

# Toyota Celebrates Latino Business Success at 2013 National Council of La Raza Annual Conference

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**NEW ORLEANS (July 24, 2013)** –Toyota built on its long-term commitment to the U.S. Hispanic community at the 2013 National Council of La Raza (NCLR) Annual Conference in New Orleans this past weekend by celebrating Latina entrepreneurs and giving away a 2014 RAV4 to a deserving attendee.

As the No. 1 car brand among Hispanics, Toyota sponsored the gathering for the 14th year, reinforcing its commitment to education, empowerment and giving back to the communities in which it operates.

In a speech at the conference's popular Latinas Brunch, Toyota Motor Sales, U.S.A., Inc. Senior Vice President of Automotive Operations Bob Carter showcased the company's long-standing relationship with Latino customers, employees and suppliers. He recognized [Rosa Santana](#), an outstanding Latina entrepreneur, who despite her humble beginnings now runs a [successful human resources business](#) with clients in the U.S. and Mexico. She is now a major supplier for Toyota thanks to the company's "[Opportunity Exchange](#)" program.

"The Hispanic community has a steadfast friend in Toyota," said Carter. "We know that we can't be successful in this country unless we partner with Latinos and Latinas like Rosa Santana." Carter added that Toyota spends more than \$1 billion each year with minority and women-owned businesses, one of only 18 companies to reach that level. He continued, "Latinos buy more Toyotas than any other automotive brand – a ranking we have enjoyed since 2004. Believe me; Toyota does not take your loyalty for granted. We thank you and value your continued support of our company."

Toyota showed its appreciation of Hispanic consumer brand loyalty by giving away a 2014 RAV4 to a lucky contest winner who best answered the question, "Where would you go in the new RAV4 and why?" Amparo Nuñez of Tampa was selected from approximately 600 entries based on her answer stating that she would use the car to transport migrant workers in her remote farming community to the city to seek medical care. Carter presented the vehicle with the keys during the Latinas Brunch.

Rounding out Toyota's presence at the conference was a booth at the National Latino Family Expo. Grammy Award-winning international singing star [Jon Secada](#) met hundreds of fans and signed autographs. Visitors were able to see 2013 models of the Toyota Tundra, Camry and Prius, and get a sneak peek at the 2014 Corolla. The company also promoted its [Buckle Up For Life](#) program. The national, community-based injury prevention initiative, developed with Cincinnati Children's Hospital Medical Center, was created to address the economic, cultural and, where appropriate, language barriers to motor vehicle safety. Toyota provided demonstrations on proper car seat installation and usage and raffled off more than 15 new child car seats.