

# Toyota Engages Hispanic Community Through Latino Newsroom

April 16, 2014

Image not found or type unknown



Torrance, Calif., April 16, 2014 – Building on its longstanding commitment to the Hispanic community, Toyota is increasing engagement even more with the launch of “[Latino News](#)” on the Toyota U.S.A. Newsroom.

The new section will offer Hispanic media and influencers:

- Information about culturally relevant programs and events
- Spanish-language releases about new Toyota products
- Direct access to Toyota’s Latino social media channels

Redesigned for 2014, the [Toyota USA Newsroom](#) also lets users peruse the latest news through virtually any mobile device, share content across social channels, check out historic vehicle images and specify news they want to receive as email alerts.

Toyota has marketed to and engaged the Latino community for more than 20 years; it’s also been the leading automotive brand for the Hispanic market since 2004, according to data from automotive research firm Polk.

*To read Toyota Latino news, go to <http://latinonews.pressroom.toyota.com/>.*