

Toyota Baja California Celebrates 10 Years of Manufacturing Excellence

December 02, 2013

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Baja Calif., Mexico (Dec. 2, 2013) – Commemorating 10 years since breaking ground Toyota Motor Manufacturing, Baja California (TMMBC) donated \$10,000 (USD) today to the Boys and Girls Club of Tecate and three Toyota trucks to local nonprofit partners, including:

- Cruz Roja Mexicana (Red Cross), Tijuana
- Dirección de Bomberos (Fire Brigade), Tijuana
- Desarrollo Integral de La Familia (Children’s Foundation), Tecate

Team members, suppliers and special guests at the Tijuana home of the Toyota Tacoma midsize pickup truck celebrated with their local community. Tacoma has been named one of the best cars for the money for outstanding quality and good value by US News & World Report.

“The dedication of our Mexico team has contributed to the facility’s manufacturing excellence,” said Osamu “Simon” Nagata, president of Toyota Motor Engineering & Manufacturing North America, Inc. “Their efforts strengthen our vision of building great trucks, while contributing to the local community and supporting economic development in the region.”

Toyota Motor Manufacturing de Baja California (TMMBC) represents over \$180 million (USD) with capacity to build 57,000 Tacomas and 200,000 truck beds per year. Last October, Toyota announced it would increase TMMBC’s capacity to 63,000 annually starting mid-2014. This increase will create more than 50 jobs bringing total TMMBC employment to 1,180.

“Demand for trucks is strong and TMMBC’s product is making a unique contribution to Toyota’s competitiveness,” said Joe DaRosa, TMMBC president. “Thanks in part to team members’ spirit and can-do attitude we are well positioned to meet next year’s capacity increase.”

TMMBC Milestones:

Date	Milestone
2002	Toyota Baja California site announcement
2003	Groundbreaking ceremony
2004	Capacity increase: 30,000 trucks, 180,000 Tacoma decks
2005	Line off ceremony
2006	Capacity increase: 50,000 trucks, 200,000 Tacoma decks
2010	1 millionth unit production (includes trucks and truck beds)
2013	Capacity increase: 57,000 trucks
2014	Capacity increase: 63,000 trucks

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