

Hey Mr. DJ! Toyota Manufacturing Lets the Beat Drop

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NEW YORK (March 31, 2015) – The backbeat kicks in. Momentum builds. The star of the show takes center stage. It’s the opening number of one of the world’s best-selling acts, but not quite who you’d think. It’s the 2015 Toyota Corolla rolling off the production line in its own “Gifony” remix. And the DJ is you.

Launching today, Toyota *Gifony* (www.Gifony.com) gives users an unprecedented back stage pass to an incredible world of high technology, people-powered machines and music to let you see how your car goes from a coil of steel to what’s parked in your driveway.

From gigantic robots referred to as “Godzillas” to cars diving into electromagnetic baths, *Gifony* features 45 gifs of the amazing sights and sounds of a Toyota production line. Users can create songs by selecting their favorite gifs and corresponding sounds, such as doors being drilled into place (the bass), sheets of steel being stamped into parts (the drums) or team member collabos (lyrics). Hit ‘Play My Gifony’ and your gifs are mixed into a track that can be downloaded and shared online.

“We wanted to give people a rare glimpse at the story behind how their favorite Toyota cars are made,” said Marjorie Schussel, corporate marketing director at Toyota. “*Gifony* allows users to experience the thrill of stepping into one of our 10 U.S. manufacturing plants for the first time and entering an exhilarating world of sounds, energy and activity.”

To help spread the word, Toyota has partnered with popular internet DJ [SoNevable](#) to produce his own Gifony, which will be featured on his [YouTube page](#) and will be promoted across his social media channels.

Gifony was created in collaboration with Toyota’s advertising agency 360i, along with sound engineers from Search Party. All visuals and sounds were recorded during the assembly process at Toyota’s manufacturing plants in Blue Springs, Mississippi and Georgetown, Kentucky.

To learn more about Toyota *Gifony* and create your own remix, go to www.Gifony.com.