

Toyota Helps Give Military Kids Their First Sets of Wheels During Fleet Week New York Bike Assembly

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NEW YORK, May 26, 2017 – As Toyota expands its role from a traditional car company to a mobility company, it looks beyond the automotive space to address the needs of all people, including the brave members of the Armed Forces and their families.

This week, Toyota joined forces with fellow volunteers and members of the Navy, Marine Corps and Coast Guard for the tenth annual Operation That's My Ride, a USO-sponsored event that helps provide bicycles and tricycles to the children of service members. Operation That's My Ride is one of numerous Fleet Week events hosted by the USO to ensure sacrifices made by military children are not forgotten.

A team of Toyota volunteers gathered at the USS Kearsarge, a Wasp-class amphibious assault ship docked at the Manhattan Cruise Terminal on the Hudson River, to assemble bikes alongside service members. Together, with about 200 other volunteers, the team spent three hours assembling several hundred bikes for boys and girls aged two to eight. The bikes will be delivered to military families across the country with a helmet and safety equipment.

Now in its 29th year, Fleet Week New York is a weeklong celebration of the sea services. It is an unparalleled opportunity for the citizens of New York and the surrounding tri-state area to meet sailors, Marines and coast guardsmen, and to witness firsthand the latest capabilities of today's maritime services. Nearly 5,000 service members are expected to participate this year.