciptakan rekor dunia untuk menciptakan jalan yang lebih aman, dari mengupayakan kompetisi dalam menciptakan kesetaraan dan aksesibilitas, dari menginspirasi orang lain melalui olahraga hingga memberi harapan dan impian kepada generasi berikutnya, PAHLAWAN GANDA tidak hanya membantu kita membawa kemenangan untuk negeri tetapi juga membantu kita untuk terpanggil dan melakukan perubahan di masyarakat kita.

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

The Paralympic swimmer powering toward a future without stigmas.

Perenang Paralimpiade bergerak menuju masa depan tanpa stigma.

ATHLETE PAGE (INTRO OF ATHLETE): ANCHAYA

HER SPORT IMPOSSIBLE

To say Anchaya is a fighter, is an understatement. In 2015, and aged just 15, this determined Paralympic swimmer from Songkhla, in southern Thailand, won the women's 200m individual medley at the ASEAN Para Games. And that was just one of seven golds in the pool, making her the most successful athlete of the games. She has also set a new record in the Class S9 women's 100m freestyle in 2017. As though a prediction of things to come, she had previously been named 2013 Female Para Athlete of the Year by the Sports Writers' Association of Thailand.

"Only you are able to decide whether you can or can't do it."

KEMUSTAHILAN OLAH RAGANYA

Untuk mengatakan bahwa Anchaya adalah seorang pejuang,itu adalah pernyataan yang meremehkan. Pada tahun 2015, ketika baru berusia 15 tahun, perenang Paralimpiade dari Songkhla di Thailand selatan yang gigih ini, memenangkan medley perorangan 200m putri di Para Games ASEAN. Dan itu hanya satu dari tujuh emas di cabang renang, membuatnya menjadi atlet yang paling sukses dalam pesta olahraga tersebut. Dia juga telah membuat rekor baru dalam gaya bebas 100m putri kelas S9 di tahun 2017. Seakan semuanya telah di prediksikan di masa depan ,karena sebelumnya dia telah dinobatkan sebagai Atlet Paralimpik Wanita Tahun 2013 oleh Asosiasi Wartawan Olahraga Thailand.

"Hanya Anda yang mampu memutuskan apakah Anda dapat melakukannya atau tidak."

HER SOCIAL IMPOSSIBLE

Throughout her formative years, Anchaya was told she could not, she should not, she would not. But thanks to her dogged determination and refusal to give in to taunts of bullies, she did. All the bullying she faced, only added her resolve to become a para swimming champion for her nation. And while she continues to defy the impossible in the pool, she is also busting stigmas outside the arena. She sees her success in the pool, as a way to bring attention to her cause. Her goals are beyond swimming, include working together with Toyota to fight back against prejudices and give a voice to other victims of bullying.

KEMUSTAHILAN SOSIALNYA

Sepanjang tahun-tahun pembentukannya, Anchaya diberitahu bahwa dia tidak bisa, dia tidak seharusnya, dia tidak akan. Namun berkat tekadnya yang gigih dan penolakannya untuk menyerah pada ejekan intimidasi, dia pun melakukannya. Semua intimidasi yang dia hadapi, malah semakin menambah tekadnya untuk menjadi seorang juara renang bagi negaranyanya. Dan sementara dia terus menentang kemustahilan di cabang renang, dia juga mendobrak stigma di luar arena. Dia melihat kesuksesannya di kolam renang, sebagai cara untuk menarik perhatian terhadap kisahnya pahitnya. Cita-citanya melebihi batas renang, termasuk bekerja sama dengan Toyota untuk melawan prasangka dan menyuarakan suara para korban intimidasi lainnya.

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

A taekwondo Olympian fighting for more than just gold, but also for others who need support.

→

Seorang Taekwondoin Olimpiade yang bertarung tidak hanya untuk emas, tetapi juga untuk orang lain yang membutuhkan dukungan.

ATHLETE PAGE (INTRO OF ATHLETE): PANIPAK

HER SPORT IMPOSSIBLE

Given the nickname “Tennis” by her sports-loving family, it is hardly surprising that Panipak developed into such an outstanding sportsperson. And even though she prefers to use her arms and legs over a racquet, she has collected many accolades along the way. Her gold medal at the 2014 Youth Olympic Games, bronze in the women’s 49 kilogram Taekwondo weight division in the Olympic Games Rio 2016 and gold at the 2017 U.S. Open Taekwondo Championships have cemented her place in Thailand.

“I want people to not give up. I want us to overcome things that seem impossible, but with effort, can be made possible.”

