500,000th Corolla Speeds Off the Line at Toyota Mississippi

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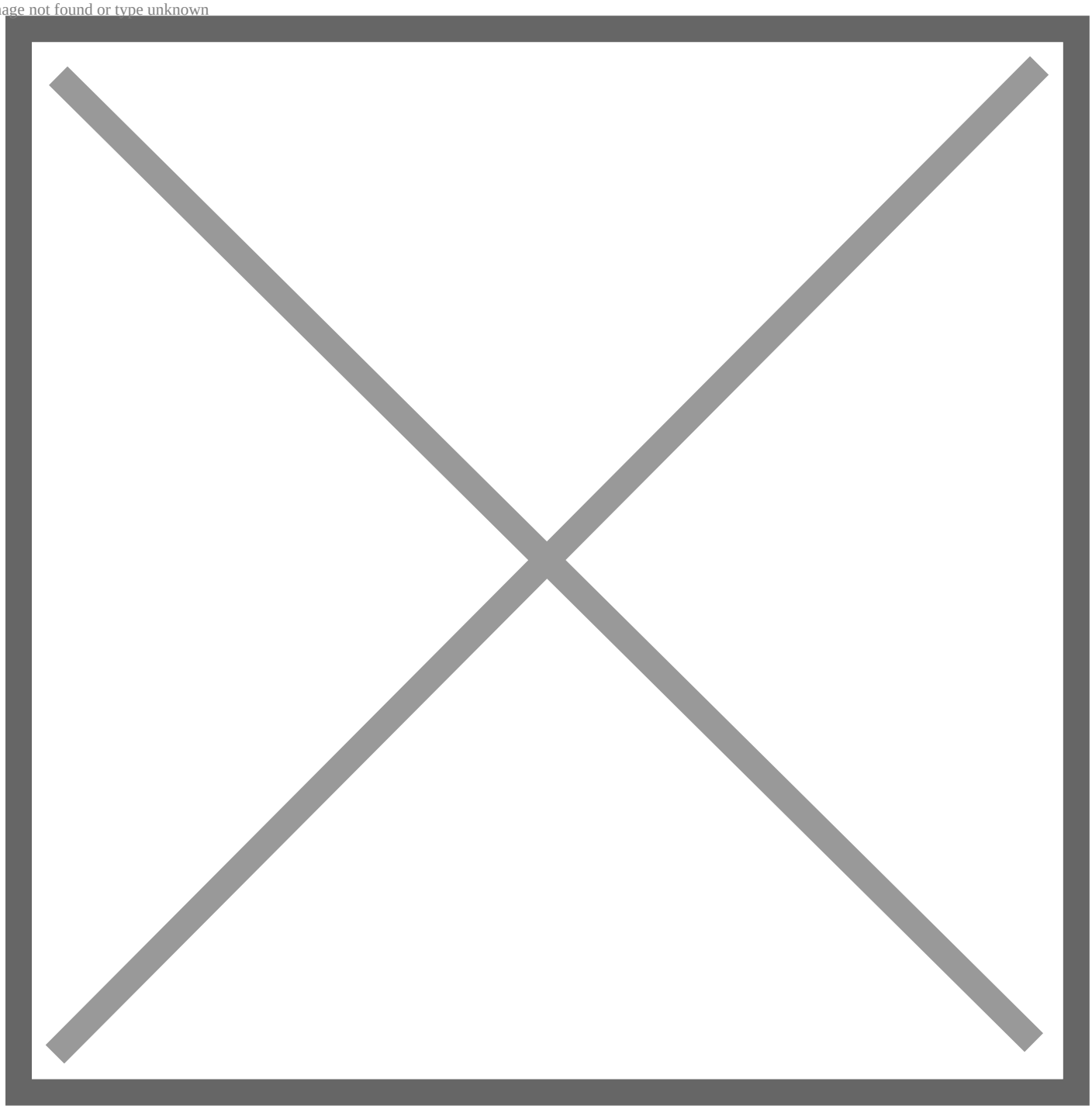

BLUE SPRINGS, MISS. (Feb. 12, 2015) – Toyota Mississippi is celebrating the 500,000th Corolla coming off the line at the Blue Springs, Miss., production facility. The production accomplishment was achieved faster than any other Toyota plant in the U.S. – a testament to the 2,000 hardworking team members who have answered increasing consumer demand since the plant opened in 2011.

"The 500,000th Corolla vehicle is a milestone we're excited to be celebrating," said Fred Volf, Toyota Mississippi, vice president of manufacturing. "We are proud to produce the Corolla, and it wouldn't have been accomplished without the 2,000 dedicated team members who support this operation."

The milestone is one more to add to the long list of achievements for Toyota Mississippi and the Corolla. Toyota has sold more than 10 million Corollas in the U.S. and 40 million worldwide since the vehicle debuted here in 1968. The success of Corolla contributes to Toyota's accomplished domestic manufacturing footprint and represents Toyota's commitment to producing vehicles where they are sold. Since 1986, more than 21 million Toyota vehicles have rolled off the line in the U.S. and including dealers and suppliers, Toyota has generated 365,000 U.S. jobs.

Toyota's local presence is felt by those in Northeast Mississippi through substantial economic investment, employment, philanthropic efforts and environmental responsibility.

- Toyota and its Mississippi-based suppliers have created nearly 3,700 jobs and invested more than $1.26 billion in the state's economy.
- Toyota Mississippi has partnered with more than 15 parts and materials suppliers in Mississippi.
- To date, Toyota has donated more than $700 million to non-profits across the U.S. In Mississippi, Toyota has contributed more than $2 million to organizations, including:
    - Boys & Girls Clubs of Northeast Mississippi; Catch Kids, Inc.; Habitat for Humanity; Mississippi BEST Robotics; NAACP; Regional Rehabilitation Center; The Family Resource Center of Northeast Mississippi and Tree of Life Clinic.
- Chosen by Toyota Motor Corporation in 2008 to be a model sustainable plant, Toyota Mississippi focuses on four key environmental areas: performance, biodiversity, renewable energy and education.
- Eight of Toyota's U.S. plants have achieved zero-landfill targets and Toyota Mississippi is working to become a zero-landfill facility.

In 2014, Toyota Mississippi produced nearly 180,000 Corollas. Toyota Motor Sales (TMS) expects Corolla's popularity to stay strong with its new contemporary style, value, premium interior and upgrades; and will once again compete for top-selling model in the segment.

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