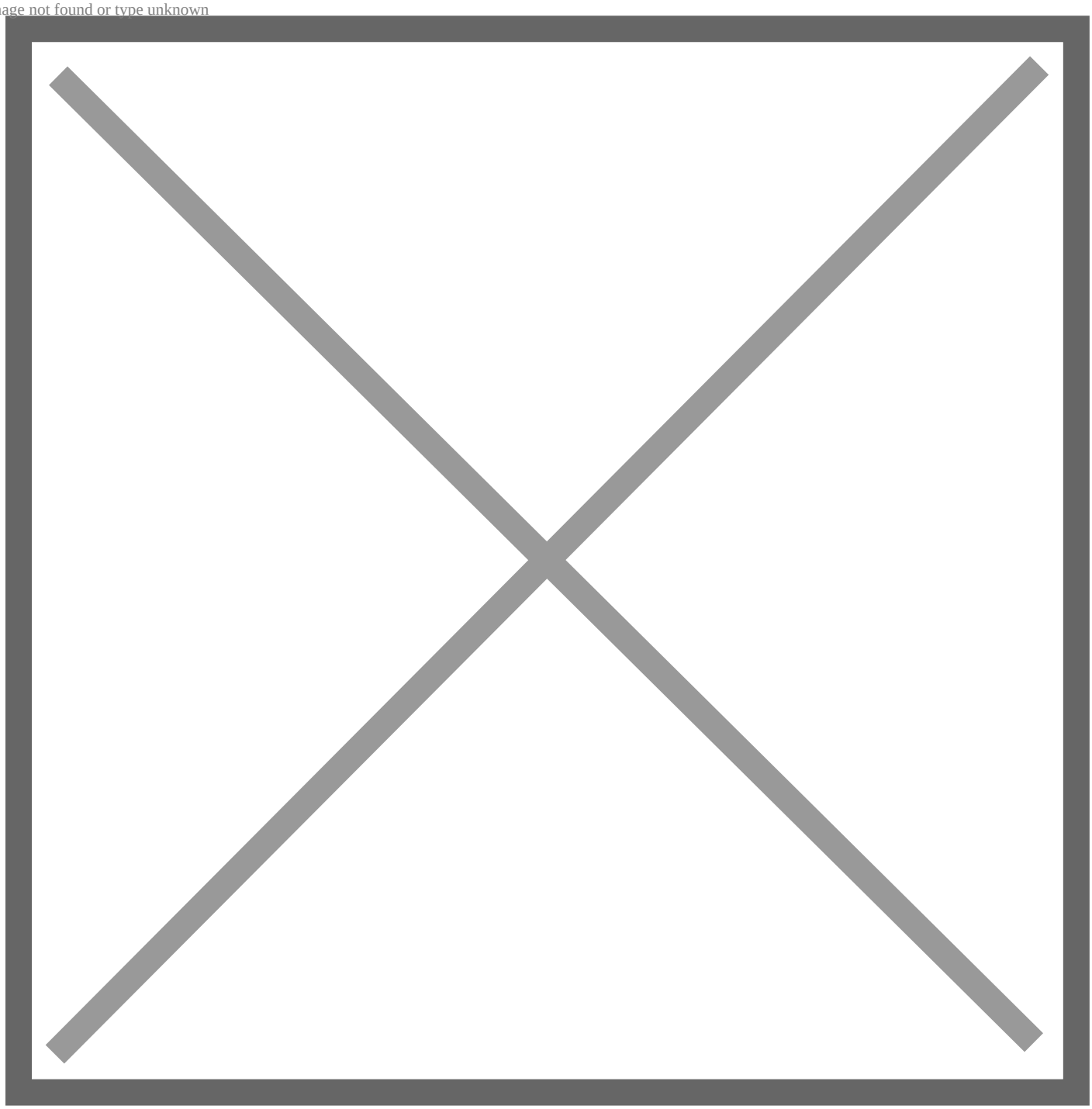
Enhanced Toyota Texas Experience Center Brings Advanced Manufacturing to Life

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Toyota Texas is assembling more than just Tundras and Sequoias; in its newly renovated Experience Center, it is assembling an inspiring vision of advanced manufacturing for local students and the community.

