Toyota – South African trademarks

Updated 8 November 2026

Toyota is a Japanese carmaker and one of the best-selling vehicle brands in South Africa. Toyota South Africa Motors builds vehicles in Durban, including the Hilux and Corolla Cross.

How Toyota has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#115
largest trademark owner in South Africa (of 121,626)

493
trademarks filed

18
different logos published since 2020

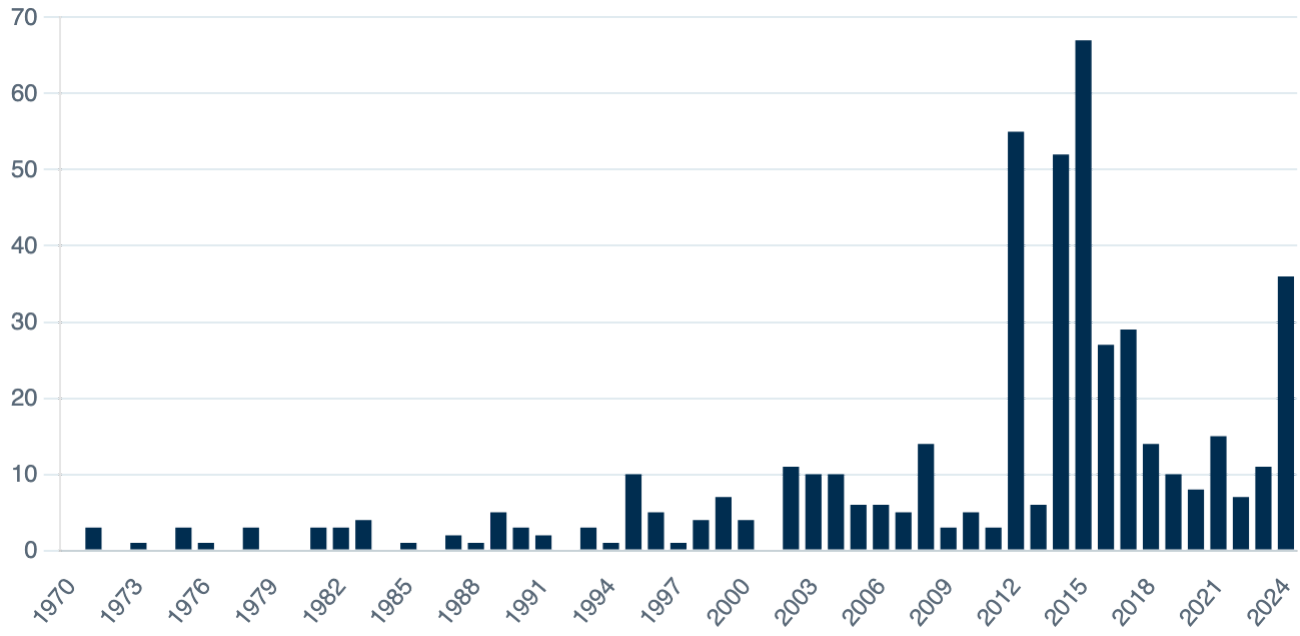
45
of 45 classes used

1964
first trademark filed

157
filed in the last 10 years

A portfolio built over time

Toyota filed its first South African trademark in 1964 and has filed 493 since; its busiest year was 2015, with 67 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

