

# Toyota Celebrates Milestone as No. 1 Automotive Brand in Hispanic Market for 10 Years

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TORRANCE, Calif. (March 18, 2015) – Loyal Latino Toyota owners in Los Angeles were ecstatic when the world’s largest automaker sponsored a special private show with Grammy Award-winning artist Ricky Martin, who performed his greatest hits and music from his new album, *A Quien Quiera Escuchar*.

Toyota has been the No. 1 automotive brand in the Hispanic market for a decade. To demonstrate its appreciation of that loyalty, the automaker showcased owners as its special guests. Ricky Martin showcased his spectacular talent, performing to a full-capacity crowd at Nokia Theatre L.A. LIVE.

“We wanted to thank them for making Toyota their favorite brand for the past 10 years. We couldn’t have found a more fitting partner than Ricky Martin who also understands the power of Latino loyalty,” commented Jack Hollis, group vice president of Toyota Division marketing at Toyota Motor Sales, U.S.A., Inc.

Through the years, Toyota has understood the importance of the Latino community and created culturally relevant and in-language campaigns that engaged them through everyday life experiences. Most notably, Toyota launched a recent campaign called “More Than a Car” or “Más Que Un Auto,” a program that

acknowledges the role vehicles play in the everyday lives of Latino consumers.

The campaign recognizes that drivers see their cars as members of their families and give their vehicles nicknames. For instance, customers can order customized nameplates through the website [www.masqueunauto.com](http://www.masqueunauto.com) to be mailed to them at no cost. Tens of thousands of people have ordered the 3-D-printed nameplates, which allow them to demonstrate their love for their trusted companion and immortalize its place in the family.

“In creating the campaign, our challenge was to find an idea that could truly express the love between the Latino consumer and the brand. For them, their Toyotas are almost members of their families. Once the team uncovered this insight, the execution took shape quickly,” said Javier Campopiano, Chief Creative Officer at Conill, Toyota’s Hispanic marketing partner. “Today, engagement continues, owners are sharing their stories through Toyota Latino social channels and this campaign – developed to thank Latino owners for their support – celebrates the long-standing relationship between Toyota and the Latino community.”