

Toyota Will Engage with Latino Trendsetters as Official Automotive Sponsor of Hispanicize 2014

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MIAMI (March 11, 2014) — Toyota, the world’s leading automotive manufacturer, is the official automotive and transportation sponsor of Hispanicize 2014, the largest annual event for Latino trendsetters, newsmakers and influencers, it was announced today. The conference will be held April 1-4, at the InterContinental Hotel in Miami.

Co-chaired by Patricia Salas Pineda, group vice president of the Hispanic Business Strategy Group of Toyota North America and Maria Hinojosa, anchor of weekly NPR show Latino USA, Hispanicize 2014 is expected to gather more than 1,500 of the nation’s most influential Latino professionals from the industries of blogging, journalism, technology, music, marketing, film and business.

Featuring U.S. Hispanic thought leaders, the fifth anniversary edition of Hispanicize will highlight Toyota's presence through vehicle experiences for its Toyota and Scion brands and a panel featuring senior Toyota executives on its innovative multicultural marketing strategies. Toyota has also played a key role in the organization of the event itself.

According to Pineda, “Participating in marquee events such as this provides our company access to Latino influencers who are shaping the digital landscape, and we’re proud to be a partner.” Pineda is tasked with helping to maintain Toyota’s leadership position among Latinos and ensuring that the Hispanic perspective is fully integrated into growth strategies for all of its brands: Toyota, Lexus and Scion.

“Serving as co-chair for Hispanicize is a continuation of Toyota’s commitment to further engage the Hispanic community. As Toyota has been marketing to and engaging with the Latino community for more than 20 years, Hispanicize offers a unique opportunity to draw from that multi-decade commitment,” Pineda added.

Since 2004, Toyota has been the leading automotive brand among the Hispanic market, according to data from automotive research firm Polk.

In recent years, Toyota has boosted its connection to the Hispanic community through social and digital media, especially the launch of @Toyotalatino and new partnerships with properties like Hispanicize 2014 (@Hispanicize).

“The key to this new relationship with Toyota is the word partnership. Toyota is a market leader in the Hispanic community and it is reflected in the fact that Latinos trust and support Toyota by purchasing their vehicles.” said Manny Ruiz, founder and creative director of Hispanicize. “Having the eighth largest company in the world partner with Hispanicize represents one of the most encouraging partnerships we’ve ever had and one that I look forward to seeing evolve in many fun and creative ways.”

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