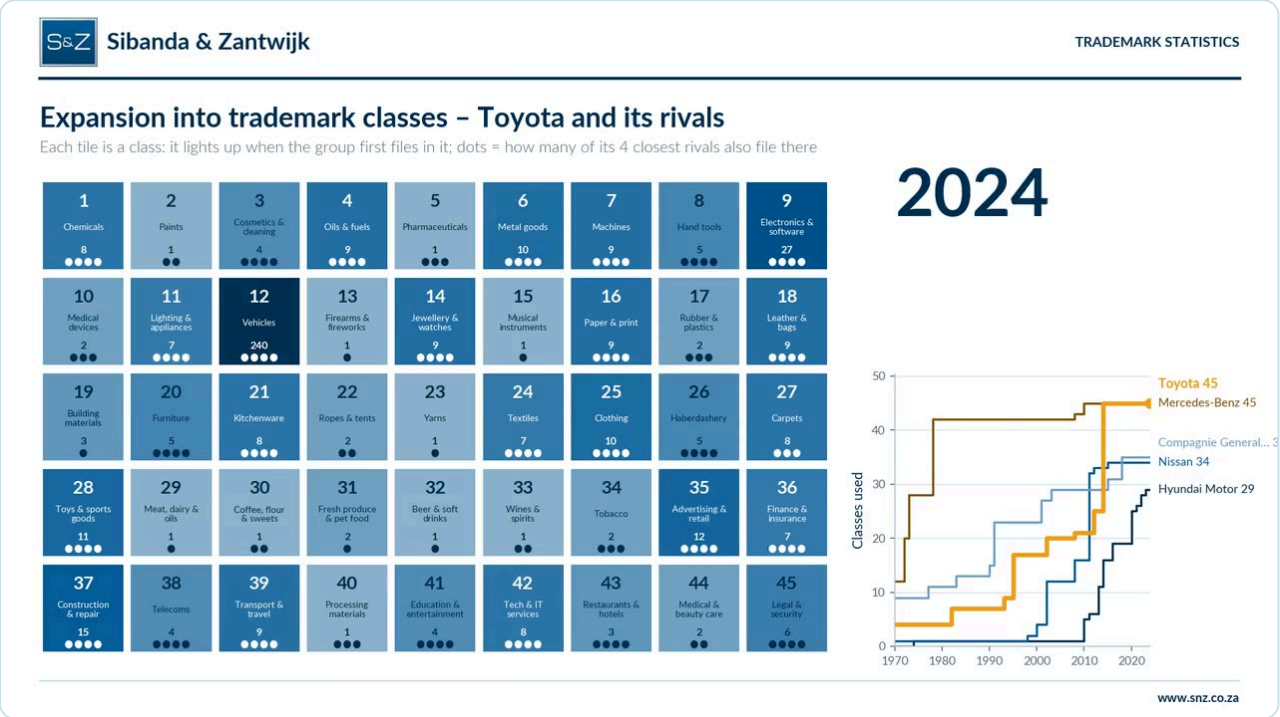
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Toyota Jidosha	275	1964–2016
Toyota	219	2014–2024

Where Toyota expanded its business

Trademark classes show what a business sells. Toyota's portfolio is concentrated in vehicles (class 12), electronics & software (class 9), construction & repair (class 37). Its most recent moves were into haberdashery (2014), paints (2014), hand tools (2014).

Toyota trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/toyota-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

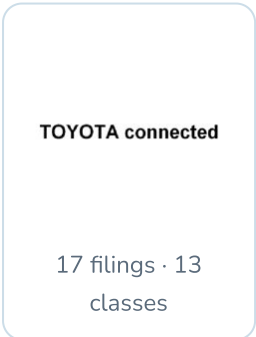
CLASS	MARKS	SHARE	SINCE
12 Vehicles	240	48.7%	1964
9 Electronics & software	27	5.5%	1967
37 Construction & repair	15	3.0%	1982
35 Advertising & retail	12	2.4%	2002
28 Toys & sports goods	11	2.2%	1995
6 Metal goods	10	2.0%	1995
25 Clothing	10	2.0%	1995
14 Jewellery & watches	9	1.8%	1995

The brands Toyota protects most

The word marks and logo names Toyota has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LEXUS	65	45	1987–2014
2	TOYOTA	40	28	1967–2021
3	GR TOYOTA GAZOO RACING	17	17	2016–2024
4	TOYOTA HYBRID	9	9	2012–2012
5	LEXUS Racing	8	8	2012–2012
6	TOYOTA Connected	8	8	2017–2017
7	TOYOTA Racing	7	7	2012–2012
8	AUTONO-MAAS	5	5	2018–2018
9	START YOUR IMPOSSIBLE	4	4	2017–2020
10	KIROBO	3	3	2017–2017
11	TOYOTA ZONE	3	3	2002–2002
12	DPNR	2	2	2003–2003
13	EXPERIENCE AMAZING	2	2	2016–2020
14	HYBRID	2	2	2006–2006
15	LEAD THE WAY	2	2	2005–2005

Logos filed most often (since 2020)



17 filings · 13 classes

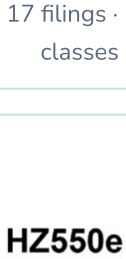


3 filings · 2 classes

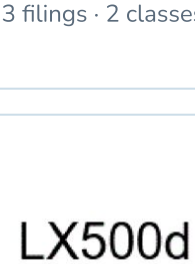

2 filings · 2 classes


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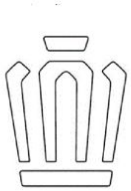
2 filings · 1 class



