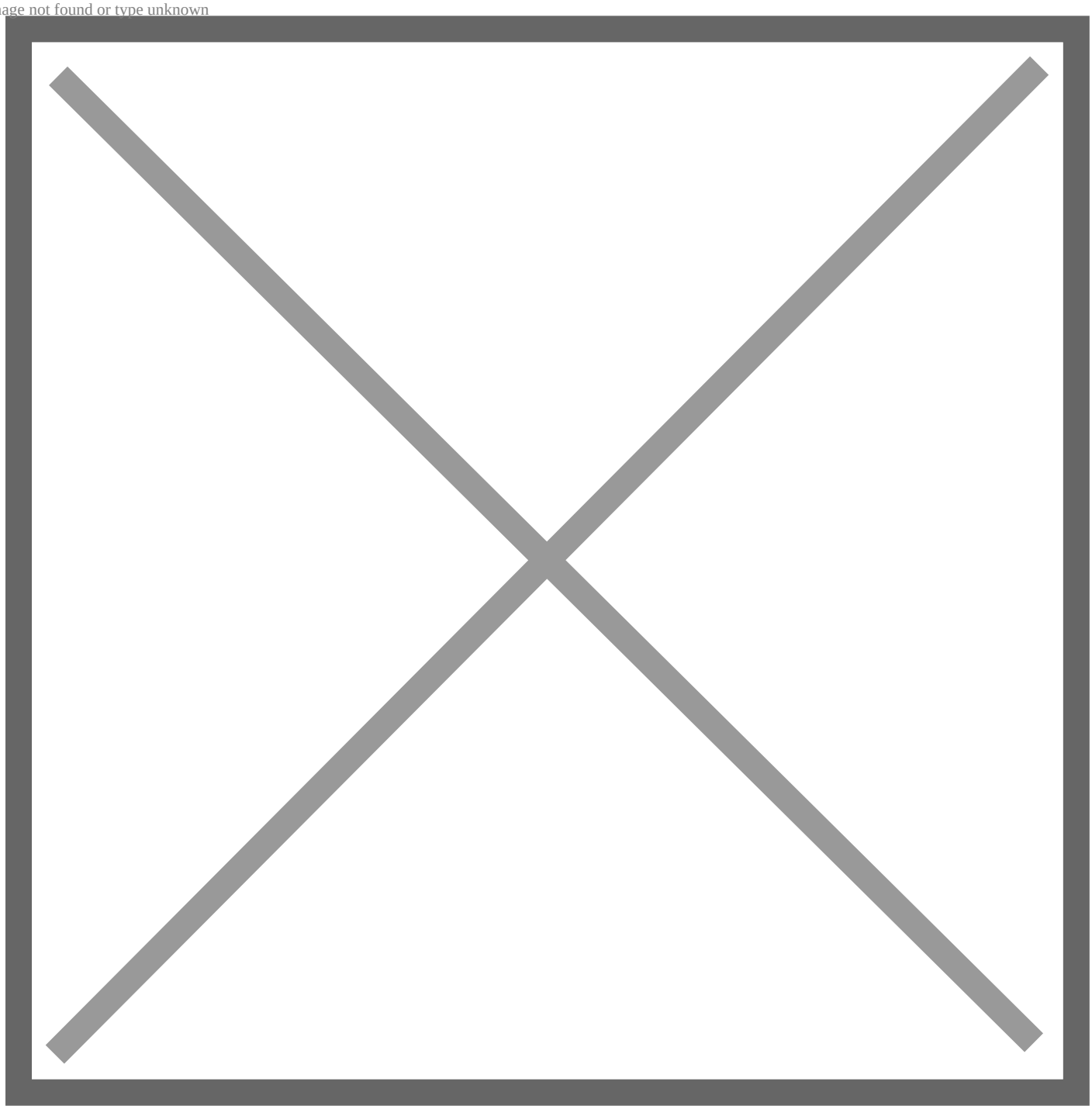
Moving the Metal

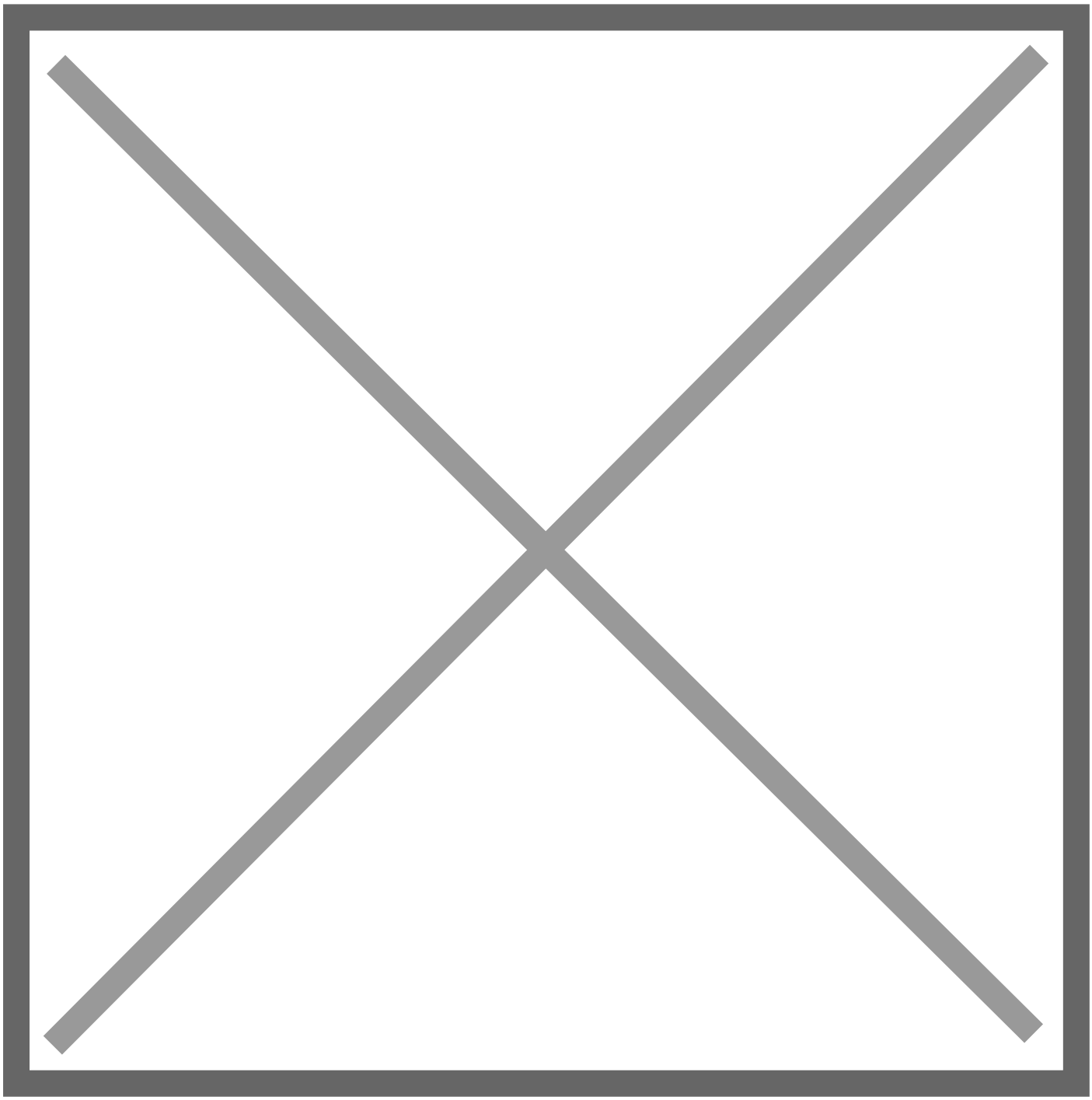
September 19, 2017

Toyota learned the importance of “mobile” advertising early in its American Journey. One of the company’s first product campaigns – for the Toyopet Crown – involved advertisements on more than 250 Southern California buses.

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The company also took the more traditional route of print advertising for its vehicle.



Did it pay off? Toyota moved 287 units of the four-door sedan in 1958 and tripled the number of passenger cars it sold in 1959. Crown sales, no sales crown.

But the vehicle was not ideal for the American market, so the company focused on Land Cruiser.

And a few years later, when it was ready to introduce a car more suitable for the market…the Corona.

