

Toyota Indiana: A Real-Life Field of Dreams

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PRINCETON, Ind. (May 7, 2026) — Thirty years ago, Toyota took a bold leap of faith. The automaker chose Princeton, Indiana—a small town known for popcorn and basketball—as the site for its second vehicle manufacturing facility in the United States. They built it, and the people came.

When production first began, just over 1,300 dedicated team members from the local region came together to build the very first Toyota Tundra. Today, nearly 8,000 passionate individuals proudly assemble three popular Toyota models and one Lexus model right here in the Hoosier State. To date, over 8-million new vehicles have rolled off the final assembly line at Toyota Indiana—a testament to the hard work and commitment of this incredible workforce.

Recently, the Princeton powerhouse celebrated these remarkable milestones and so much more at a special event marking three decades since breaking ground in southern Indiana.

“Indiana doesn’t just build vehicles—we build them better because of our people,” said **Indiana Governor Mike Braun**. “Toyota Indiana represents the best of our state’s economy—world-class talent, manufacturing excellence, a commitment to innovation and strong community roots. This 30-year milestone reflects the strength of our workforce and the kind of long-term partnerships that are helping position Indiana to lead in next-generation manufacturing while creating high-wage jobs for Hoosiers.”

[Toyota Indiana’s journey](#) is one of vision, perseverance, partnership, and growth—most recently reflected in the company’s announcement of a new \$200-million investment to expand Grand Highlander production.

“Toyota’s long-standing commitment to this region and its continued investment in southwestern Indiana adds incredible value to our community,” said **Rep. Mark Messmer**. “The recent \$200 million investment in this facility, which supports nearly 8,000 Hoosier jobs, reflects the symbiotic partnership between southwestern Indiana and this great international company that is thriving around the world. I think it is safe to say that our shared commitment to manufacturing excellence is fruitful for Toyota and for the Hoosiers living and working here.”

Throughout the celebration, one message resonated loud and clear: gratitude. Gratitude for the workers and community leaders—past and present—who are the driving force behind the facility’s success and will continue to shape its future.

“Our team members are the true heart of this operation,” said **Jason Puckett, president of Toyota Indiana**. “Their dedication, skill, and passion have made Toyota Indiana a leader in quality and innovation. We are proud of every individual who contributes to this legacy.”

Over the past thirty years, Toyota Indiana has become more than a manufacturing facility—it is a vital community partner. Today, Toyota announced \$330,000 in donations to support youth development and Science, Technology, Engineering and Mathematics (STEM) education.

Grants were awarded to the University of Evansville and North Gibson School Corporation to purchase vehicles for [Driving Possibilities](#)—a national initiative launched by Toyota USA Foundation in 2023 to help prepare youth for high-demand STEM careers, address barriers to learning, and strengthen communities nationwide. Over \$13 million has been contributed to support the ongoing programs and services of Driving Possibilities.

The [YMCA of Southwestern Indiana’s Camp Carson](#) also received funds for improvements to its 300-acre facility in Gibson County. Camp Carson has been providing youth with safe, fun, inclusive, healthy, and challenging camp experiences since 1940.

Additionally, Toyota Indiana pledged \$200,000 to [Mudpuppy Palace](#) for phase one to build a nature-based learning center. Once complete, Mudpuppy Palace will offer Science, Technology, Engineering, the Arts and Mathematics (STEAM) activities that inspire curiosity and hands-on exploration for thousands of learners of all ages in the southwestern Indiana region.

Over the past three decades, Toyota has invested \$8.2 billion dollars and donated over \$55 million dollars in grants and served countless volunteer hours to empower future generations and strengthen the relationships that make the community thrive.