1 filing · 1 class



1 filing · 1 class


1 filing · 1 class


1 filing · 1 class

Toyota's logos

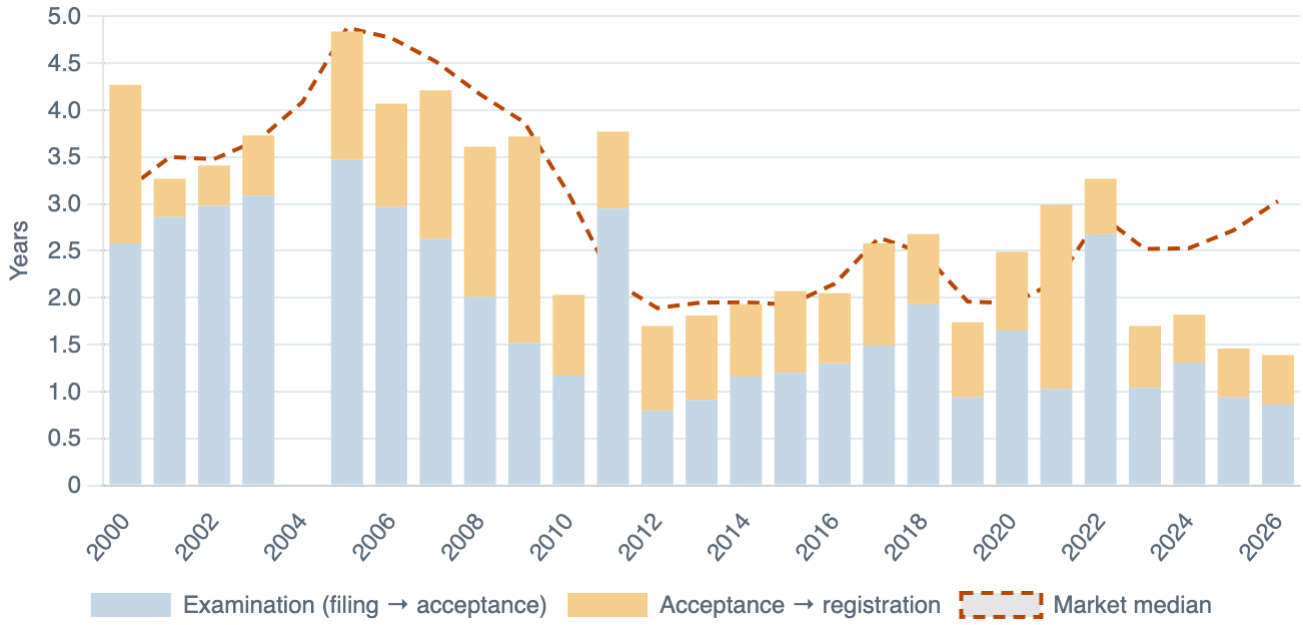
The 18 different logos Toyota has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

TOYOTA connected 13 classes	Lexus Teammate 2 classes	 2 classes	 2 classes	 2 classes
HZ550e 1 class	LX500d 1 class	 1 class	 1 class	 1 class
 1 class	LX700h 1 class	UX300e 1 class	UX300h 1 class	 1 class
 1 class	NX450h+ 1 class	RZ550e 1 class		

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Toyota's marks took a median of **1.7 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