HER SOCIAL IMPOSSIBLE

It has not been an easy journey for Panipak. At only 7 years old, she lost her mother in a car accident. Despite having to single-handedly raise her and her two siblings, her dad recognised the positive impact that sports can make, and encouraged her to take up taekwondo. Her goal beyond the arena with Toyota, is to bring change by helping orphans and underprivileged children in Thailand. She sees it as a way of giving back to the community and country that supported her through thick and thin.

KEMUSTAHILAN OLAH RAGANYA

Diberi julukan “Tenis” oleh keluarganya yang menyukai olahraga, tidaklah mengherankan jika Panipak berkembang menjadi olahragawati yang luar biasa. Dan meskipun dia lebih suka menggunakan tangan dan kakinya untuk memegang raket, dia telah mengumpulkan banyak penghargaan di sepanjang perjalanannya. Medali emasnya di Olimpiade Pemuda tahun 2014, perunggu di kelas berat badan 49 kilogram Taekwondo wanita di Olimpiade Rio tahun 2016 dan emas di Kejuaraan Taekwondo Terbuka AS tahun 2017 telah menguatkan tempatnya di Thailand

“aku ingin orang-orang tidak menyerah. aku ingin kita mengatasi hal-hal yang tampaknya mustahil, tetapi dengan usaha, bisa menjadi mungkin.

KEMUSTAHILAN SOSIALNYA

Bukanlah perjalanan yang mudah bagi Panipak. Pada usia 7 tahun, dia kehilangan ibunya dalam sebuah kecelakaan mobil. Meskipun harus seorang diri membesarkan Panipak dan kedua saudara kandungnya, ayahnya melihat bahwa olah raga bisa membawa dampak positif, lalu mendorongnya untuk belajar taekwondo. Cita-citanya di luar arena bersama Toyota, adalah membawa perubahan dengan membantu anak-anak yatim dan anak-anak kurang mampu di Thailand. Dia melihat hal tersebut sebagai cara untuk memberi kembali kepada bangsa dan negara yang telah mendukungnya melewati masa-masa suka dan duka.

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

The Paralympic powerlifter who holds the hopes of enhancing accessibility

Atlit angkat berat Paralympic yang menggenggam harapan untuk peningkatan aksesibilitas

ATHLETE PAGE (INTRO OF ATHLETE): NI NENGAH

HER SPORT IMPOSSIBLE

Ni Nengah took up weightlifting at the age of 14, and using the basic facilities available to her, began her long journey to victory. Her first major success came in 2008, when she won bronze at the ASEAN Para Games. She has since gone on to win gold at the 2011 ASEAN Para Games, silver at the 2014 Asian Para Games and a bronze at the Paralympic Games Rio 2016.

“Whenever failure occurs, don't just stop trying. If you fall down, get back up and try again.”

HER SOCIAL IMPOSSIBLE

Making it to The Paralympic Games is a long, tough journey for any athlete. But few have overcome as many challenges as Ni Nengah. At just 3, she was diagnosed with polio and at 11, became separated by her family when she went to live in a special care facility for disabled children. Like a true champion, she was not going to let the impossible stand in her way. She is now aiming, together with Toyota, to pave the way for the disabled, and improve accessibility in Indonesia.

KEMUSTAHILAN OLAH RAGANYA

Ni Nengah berlatih angkat besi pada usia 14 tahun, Dan dengan hanya menggunakan fasilitas seadanya yang tersedia, perjalanan panjangnya menuju kemenangan dimulai. Kesuksesan besar pertamanya datang di tahun 2008, ketika dia memenangkan perunggu di Para Games ASEAN. Sejak saat itu dia pun lanjut untuk memenangkan emas di Para Games ASEAN tahun 2011, perak di Para Games Asia tahun 2014 dan perunggu di Paralimpiade Rio tahun 2016.

”Setiap kali kegagalan terjadi, jangan berhenti mencoba.
Jika Anda jatuh, bangkitlah dan coba lagi.”

KEMUSTAHILAN SOSIALNYA

Berhasil sampai ke Paralimpiade adalah perjalanan yang panjang dan berat bagi setiap atlet. Tetapi hanya sedikit yang berhasil mengatasi begitu banyak tantangan seperti Ni Nengah. Pada usia 3 tahun, dia didiagnosis menderita polio dan pada usia 11 tahun, terpisah dari keluarganya ketika dia harus tinggal di fasilitas perawatan khusus untuk anak-anak cacat. Seperti seorang juara sejati, dia tidak akan membiarkan hal yang mustahil menghalangi jalannya. Dia kini bercita-cita, bersama dengan Toyota, untuk membuka jalan bagi penyandang cacat, dan meningkatkan aksesibilitas di Indonesia.

