

# Toyota Celebrates Its Hispanic Familia

October 10, 2014



TORRANCE, CALIF. (Oct. 10, 2014) – Family sticks together, and Latinos have consistently chosen Toyota to be part of their family. To celebrate this bond and give back to loyal customers, Toyota launched the “More Than a Car” or “Más Que Un Auto” gratitude campaign, a program that pays tribute to vehicles’ role in the everyday lives of Toyota’s Hispanic consumers.

The “More Than A Car” program recognizes that Toyota drivers see their cars as members of their families and nothing says you’re family like your own family nickname. Drivers can personalize their vehicles with physical car name badges. The raised, 3D-printed badges give fans the chance to formalize the love – and place in the family – for their vehicles.

Fans can order their badges through [www.masqueunauto.com](http://www.masqueunauto.com), or in-person at the Supersonico music festival. Supersonico is the first-ever Hispanic indie music festival sponsored by Toyota in Los Angeles on Oct. 11. Fans will experience Toyota’s “More Than a Car” campaign for the first time live from the grounds. Those who aren’t at the festival can join the fun through the hashtag #MoreThanACar or #MásQueUnAuto. Toyota will engage with fans through its @ToyotaLatino channel.

“We thank the Hispanic community for making Toyota its favorite brand for 10 years, a milestone that reflects both their continuing loyalty and importance to us as a company,” said Jack Hollis, vice president of Toyota

Division marketing at Toyota Motor Sales, U.S.A., Inc. “Beginning with our presence at the Supersonico festival, then continuing this year with the ‘More Than a Car’ campaign, we’ll thank our loyal customers for welcoming us into their families.”

Supersonico attendees will be treated to a special live musical event before they enter the concert grounds. In the parking lot, Toyota will present a one-of-a-kind music experience and stunt while highlighting its park assist function on a moving mini-stage. Nearby, the bold, new 2015 Camry will be on display for fans to check out.

Once inside the event, Toyota-supported musical artist Ximena Sariñana and the groups Bomba Estéreo and La Santa Cecilia will help bring Supersonico to life. As a Toyota brand ambassador, Sariñana will interview bands, talk with fans and even name her own Prius vehicle with a badge. Members of Bomba Estéreo and La Santa Cecilia also will name Toyota vehicles on-site. Start thinking about what they might choose!