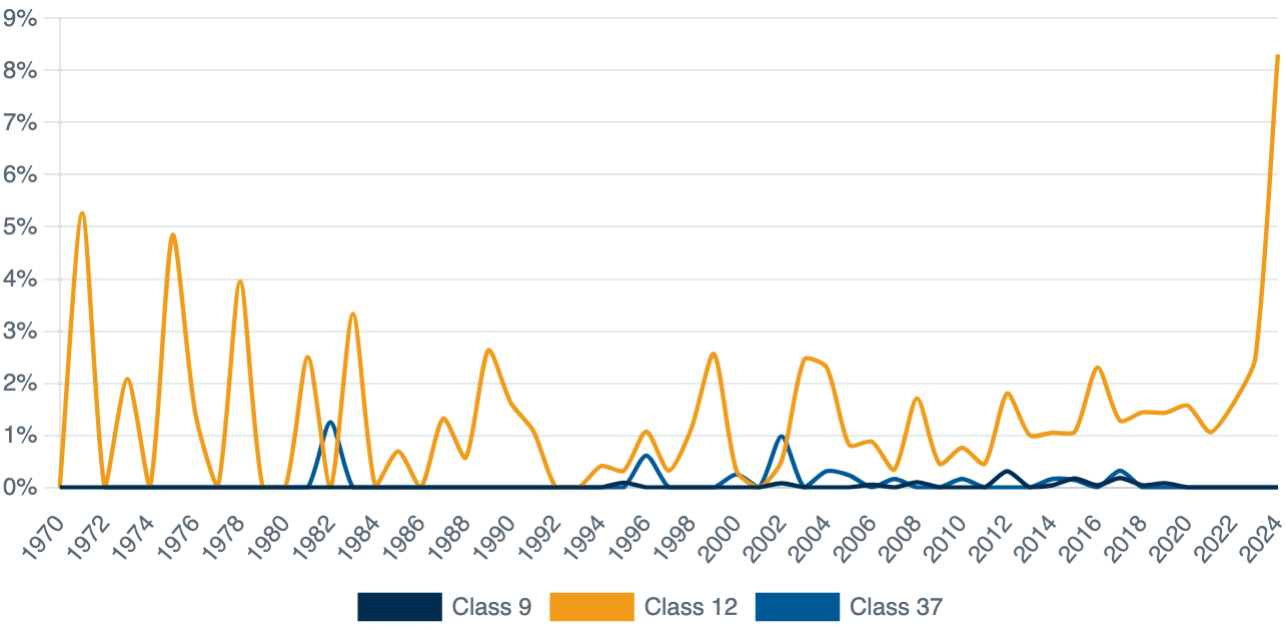


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Toyota's classes

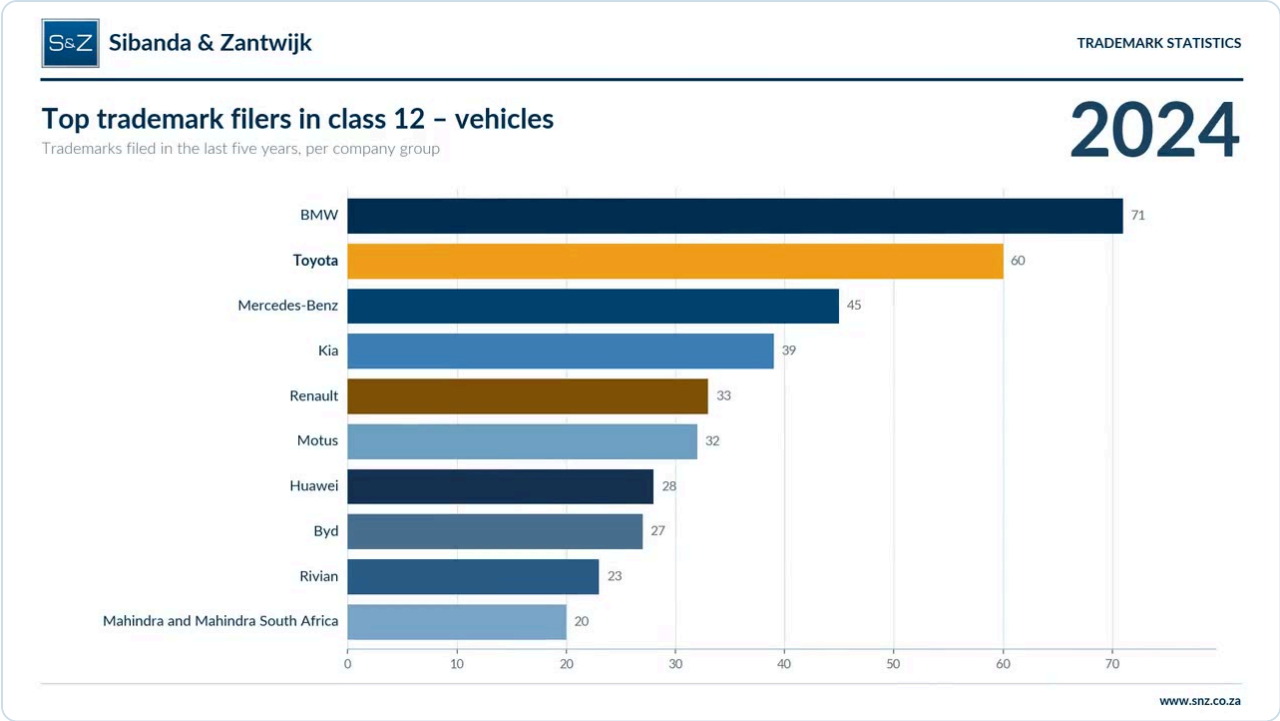
> Ranked by **number of trademarks filed in Toyota's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Toyota's market position, not who is most like it.

