

CHCI Goes Green with Toyota During Hispanic Heritage Month

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Washington D.C. (Oct. 2, 2014) – The 2014 Toyota Highlander Hybrid will serve as the official vehicle of the Congressional Hispanic Caucus Institute (CHCI) as it welcomes Toyota once again as a sponsor. Commemorating Hispanic Heritage Month, CHCI’s Public Policy Conference is themed “Building Our Future, Together” to reflect the growing strength of the Latino community and its impact on the success of America, including the environment. With the goal of raising awareness of the importance of reducing carbon emissions, Toyota is presenting a Highlander Hybrid to CHCI President and CEO Esther Aguilera for the organization to use to carry out its mission.

“Toyota’s long-term support, including \$4 million for CHCI’s young leaders program, has educated, empowered, and connected, talented Latinos to brighter futures,” commented Aguilera. “And now, with the generous gift of a 2014 Highlander Hybrid, CHCI will be able to go accomplish its work with a more positive impact on our environment.”

“At Toyota, we have been long-standing partners and supporters of CHCI in their mission to develop the next generation of Latino leaders through education and leadership development in the form of scholarships, internships, and sponsorships,” said Patricia Salas Pineda, group vice president of the Hispanic Business Strategy Group at Toyota. “This year we are particularly pleased to add to our support the opportunity to experience Toyota’s hybrid technology and provide environmental leadership by example.”

As an industry leader in hybrid technology, Toyota strives to inform Latino consumers about how this advanced engine system reduces carbon emissions while creating fuel efficiencies. As part of this initiative, Toyota provides a one-year lease to a Toyota vehicle to CEO’s and the staffs of Hispanic grassroots organizations.

“Toyota is proud to partner with CHCI and provide the organization a 2014 Toyota Highlander Hybrid for its use to propel CHCI’s work across the region more effectively and with a smaller environmental footprint than ever before,” Pineda added.

Since it was first introduced eight years ago, Highlander Hybrid owners have saved an estimated 1,511,075.28 tons of carbon dioxide emissions and approximately enough fuel to drive around the earth 316,622 times.

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