An Enhanced Educational and Outreach Center

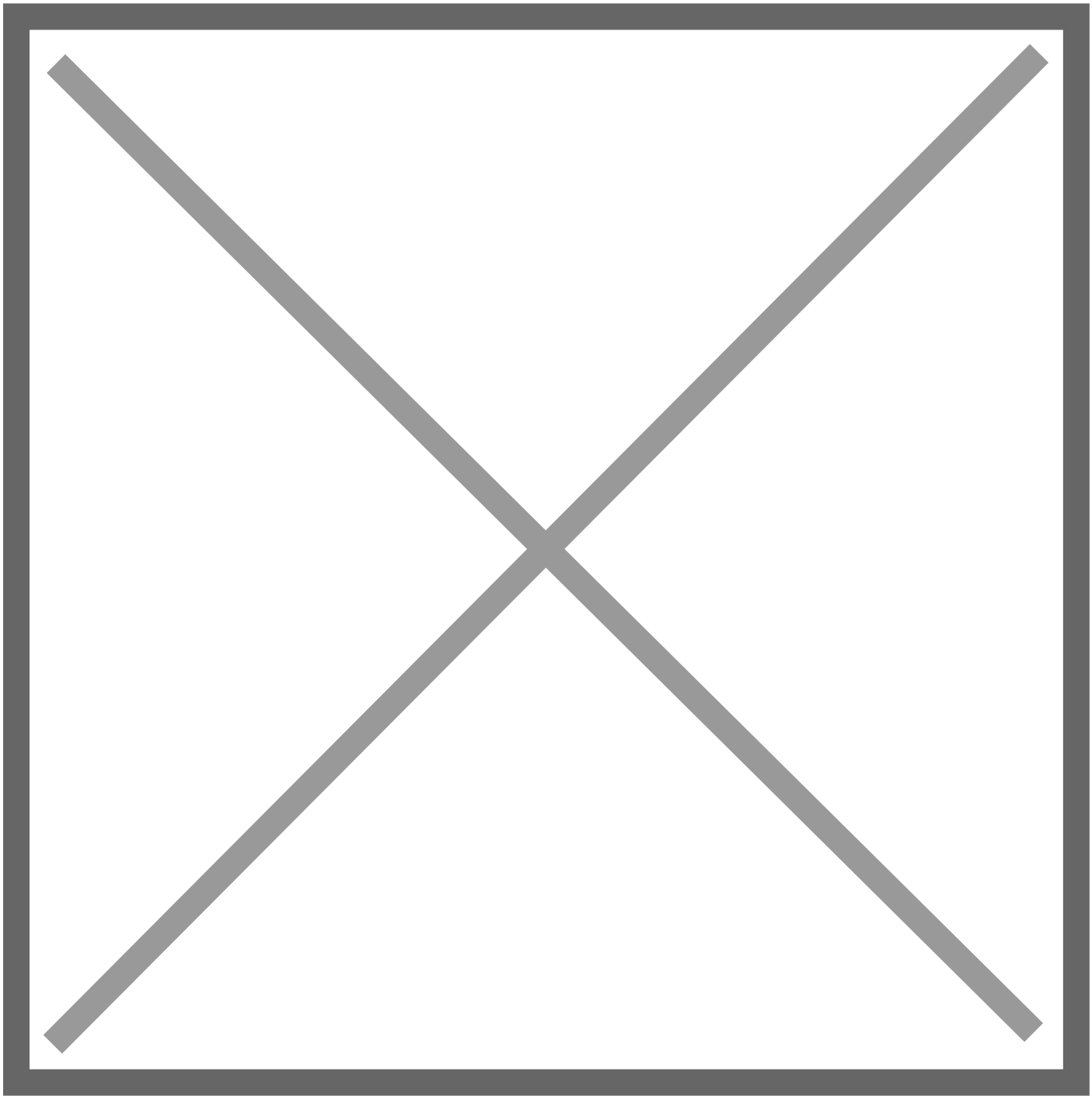
The Toyota Texas Experience Center first opened in 2009 with the goal of being a place to spark curiosity and foster engagement in manufacturing. It is the hub for public plant tours and home to an advanced manufacturing museum, hosting thousands of school children, corporate groups, senior citizens and families each year. After years of loving use, it was time for an upgrade.

