

The All-New 2014 Toyota Corolla and AZIATIX Are Making Music Pop

October 23, 2013

TORRANCE, Calif. (Oct. 23, 2013) — In a marketplace where innovation is always in style, Toyota is firmly focused on anticipating and elevating consumer trends.

Consider its past collaborations. Toyota brought pop princess and digital avatar, Hatsune Miku, to life using cutting edge 3D projection technology in 2012. In 2013, Corolla partnered with HyunA, the Korean pop music starlet and member of girl group 4Minute, who had a special costarring role in PSY's hit song "Gangnam Style."

Now, Toyota Corolla is bringing fans the musical stylings of pop group AZIATIX.

"Over the past few years Toyota Corolla has integrated the latest in music and pop culture for our Asian American market. The all-new 2014 Corolla continues to deliver on that commitment through our partnership with AZIATIX," said David Chung, National Manager, Targeted Advertising and Strategy for Toyota. "With more dynamic exterior styling, a spacious interior and updated technology, the new model will take drivers for an exciting ride."

Developed in partnership with its Asian American advertising agency, interTrend Communications, the Toyota "Corolla-Ready" campaign targets the Asian American market. AZIATIX created an original track, "Baby Let's Go," featured in the primary broadcast spot of the campaign, which launches next week. Evoking the exciting, energetic and confident brand direction of Toyota's tagline "Let's Go Places," the track builds on the momentum of physically going places and taking off on an adventure.

As part of the campaign, Corolla is bringing AZIATIX to Los Angeles for an exclusive concert. Consumers can register for a chance to win prizes, which will include admission to the concert or an all-expense paid trip for two and a VIP backstage pass to meet AZIATIX. More details at can be found at <http://www.toyota.com/corollaready>.

Radically different than previous models, the 11th generation Corolla makes an immediate visual impact that challenges preconceptions about the vehicle. Its technology has been dramatically upgraded as well, including standard LED headlamps, Bluetooth audio and available Smart Key System with push-button start.

Forty million people worldwide have bought a Corolla, more than any other car in history. Based on Polk U.S. Vehicles In Operation registration statistics, over 80 percent of all Corollas sold in the last 20 years are still on the road.