

Toyota Ramps Up Truck Production

September 14, 2016



PLANO, Texas (Sept. 14, 2016) – Toyota announced it will increase Tacoma’s production by more than 60,000 trucks annually at its Baja California, Mexico facility in 2018. The increased volume will add approximately 400 jobs and inject about \$150 million in new investment. Since November 2011, Toyota has announced expansions to its North American operations, resulting in over 7,000 new jobs and a total of about \$3.7 billion in additional investments.

Current production for Toyota Motor Manufacturing de Baja California (TMMBC) is over 100,000 Tacomas and truck beds per year. This change will allow TMMBC to produce approximately 160,000 units in late 2017 / early 2018 – running three crews, three shifts per day. TMMBC currently employs over 1,100 team members.

“Demand for trucks has grown exponentially,” said Jim Lentz, Toyota Motor North America CEO. “By leveraging our manufacturing facilities’ availability and expertise; we can be nimbler and better adjust to market needs in a just-in-time manner. We appreciate the efforts of our team members in San Antonio and Baja California plants who continue to deliver not only more volume for our dealers and customers, but the highest quality trucks day in and day out.”

TMMBC's expansion will benefit Toyota customers and dealers by helping meet the truck market's growing demand. It will also positively impact Toyota's supplier partners with the additional volume.