

# Toyota and Scion 'Presente' at Hispanicize 2015

February 26, 2015

Image not found or type unknown



MIAMI, Feb. 26, 2015 — Toyota and Scion will be present at Hispanicize 2015 when the company returns as the official automotive and transportation sponsor of the annual conference, March 16 to 20 in Miami. This will be the second consecutive year at Hispanicize for the world's leading automotive manufacturer, whose powerful

brand presence at the 2014 conference was highlighted by vehicle displays, iPad giveaways, social media contests, ride-and-drive experiences and an autograph session with Toyota NASCAR drivers.

Patricia Salas Pineda, group vice president of the Hispanic Business Strategy Group of Toyota North America, affirmed the success of last year's participation and the affinity of Hispanicize attendees with the Toyota brand. "Toyota and Scion's engagement with Latino bloggers, journalists, marketers, filmmakers and entertainment professionals is an extension of our decades-long relationship with the Hispanic market overall," Pineda said. "It is brand loyalty we value greatly and look to strengthen with new generations of consumers and influencers at the cutting edge of digital communication."

At the helm of the Hispanic Business Strategy Group at Toyota, Pineda is tasked with helping to maintain Toyota's leadership position among Latinos and ensuring that the Hispanic perspective is fully integrated into growth strategies for all of its brands: Toyota, Lexus and Scion.

"Participating in marquee events such as this provides our company access to Latino influencers who are shaping the digital landscape, and we're proud to be a partner again.

Toyota has been marketing to and engaging with the Latino community for more than 20 years, and Hispanicize offers a unique opportunity to draw from that multi-decade commitment," Pineda added.

Doug Murtha, Scion group vice president stated, "Hispanicize is a great opportunity for Scion to reach the opinion shapers of a key market for us. We look forward to sharing our Scion products and Scion experience in this creative environment. "

Now in its sixth year, Hispanicize 2015 Week ([www.HispanicizeEvent.com](http://www.HispanicizeEvent.com)) (#Hispz15) is the iconic, largest annual event for Latino trendsetters and newsmakers in journalism, blogging, marketing, entertainment and tech entrepreneurship. To join the conversation follow us @ToyotaLatino, @Scion and use #vayamosjuntos.

Hispanicize 2015 is expected to gather more than 2,100 of the nation's most influential Latino professionals and is a launch pad for creative endeavors, new products, technologies, marketing campaigns, films, books and more targeting Latinos in the U.S. and Puerto Rico.

The sixth anniversary edition of Hispanicize will again highlight the presence of Toyota and Scion through vehicle driving experiences, panel discussions, and social events.

"Toyota is the frontrunner and market leader in the Hispanic community and it is reflected in the fact that Latinos trust and support Toyota by making it their preferred brand," said Manny Ruiz, founder and creative director of Hispanicize. "Having the eighth largest company in the world partner with Hispanicize again makes us proud that we have arrived at the right mix of engagement for brands, influencers and consumers."