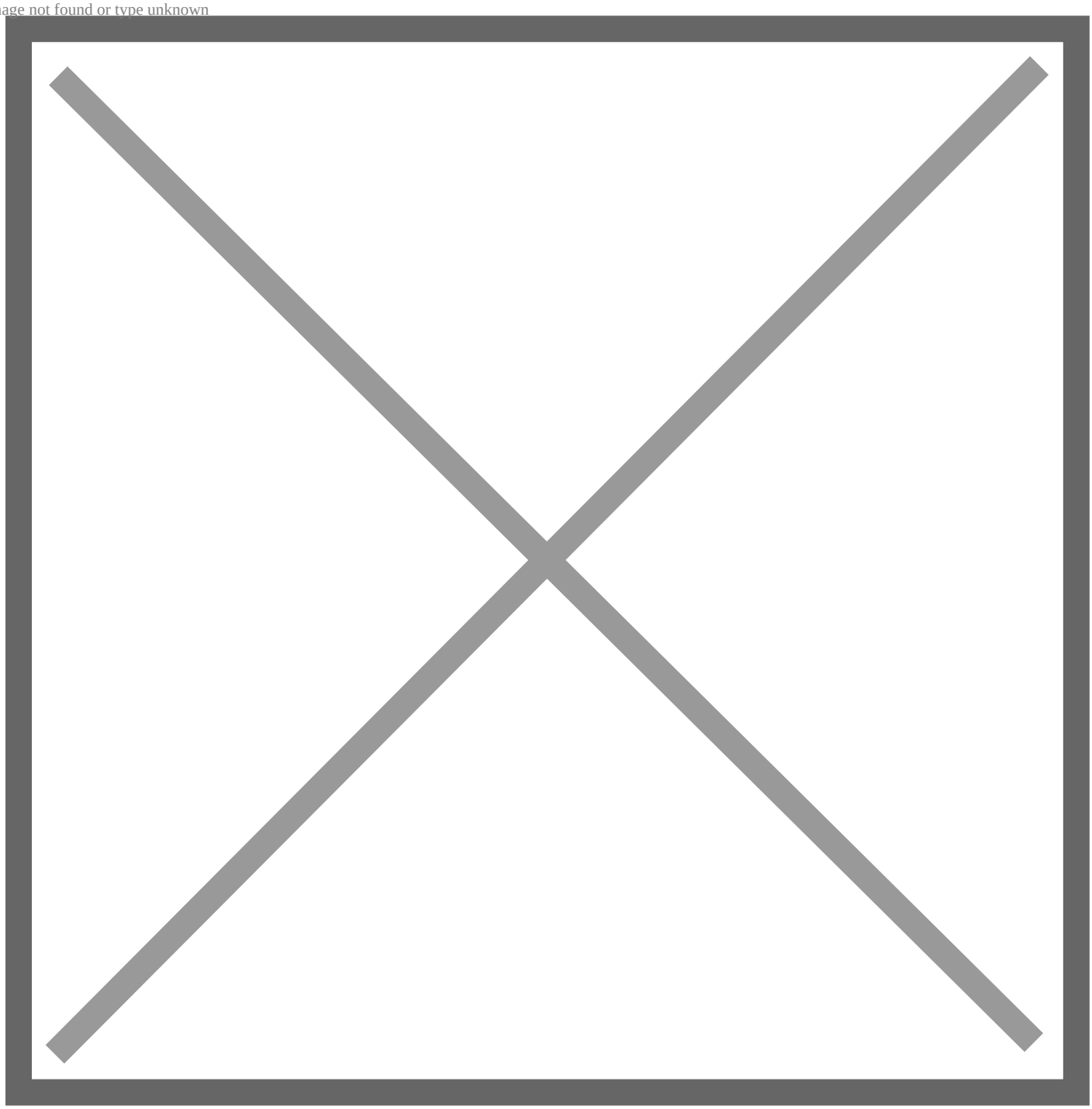
Toyota Tackles the Last Frontier with Ever-Better Expedition

November 16, 2015

Image not found or type unknown



TORRANCE, Calif., Nov. 16, 2015 – Longer nights, colder temperatures and icier terrain won't deter the Toyota team as they take on winter weather with the Ever-Better Expedition winter leg. A group of 28 international Toyota team members will depart from Anchorage on Nov. 18 on a 4,488-mile journey through Alaska and Canada to conclude the 110-day North American leg of the company's global initiative. Nearly 50 team members will participate during the month on the road.

Inspired by Toyota President Akio Toyoda, the five-continent journey began in Australia and will continue after North America to unite Toyota's 330,000 worldwide team members in the company's mission to create ever-better vehicles. The unique driving experiences in all types of global terrains help Toyota team members understand vehicle performance, connect with customers and gather new insights on the current vehicle line. During the summer portion of the North American tour, engineers covered 13,848 miles beginning at the new Toyota North American headquarter in Plano, Texas, to the busy New York City streets, to Pike's Peak in Colorado and California's Death Valley.

Highlighting the expedition of the summer, Toyota released a short video today.

"Alaska's famously remote terrain will expose our Ever-Better Expedition team to new challenges and help inspire further innovation," said Steve Appelbaum, national engagement marketing manager, Toyota Motor Sales, U.S.A. "By learning from our customers, their landscapes and the roads, Toyota will continue to deliver vehicles that serve our drivers better."

While in Alaska and Canada, the team will visit Fairbanks, Coldfoot and Toyota Motor Manufacturing Canada Inc., which builds the Toyota Corolla, RAV4, Lexus RX 350 and RX 450h vehicles.

Along for the journey will be the Toyota Ultimate Utility Vehicle (UUV) – a custom-made Sienna body retrofitted on top of a Tacoma truck that was built for display at this year's Specialty Equipment Market Association (SEMA) conference. A Land Cruiser 200 will continue its role as the only vehicle that will travel to all of the continents included in the global tour.

To follow the Expedition's journey through the end of the year, visit www.ToyotaEverBetter.com.