Following a 25-month long renovation to bring it to museum-quality standards, Toyota Texas celebrated the grand reopening of the Experience Center last month. The 14,000-square-foot space was fully transformed to tell Toyota's story like never before.

"For more than 20 years, Toyota Texas has been an advanced manufacturing beacon in South Texas," said Frank Voss, president of Toyota Texas and group vice president of truck manufacturing for Toyota Motor North America. "The Experience Center serves as our front door to the community: between the free public plant tours and the museum, this is a place for guests to see our people and processes for themselves and become inspired by all that is possible in this vibrant industry."

From school children to senior citizens, the Experience Center is designed to engage and educate visitors of all ages. Upgrades include in-depth displays on each of the production shops; hands-on interactives of team member fundamental skills; video kiosks with Toyota employees sharing their backgrounds and careers; and an illuminated, 3D map of the entire campus. The museum also features a timeline of Toyota's rich history, a vehicle gallery and displays highlighting Toyota's North American footprint and commitment to the local community and environment.

In addition to enjoying an enhanced experience in the museum, guests can take free tram tours of the main vehicle manufacturing plant, allowing them to connect what they saw in the museum to the real production environment. Tours take visitors into the heart of where the Tundra and Sequoia are assembled, the only place in the world where these two models roll off the line.



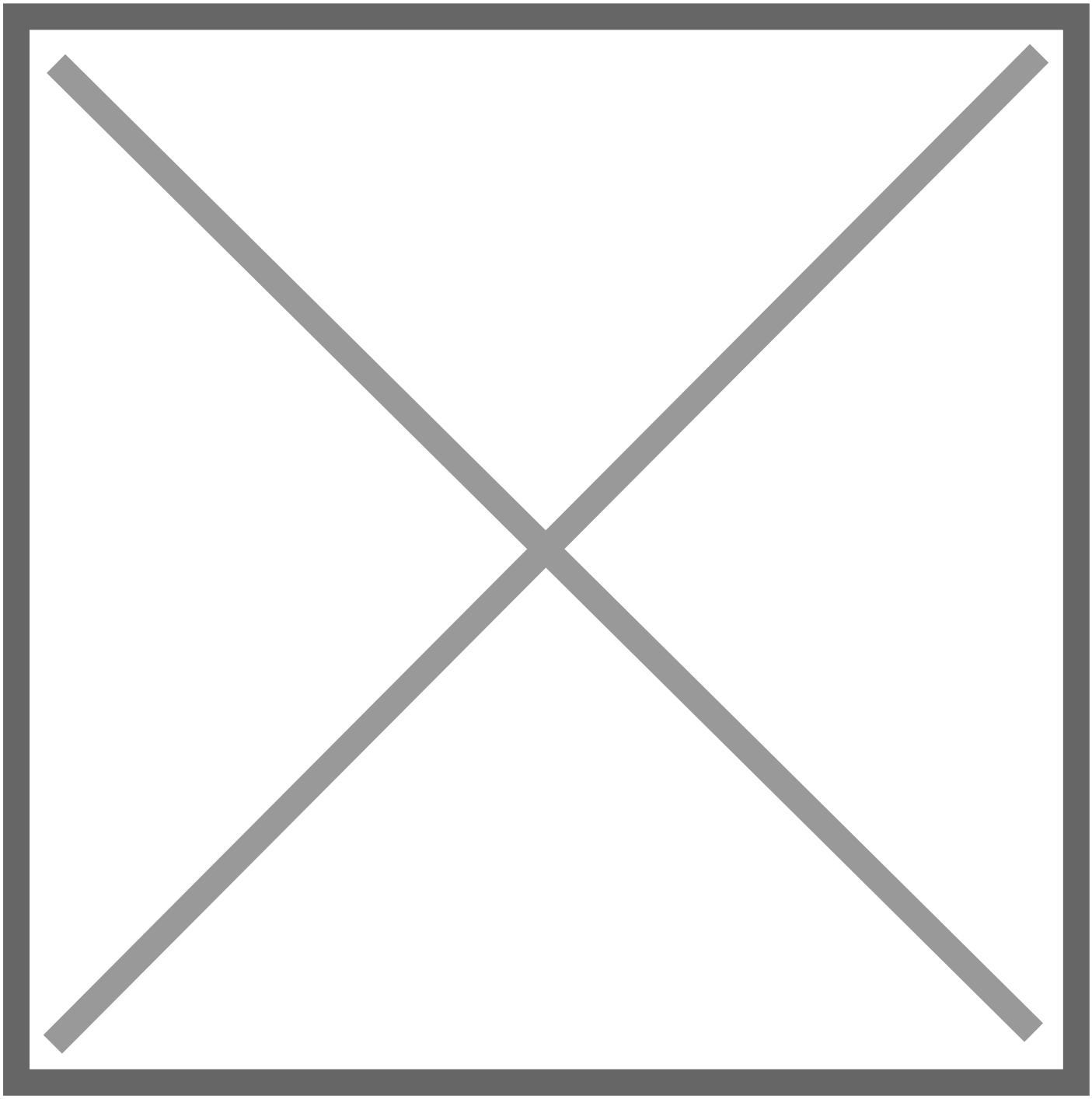
The renovated exhibition space showcases Toyota vehicle manufacturing processes and the team members behind it all.