In the last five years, Toyota was #2 of 891 filers in class 12 (vehicles), with 60 of 2,078 trademarks.



Toyota's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Toyota



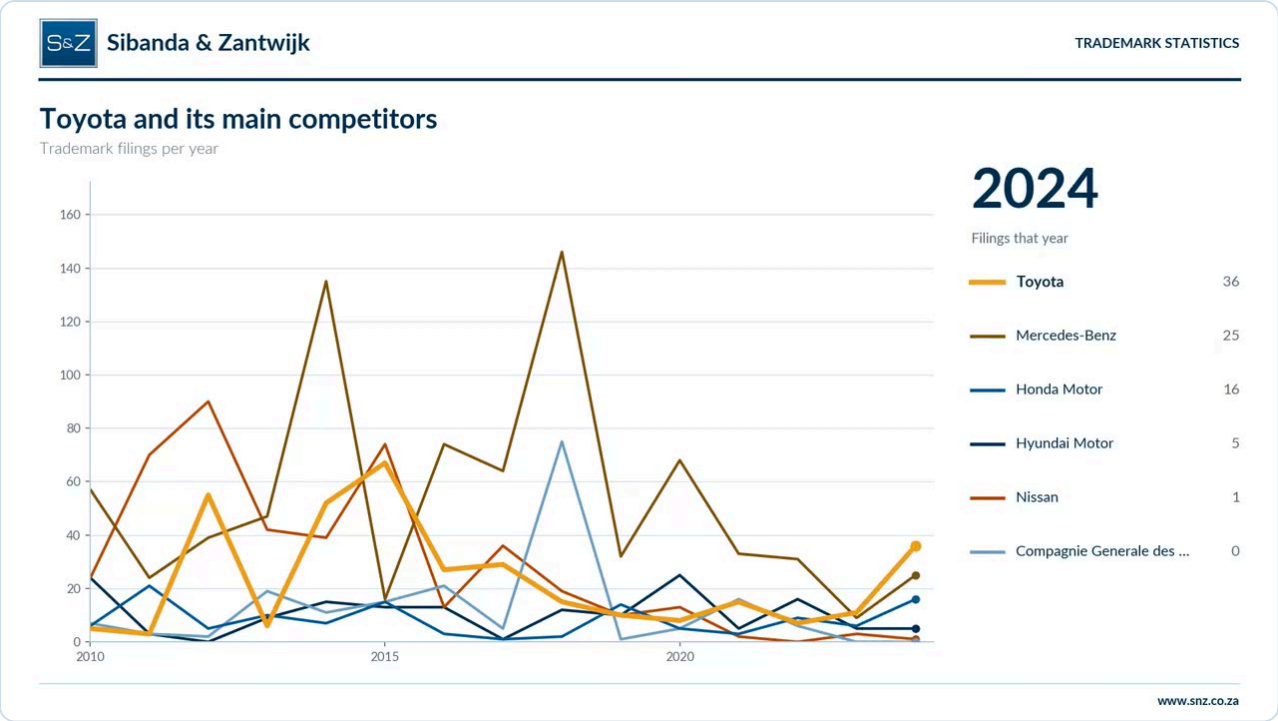
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/toyota-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Toyota

> Ranked by **how similar their whole trademark portfolio is to Toyota's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Toyota's closest competitors in South Africa are Hyundai Motor, Nissan, Michelin and Mercedes-Benz.

Toyota trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/toyota-south-african-trademarks/competitors-video.html

Trademark filings per year: Toyota (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Hyundai Motor	Direct competitor	85%
2	Nissan	Direct competitor	84%
3	Michelin	Direct competitor	83%
4	Mercedes-Benz	Direct competitor	77%
5	Honda	Direct competitor	76%
6	BMW	Direct competitor	75%
7	Jaguar Land Rover	Direct competitor	75%
8	Ford	Direct competitor	75%
9	Volkswagen	Direct competitor	73%
10	Renault	Direct competitor	70%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Toyota – relevant export countries

