

Toyota's Hispanic Business Strategy Group and Partners Highlight #CamryBold During the 44th Annual International Miami Auto Show

November 10, 2014

More than 90 VIP guests, including many members of South Florida media, convened under a beautiful Miami night sky on Friday, November 7th, 2014 at the renowned New World Center in Miami Beach for a Camry "Bold"-themed Miami Auto Show event hosted by Toyota's Hispanic Business Strategy Group and its partners, including Southeast Toyota.

The event showcased the 2015 Camry SLE and a 2014 Camry hybrid. Guests were engaged by a product specialist upon arrival and learned about the vehicles' exciting Bold features. Guests also posed alongside the vehicles and posted photos to their social media accounts, tagging the posts: #CamryBold and #VayamosJuntos.

Patricia Salas Pineda, HBSG's Group Vice President, Toyota Motor North America, took the opportunity to reaffirm HBSG's commitment to the Hispanic community nationwide and highlighted the economic importance of the Hispanic market in South Florida. She also recognized many of the notable VIP guests in attendance, including a large delegation of the Southern Automotive Media Association and various prominent area Toyota dealers, among others.

"It's a great pleasure for us to host this reception and take part in the Miami Auto Show, where we've had the opportunity to highlight the 2015 Camry and talk to our wonderful guests and the media about all the great initiatives that the Hispanic Business Strategy Group is undertaking to keep Toyota as the number one automotive manufacturer of choice among Latinos for over a decade," said Ms. Pineda.

Toyota's *Más Que Un Auto* thank you campaign was also very visible, with guests creating and personalizing name badges to adhere to their vehicles.

By all accounts, the event was a fun-filled celebratory occasion that is likely to become a fixture of upcoming Miami Auto Shows.