

# The Book of Names: A Toyota Love Story

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Torrance, Calif., Feb. 2, 2017 – Love may come in many forms, but for Hispanic Toyota owners, it’s definitely in the shape of their cars. From “Piñata” and “Gorilla” to “Magic Bus” and “Rocker,” guests have bestowed many imaginative names upon their vehicles to illustrate their special bond.

Now entering its 12<sup>th</sup> consecutive year as the best-selling automotive brand among U.S. Hispanics, Toyota is paying tribute to these inspirational guests through *The Book of Names* – a limited-edition, hardcover illustrated publication.

Unveiled last night during a star-studded red carpet event in Los Angeles, Calif., *The Book of Names* contains thousands of monikers that have been shared by Toyota owners with the brand during its *Más Que Un Auto* (More Than A Car) loyalty campaign. It also features charming stories and fun facts behind some of the most popular vehicle names.

The LIVE book reveal featured in-person readings by actress Rosario Dawson, TV hosts and actresses Chiquinquirá Delgado and Ximena Córdoba and People en Español's editor-in-chief Armando Correa, as well as special performances by GRAMMY-award winning band La Santa Cecilia and top U.S. disc jockey, Alex Sensation.

“*Más Que Un Auto* provided a unique way to recognize the car-love connections that exist for our guests,” said Mia Phillips, national manager of Brand, Multicultural & Crossline Marketing Strategy for Toyota. “It has been an amazing journey, with so many people sharing clever and touching stories with us. *The Book of Names* represents an enduring tribute to the loyalty and spirit of Hispanic owners and Toyota's genuine appreciation for them.”

Guests can access an iBook version of *The Book of Names* online at [www.masqueunauto.com](http://www.masqueunauto.com). In addition to viewing the content, guests may order their own personalized badge and add their unique car-naming story and photo. Guests will then receive a link with their story to share with family and friends. Some of the best stories will be added to the iBook as it continues to recognize the extraordinary spirit of owners. The limited hardcover publication will be available for purchase on [www.toyotaoutfitters.com](http://www.toyotaoutfitters.com) while supplies last.

Toyota launched *Más Que Un Auto* in 2014 to celebrate 10 straight years as the #1 automotive brand among Hispanics. The campaign empowered owners to name their cars and receive a custom badge to affix on their vehicles. Since then, approximately 150,000 badges have been ordered nationwide. The campaign has resulted in the most user-generated social and online content in Toyota's history.

*The Book of Names* and *Más Que Un Auto* were developed in collaboration with Conill, Toyota's Hispanic marketing partner. “This has been an incredible story of love since the beginning,” said Conill Chief Creative Officer Diego Yurkievich. “What began as a sincere form of recognition has transformed into a collective movement fueled by the passion of Toyota owners. This campaign far exceeded all expectations and is a source of ongoing inspiration.”