

# Firm's stance on women driving letter

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**ASSIGN  
BUSTER**

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Dr. Bandar al-' Iban

Chairman

Human Rights Commission

King Fahd Road, Building no. 373

Riyadh, Kingdom of Saudi Arabia

Dear Sir,

This missive comes in response to your request/ desire to know our firm's stand on the issue of women driving within the Kingdom of Saudi Arabia. The debate about whether women should be allowed to drive or not is a particularly thorny one and has since time immemorial evoked sharp and divisive arguments from both those who are opposed to the idea of women sitting behind the wheel and those who are of the idea that women should be allowed to drive. We would like to express our honest desire and ambition (as a business in the KSA and as the owners of Toyota and Lexus) that many citizens of the kingdom would purchase and own our cars, as this would see our business flourish and profit margins soar even higher. Indeed this remains the desire and objective of any business in any part of the world, whether small scale or multinational as ours – to grow. But in as much as we want the very best for our company, we deeply appreciate the diversity of the human culture and the preferences that arise therein.

We do not take part in any promotions that serve or disservice a particular belief or established system of doing things but are rather a humble business in competition with other similar enterprises that produce motor vehicle -

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with a solemn aim of bettering the lives of citizens across the world and taking motor vehicle comfort to a whole new extreme. Since the inception of the company, we have prided ourselves in equitable service for all customers who walk through our doors seeking to buy our products. We do not have any restrictions whatsoever on whom we conduct business dealings with as we serve minus any bias, regardless of religion, gender, and race and so on. We believe the question about whether women should drive or not is more of a matter of faith and religion. It is not in our power to question such things as religion. Those who subscribe to the belief that women must not drive for one reason or another are held in our highest esteems as are those who do not. True to our claim of unbiased respect for all beliefs and leanings, you are welcome to sometime conduct a survey of our key stakeholders and discover for yourselves a rich mix of people from both sides of the debate who more than anything simply wants to feed their respective families.

Thank you.

Yours faithfully,

SIGN:

VICE-PRESIDENT