Celebrating the Power of Education and Industry

As part of the special reopening event, Toyota Texas employees featured in the exhibits and representatives from each production shop helped bring the museum to life by answering questions and providing personal stories for students and guests.

“As a skilled team member in the assembly shop, I never imagined my face would be part of an exhibit like this,” said Crystal F., Toyota Texas employee. “It means a lot to know that my picture might help inspire students—especially young women—to explore the incredible opportunities in manufacturing. With dedication and the right mindset, the possibilities are endless.”

Illustrating the many audiences the Center has, plant leadership was joined by local superintendents and other nonprofit leaders to celebrate the occasion and reinforce Toyota’s commitment to education and workforce development. Students from Alamo Colleges District and Pecan Valley STEM Academy, the San Antonio Driving Possibilities focus school, were also present, along with participants from the Advanced Manufacturing Technician program.



Assembly skilled team member, Crystal F., speaks to college students in the Experience Center gallery.

Giving Back for the Next Generation

The Experience Center is also home to some of the plant's workforce training programs. In fact, every new Toyota Texas hire passes through the center.

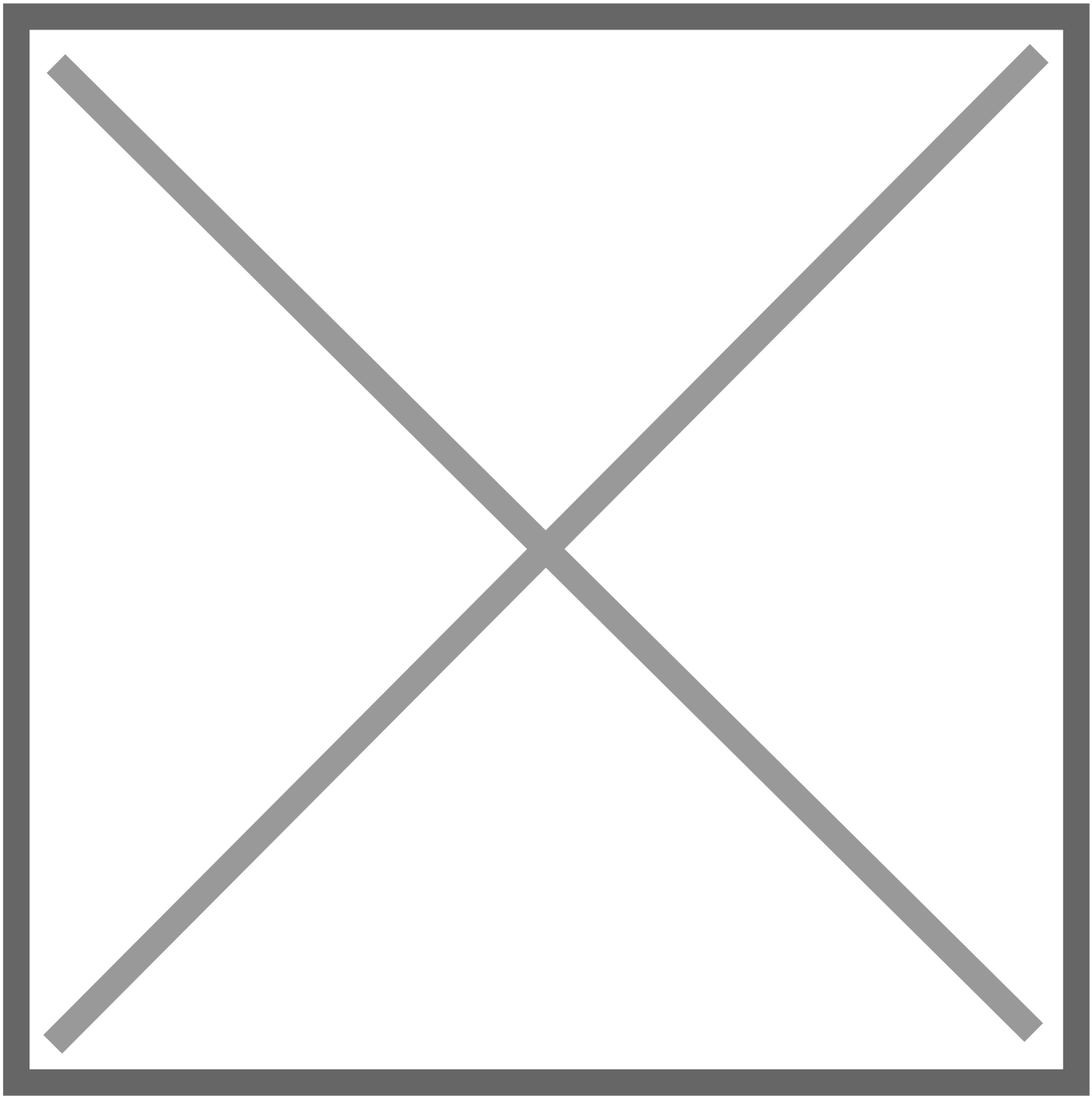
In recognition of the full spectrum of talent pipeline activities that the Center offers, Toyota Texas announced a $70,000 donation to Alamo Colleges Foundation, a leader in local workforce development education, as part of

the special reopening event.

