

MORE THAN JUST A CAR? More than 150K Owners Think So

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Torrance, Calif. — May 4, 2016 – It's a bond thicker than motor oil...the love owners have for their cars. And Toyota wants to help them express it.

Starting today, Toyota owners can once again demonstrate affection for their Toyota vehicles through *Más Que Un Auto* (More Than A Car). The campaign lets them celebrate their car-love connection by ordering a personalized badge and sharing the story behind their car's nickname. The most interesting stories will be featured in a collector's item book later this year, becoming part of the brand's history.

Customers can order their customized name badge at www.masqueunauto.com. The 3-D engraved nameplates arrive via mail at no cost. Quantities are limited and the campaign will continue while supplies last.

"*Más Que Un Auto* has had a profound effect on the culture of auto ownership. Automobiles are more than a way to get people around, they are ingrained in the fabric of their lives," said Jack Hollis, group vice president, marketing at Toyota Motor Sales, U.S.A., Inc. "Latinos have shown time and again their loyalty for the Toyota brand, and we want to help them immortalize their vehicles and thank them for welcoming us into their families."

Entering the 12th consecutive year as the #1 automotive brand among Hispanics, Toyota continues to recognize Latinos' loyalty to the brand and their cars. Toyota launched *Más Que Un Auto* in 2014 and since then, approximately 150,000 badges have been ordered nationwide. During its initial launch, *Más Que Un Auto* resulted in the most user-generated content online and through social channels, for both Hispanic and non-Hispanic, in the brand's history.