

Toyota Returns as Presenting Sponsor of LULAC's 86th Annual Convention in Salt Lake City

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NEW YORK, July 6, 2015 – Toyota has announced the company’s return as presenting sponsor of the 86th Annual Convention of the League of United Latin American Citizens (LULAC), to be held in Salt Lake City from July 7 to 11. Toyota’s presence will be highlighted by the *Teen Drive365* virtual reality simulator designed to help teens and parents become safer drivers; and child seat safety education from *Buckle Up for Life/Abróchate a la Vida* and Cincinnati Children’s Hospital. Besides an interactive photo booth and displays of its vehicles, Toyota will conduct daily drawings for Apple Watches and child car seats.

Toyota, the leading automotive brand in the Hispanic market for the last 10 years, has enjoyed a strong and longstanding relationship with LULAC. Based in San Antonio, Texas, LULAC works through its 1,000 local councils to advance education, alleviate poverty, and improve the health and civil rights of Hispanic Americans. LULAC’s National Convention will convene over 15,000 participants including key influencers and thought leaders from the ranks of government, business, philanthropy and the Hispanic community.

“We are excited to partner again with LULAC on this year’s conference, which promises to be particularly relevant to the Hispanic American experience,” commented Luis Rosero, Director of the Hispanic Business Strategy Group at Toyota. “New ideas and important policy discussions are hallmarks of this convention. As national presidential elections ramp up, these conversations will be of great value to civic leaders and the community at large.”

“LULAC values our partnership with Toyota, and we are grateful for their sponsorship at this year’s 86th LULAC Annual Convention in Salt Lake City,” said Brent A. Wilkes, LULAC national executive director. “By working together, we can provide greater resources for the Latino community.”

Toyota invites the community in the Salt Lake City area to stop by the LULAC Expo at the Salt Palace Convention Center to participate in the new Toyota *TeenDrive365* simulator with Oculus Rift virtual reality technology, which mirrors real life behind the wheel of a stationary Toyota Corolla and educates the public about the dangers of distracted driving.

At the Feria de la Salud section of LULAC Expo, Toyota and Cincinnati Children’s Hospital, a national leader in pediatric and adolescent medicine, will offer child passenger safety demonstrations to help parents understand how to choose car seats and install them properly.

“Children are our future and we need to keep them safe. Toyota is helping us change the statistics in our favor,” said Gloria Del Castillo, Senior Specialist for Community Engagement, Cincinnati Children’s Hospital Medical Center. The hospital’s *Buckle Up for Life/Abróchate a la Vida* program has educated more than 17,000 people in the last 10 years; and Toyota has provided funding for 40,000 car seats for families in need.

“We are extremely grateful for all of those in the Hispanic community who continually make Toyota vehicles their number one choice.” added Rosero.