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

Making the streets safer is no game for this world badminton champion.

Menciptakan jalanan yang lebih aman bukanlah permainan bagi juara dunia badminton yang satu ini.

ATHLETE PAGE (INTRO OF ATHLETE): MARCUS

HIS SPORT IMPOSSIBLE

With a father who was also a national champion, his love for badminton runs in Marcus' veins. That passion, together with hard work, has seen him win gold and silver in doubles at the 2015 Southeast Asian Games, the doubles championship at the 2017 All England Open Super Series Premier and most recently, doubles gold at the 2018 Badminton Asia Team Championships. He is currently ranked #1 in the BWF world ranking for the men's doubles. (as of Sept. 2018)

"My success in badminton can help me to spread the message of improving safety out on the streets."

HIS SOCIAL IMPOSSIBLE

For Marcus, the real battle begins outside the arena. He may have played on some of the highest-quality surfaces in the world, but the streets in his hometown of Jakarta, are a different story. Road hazards and bad driving behaviour are a few of things he is fighting to change. Together with Toyota, he aims to improve road safety for Indonesians. On the court or on the street, he will not stop fighting until he makes his mark.

KEMUSTAHILANNYA DI BIDANG OLAHRAGA

Dengan seorang ayah yang juga seorang juara nasional, kecintaannya pada bulu tangkis mengalir di pembuluh darah Marcus. Semangat itu, bersama dengan kerja keras, telah menyaksikan dia memenangkan emas dan perak di nomor ganda ASEAN Games pada tahun 2015, kejuaraan nomor ganda di All England Open Super Series Premier 2017 dan terakhir, emas nomor ganda di Kejuaraan Tim Badminton Asia 2018. Dia saat ini menduduki peringkat #1 di peringkat dunia BWF untuk ganda putra. (sampai September 2018)

"Keberhasilan saya di bulu tangkis dapat membantu saya menyebarkan pesan untuk meningkatkan keselamatan di jalanan."

KEMUSTAHILANNYA DI BIDANG SOSIAL

Bagi Marcus, pertarungan yang sesungguhnya dimulai di luar arena. Dia mungkin telah bermain di beberapa arena berkualitas tertinggi di dunia, tetapi jalan-jalan di kota kelahirannya Jakarta, adalah cerita yang berbeda. Bahaya jalanan dan perilaku mengemudi yang buruk adalah beberapa hal yang ia perjuangkan untuk berubah. Bersama dengan Toyota, ia bercita-cita untuk meningkatkan keselamatan jalan bagi rakyat Indonesia. Di lapangan atau di jalan, dia tidak akan berhenti berjuang sampai dia cita-citanya tercapai.

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

Creating an inclusive society would be this para swimmer’s ultimate victory.

Menciptakan masyarakat yang setara akan menjadi kemenangan akhir bagi perenang difabel ini

ATHLETE PAGE (INTRO OF ATHLETE): WEI SOONG

HIS SPORT IMPOSSIBLE

Despite his disability, Wei Soong went to a regular school, where he was treated like everyone else. It was a big life lesson on the importance of equality, and instilled values in him that he applies both to sports and life beyond the pool. In 2015, he won three gold medals at ASEAN Para Games in front of his home crowd. Continuing to power his way to success after success, he has recently won a bronze at the 2018 Commonwealth Games held in Gold Coast, Australia.

“The biggest challenge when I started out, was that I didn't even know there were big opportunities for me to swim competitively.”

HIS SOCIAL IMPOSSIBLE

Wei Soong was diagnosed with the rare condition of transverse myelitis at the age of two. Paralympic sports had a low profile and participation wasn't actively encouraged, hence just setting his goals was a challenge. So when he began swimming, he didn't know how far his sport could potentially take him. He had no idea that one day, he might be swimming for his country on an international stage. When he is not pushing for wins in the pool, he aims to push away stigmas with Toyota. By creating a greater awareness of the disabled and showing their huge potential, he aims to bring about change, through greater equality, across all of Singapore.

KEMUSTAHILAN OLAHRAGANYA

Meskipun kemampuan fisiknya terbatas, Wei Soong mengecap pendidikan di sekolah umum, di mana ia diperlakukan seperti orang lain. Itu adalah pelajaran hidup yang besar tentang pentingnya kesetaraan, dan menanamkan nilai-nilai dalam dirinya yang ia terapkan baik untuk olahraga juga kehidupan di luar arena renang. Pada 2015, ia memenangkan tiga medali emas di Para Games ASEAN di depan para pendukungnya .Terus memotivasi jalan untuk mempertahankan kesuksesannya, ia baru saja memenangkan perunggu di Commonwealth Games tahun 2018 yang diadakan di Gold Coast, Australia.