South Africa exported **US$41.7 billion** of the goods Toyota's main classes cover in the last year – automobiles; parts; bicycles; vehicles (class 12); software; computer programs; batteries; apparatus and instruments (class 9); toys; dolls; toy robots; machines (class 28); common metals and their alloys; small items of metal hardware; safes; ores (class 6); hats; t-shirts; shirts (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Toyota's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	78	US$8.8 billion	-1%	National	US$2,388
2	United States of America	71	US$3.1 billion	+2%	National	US$3,425
3	United Kingdom	69	US$2.1 billion	+5%	National	US$1,371
4	China	67	US$12.2 billion	-1%	National	US$1,224
5	Türkiye	61	US$458 m	+5%	National	US$1,258
6	Canada	60	US$145 m	+0%	National	US$2,192
7	Mozambique	59	US$4.1 billion	+16%	ARIPO	US$450
8	Switzerland	58	US$166 m	-3%	National	US$1,660
9	Russian Federation	58	US$5.1 m	+20%	National	US$1,915
10	Viet Nam	55	US$84 m	-3%	National	US$2,350

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	59	US$4.1 billion	+16%	ARIPO	US$450 S&Z
2	Nigeria	53	US$37 m	-11%	National	US$1,015 S&Z
3	Egypt	53	US$98 m	+3%	National	US$2,278
4	OAPI (17 states)	53	US$155 m	-4%	National	US$1,563 S&Z
5	Lesotho	52	US$134 m	+26%	National	US$326
6	Tanzania	52	US$145 m	+7%	ARIPO	US$450 S&Z
7	Morocco	52	US$3.6 m	+23%	National	US$1,408
8	Malawi	51	US$77 m	+33%	ARIPO	US$450 S&Z
9	Eswatini	49	US$155 m	+0%	National	US$446
10	Tunisia	49	US$4.2 m	+10%	National	US$1,440

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
LEXUS	45	US$9,135	US$8,950
TOYOTA	28	US$5,684	US$5,811
GR TOYOTA GAZOO RACING	17	US$3,451	US$3,779
TOYOTA HYBRID	9	US$1,827	US$2,302
LEXUS Racing	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Toyota's five most-filed brands: word marks of **other companies** (not Toyota's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to LEXUS (classes 9, 12, 28, 35, 37; searched 2018-03-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to TOYOTA (classes 9, 12, 28, 35, 37; searched 2018-03-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to GR TOYOTA GAZOO RACING (classes 9, 12, 28; searched 2018-11-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to TOYOTA HYBRID (classes 9, 28; searched 2018-11-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to LEXUS Racing (classes 9, 14, 16, 18, 21, 24, 25, 28; searched 2018-04-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

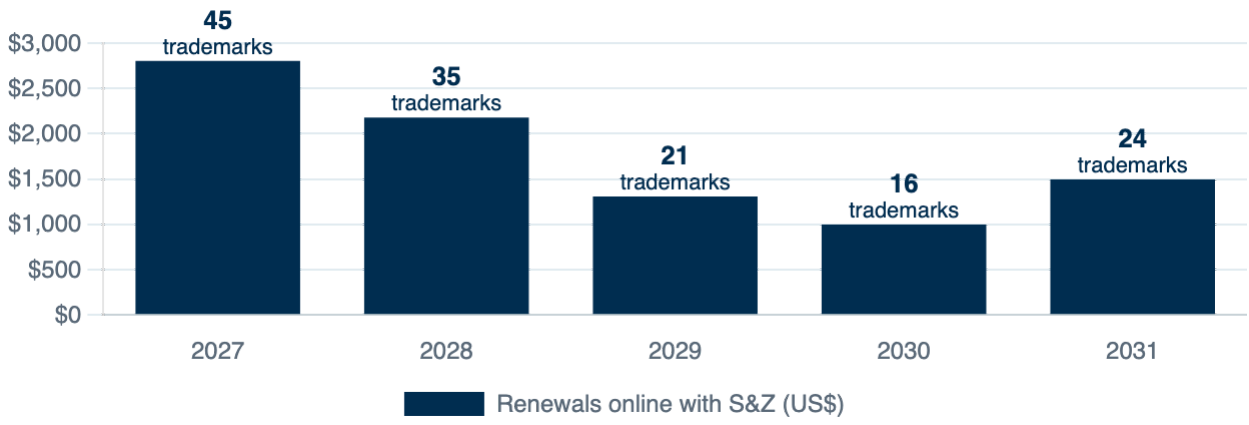
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Toyota's next five years of renewals

141 of Toyota's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$8,783 over the five years.



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