

# Celebrating 25 Years of Sweet Home Toyota Alabama

June 11, 2026

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**HUNTSVILLE, Ala. (June 11, 2026)** – In 2001, Toyota made its home in Alabama, and now, plenty of big wheels are turning thanks to the nearly 1 million engines and 500,000 differentials assembled every year at the Huntsville plant. What started as a \$220 million investment has grown into an unshakable \$1.7 billion advanced manufacturing facility.

“Toyota Alabama’s decades of growth and success are a testament to our 2,400 committed team members,” said **Marc Perry, president of Toyota Alabama**. “Their dedication, skill and passion make Toyota a leader in quality and innovation. We are proud of every team member who contributes to this legacy.”

### **From Legendary Trucks to Lasting Impact**

Toyota Alabama started with a single engine line powering the Tundra. Today, the plant assembles four and six-cylinder engines for seven of the nine Toyota vehicles assembled in North America, representing nearly half of the automaker’s engines assembled each year in the region.

“What began as a historic investment in North Alabama 25 years ago has grown into a world-class manufacturing operation that drives Alabama’s economy and puts our state on the map for automotive innovation,” said **Alabama Governor Kay Ivey**. “I congratulate Toyota Alabama and the thousands of hardworking employees whose dedication has fueled its success and made this milestone possible. As Toyota Alabama celebrates 25 years of excellence, I am proud of the jobs, opportunities and partnerships it has created, and I look forward to its continued success for years to come.”

To date, more than 11 million engines have rolled off the production lines at Toyota Alabama. In 2025, a [\*\*\\$282 million investment\*\*](#) expanded the plant’s production capabilities to the assembly of three cutting edge differentials.

### **Driven to Give Back**

Over the past 25 years, Toyota has donated more than \$24 million to local nonprofits and community organizations, including a [\*\*nearly \\$11 million investment\*\*](#) in Huntsville City Schools through Toyota USA Foundation’s Driving Possibilities.

At a special event marking two and a half decades since groundbreaking, Toyota celebrated its legacy by awarding five local nonprofits with \$25,000 donations, **totaling \$125,000** and supporting students at Driving Possibilities schools. Awardees include:

- **Big Brothers Big Sisters of the Tennessee Valley**, funding a student mentoring program;
- **Free 2 Teach**, providing teachers with essential school supplies and resources;
- **The Enrichment Center**, providing school-based mental health therapy services;
- **The Schools Foundation**, supporting professional development programs for school administrators to improve student achievement; and
- **Huntsville Hospital Foundation**, supporting families through the Child Passenger Safety Program with up-to-date car seats that are properly installed.

Driving Possibilities is a national STEM (Science, Technology, Engineering, Math) education initiative that brings together community, education leaders, local and national nonprofits, and industry partners.

“Toyota’s investment in Huntsville was a defining moment for our community,” said **Huntsville Mayor Tommy Battle**. “As one of the first global manufacturers to establish a major presence here, Toyota helped demonstrate that Huntsville could compete on the world stage for advanced manufacturing and innovation. Their success paved the way for other industry leaders to follow. Today, Toyota Alabama stands as a cornerstone of our economy, providing high-quality jobs, producing world-class products and giving back generously to the community. We congratulate Toyota Alabama on this remarkable milestone and look forward to many more

years of partnership and success.”

**NEWS RELEASE ADDENDUM**

*Quotes available for media use:*

***Madison Mayor Ranae Bartlett***

*“Congratulations to Toyota Alabama on 25 remarkable years in our community. What began in 2001 with a \$220 million investment and a bold vision for advanced manufacturing has grown into a cornerstone of our regional economy. Toyota’s impact reaches far beyond the plant floor. Team members have shown, time and again, that corporate success and community stewardship go hand in hand, giving countless volunteer hours and resources to make life better across North Alabama. We are proud to celebrate this milestone and to proclaim June 11, 2026, as Toyota Alabama Day.”*

***Chip Cherry, Huntsville/Madison County Chamber President/CEO***

*“We are honored to have Toyota Alabama as one the premier members of our business community. Toyota Alabama is the gold standard for community engagement. We are proud that one third of Toyotas on the road in the U.S. have an engine made in Huntsville. The Toyota Alabama team has worked to help make our region stronger through their engagement in civic and educational endeavors. We look forward to working with Toyota Alabama for many years to come!”*