“Tantangan terbesar ketika saya mulai adalah, bahwa saya bahkan tidak tahu ada peluang besar bagi saya untuk berenang secara kompetitif.”

KEMUSTAHILAN SOSIALNYA

Wei Soong didiagnosis dengan kondisi transverse myelitis langka pada usia dua tahun. Ketika itu Olahraga paralimpik tidak terkenal dan partisipasi tidak didorong secara aktif , karenanya hanya menetapkan sasaran merupakan tantangan baginya. Jadi ketika dia mulai berenang, dia tidak tahu seberapa jauh olahraga yang di gelutinya dapat membawanya. Dia tidak tahu bahwa suatu hari nanti, dia akan berenang untuk negaranya di panggung internasional. ketika dia sedang tidak berjuang di kolam renang, dia berjuang untuk menyingkirkan stigma bersama Toyota. Dengan cara menciptakan kesadaran terhadap kaum difabel dan menunjukkan betapa besar potensi mereka, ia bercita-cita untuk membawa perubahan, melalui kesetaraan yang lebih besar, di seluruh Singapura.

CONTRIBUTION PAGE(BANNER / MAIN TOPIC HEADLINE)

We create REAL CHANGE for a brighter future.

Kami menciptakan PERUBAHAN NYATA untuk masa depan yang lebih cerah.

We believe our DUAL HEROES inspire as much change outside the arena, as they do inside. The strength and power to bring about REAL CHANGE to the society is the value we share. At Toyota, we create new possibilities that will improve mobility across all levels of society.

Kami yakin PAHLAWAN GANDA kami menginspirasi banyak perubahan di luar arena, sebanyak yang mereka lakukan di dalam arena. Kekuatan dan daya untuk membawa PERUBAHAN NYATA bagi masyarakat adalah nilai yang kami bagikan. Di Toyota, kami menciptakan kemungkinan-kemungkinan baru yang akan meningkatkan mobilitas di semua lapisan masyarakat.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Music (Toyota Classics)

Moving people through music.

Menggerakkan orang-orang melalui musik.

Increased mobility is one way to move people. Music is another. Together with the Orchestra of the Age of Enlightenment, Toyota is bringing the joy of music to everyone. Through the Toyota Classics, we aim to inspire and educate people of all ages.

Meningkatkan mobilitas adalah salah satu cara untuk menggerakkan masyarakat. Musik adalah cara lain. Bersama dengan the Orchestra of the Age of Enlightenment, Toyota membawa keceriaan musik bagi semua orang. Melalui Toyota Classics, kami bbercita-cita untuk menginspirasi dan mendidik orang-orang dari segala usia.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Youth Development (JR Football)

Keeping our eye on the ball.

Memusatkan perhatian kami pada masalah yang ada.

Toyota gives young children the opportunity to learn and be inspired in a professional football-coaching environment. The Toyota Junior Football Clinic and Camp's goals are to encourage children to get involved today, and to find the champions of tomorrow.

Toyota memberi kesempatan kepada anak-anak untuk belajar dan terinspirasi dalam lingkungan pelatihan sepakbola profesional. Tujuan dari Toyota Junior Football Clinic dan Camp adalah mendorong anak-anak untuk terlibat dari sekarang, dan untuk menemukan juara masa depan

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Rating (ASEAN NCAP)

Safety in motion.

Keselamatan dalam bergerak.

Toyota vehicles consistently rank highly in the ASEAN NCAP automobile safety program. As the number of new cars on the roads in Southeast Asia rises, we are helping to ensure that levels of road safety do too.

Kendaraan Toyota secara konsisten mendapat peringkat tinggi dalam program keselamatan mobil ASEAN NCAP. Karena jumlah mobil baru di jalanan di Asia Tenggara meningkat, kami membantu memastikan bahwa tingkat keselamatan jalan juga meningkat.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Safety Technology (Toyota Safety Sense)

Improving safety: it's common sense.

Meningkatkan keamanan: itu adalah hal biasa.

Toyota Safety Sense (TSS) is a bundle of features that many Toyota vehicles now include as standard equipment. These innovative features have been designed to maximise safety and minimise the chances of accident and injury.

Toyota Safety Sense (TSS) adalah kumpulan fitur yang sekarang banyak digunakan oleh kendaraan Toyota sebagai perlengkapan standar. Fitur inovatif ini telah dirancang untuk memaksimalkan keselamatan dan meminimalkan kemungkinan kecelakaan dan cedera.