“Alamo Colleges is grateful to Toyota Texas for their longtime support,” said Dr. Mike Flores, Alamo Colleges District Chancellor. “This most recent gift to Palo Alto College and St. Philips College students enables scholarships and career training programs in key STEM-based industries, including the renowned Advanced Manufacturing Technician program, and helps meet basic needs through student advocacy centers on those campuses.”

The center hosted more than 8,700 tour guests in 2024, nearly half of whom were students and chaperones across 245 groups, underscoring Toyota’s emphasis on education. From school field trips to fundamental skills for the production floor, the Experience Center holds inspiration for anyone who visits.

“Having this educational and community outreach asset on their campus is another way Toyota gives back to San Antonio,” said City of San Antonio District 4 Councilman, Edward Mungia. “I am confident this Experience Center will help motivate the next generation of advanced manufacturing talent in our city.”



Advanced Manufacturing Technician program students view the interactive, 3D map of the campus.

Come for a Visit

The Toyota Texas Experience Center is open to the public Monday-Friday 8:30 a.m.-4 p.m. Free tram tours of the vehicle manufacturing plant are offered Tuesday-Thursday and will expand to Fridays in 2026. Reservations are required. Visit Tour.Toyota.com/#Texas to view availability and book a tour.

Toyota has Experience Centers at three other U.S. vehicle manufacturing plants, including Toyota Indiana, Toyota Kentucky and Toyota Mississippi as well as at its North American headquarters in Plano, Texas. Virtual tours are available at Tour.Toyota.com.