It's No Illusion. Mississippi-Built Corolla Makes its Local Debut

September 07, 2013

TUPELO, Miss. (September 7, 2013) – What's 47 years old, stunning, and turning heads in Tupelo today?

In front of an estimated crowd of nearly 9,000 people at the BancorpSouth Arena this afternoon the all-new, next generation 2014 Corolla officially made its Mississippi debut at its line off ceremony, featuring an illusionist, aerialists, fire artists and other performers. Attendees included Toyota Mississippi team members and their families, suppliers and invited guests including Miss. Lt. Governor Tate Reeves and Congressman Alan Nunnelee.

The line off celebration was combined with the plant's Team Mississippi Appreciation Day.

"The Corolla is not built with one part. It is not built by one person. And it is not built by one company. It takes all of us, Toyota Mississippi and our strong supplier support, working together as one team, to produce high quality Corollas," said Masafumi Hamaguchi, president of Toyota Mississippi.

The all-new 2014 Corolla is assembled by 2,000 team members at Toyota Motor Manufacturing, Mississippi, Inc., located near Tupelo. Five "near-site" suppliers employ an additional 1,300 people.

The Corolla, now in its 11th generation, is the world's most popular compact sedan and last month sold its 40 millionth unit worldwide.

Immediately following the all-new Corolla's debut, guests were treated to Team Mississippi Appreciation Day outside of the arena. Rides, games, food, live music, karaoke, a magic show and other fun-filled activities took place.

The all-new 2014 Corolla arrived in dealer showrooms last week.