WE CREATE REAL CHANGE FOR A BRIGHTER FUTURE (Eco Friendly Technology (Hybrid))

Whichever colour you choose, it's green.

Apapun warna yang Anda pilih, semua hijau.

In 1997,Toyota introduced the Prius—the first ever mass-produced hybrid vehicle. Constant technological innovations have ensured that our hybrid vehicles are still leading the way in environmental protection today.

Pada tahun 1997, Toyota memperkenalkan Prius — kendaraan hibrida produksi massal pertama yang pernah ada. Inovasi teknologi yang berkesinambungan telah memastikan kendaraan hibrida kami, saat ini masih memimpin dalam hal perlindungan lingkungan.

OTHERS

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OTHERS

Share the Message → Bagikan Pesan

You can also make a difference by sharing the message to the world to help create REAL CHANGE. →

Anda juga dapat membuat perbedaan
Dengan membagikan pesan ini ke seluruh dunia
untuk membantu menciptakan PERUBAHAN NYATA.

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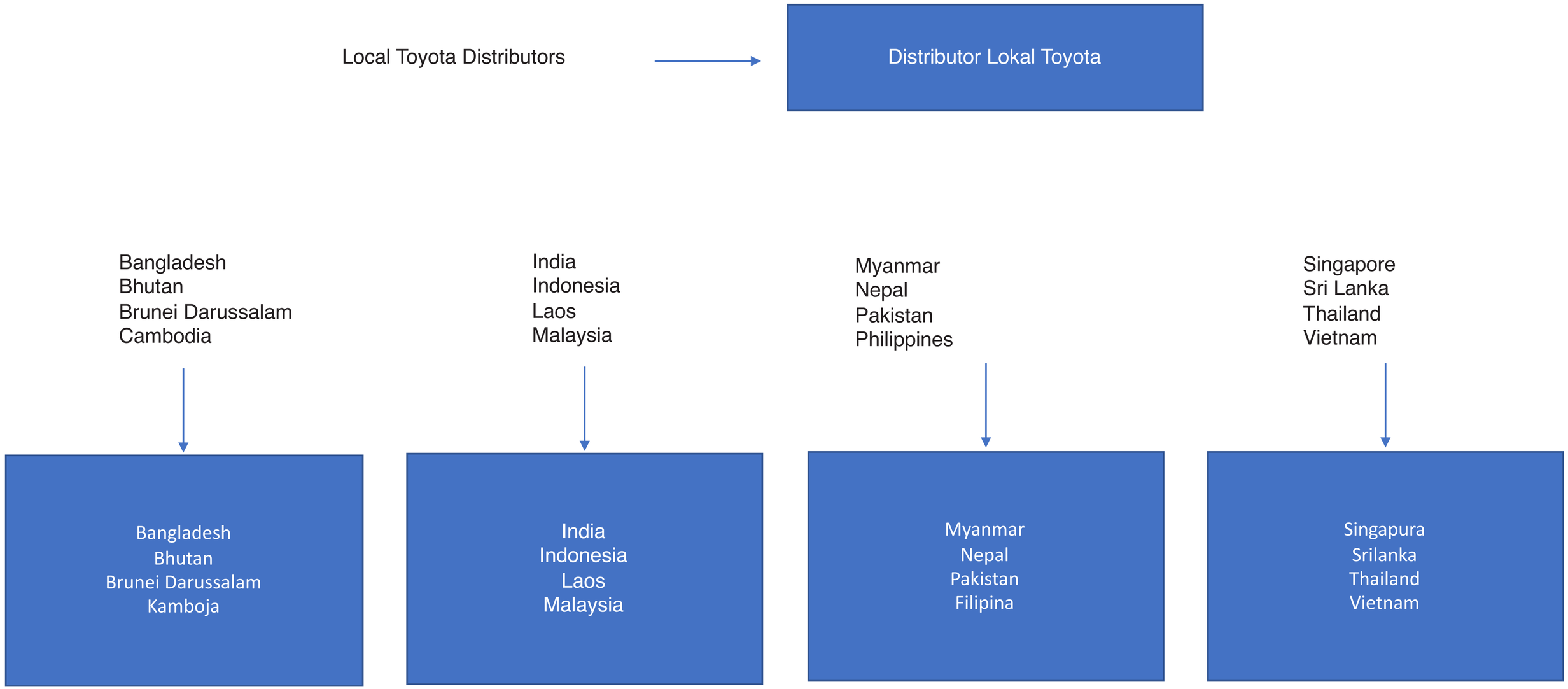
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