

Toyota Dream Car Art Contest Hosted by TFS in United States

February 01, 2013

TORRANCE, Calif., Feb. 1, 2013 – Toyota Financial Services (TFS) is hosting the U.S. segment of the worldwide Toyota Dream Car Art Contest, which is designed to inspire creativity in youth and encourage an interest in cars. Across the nation, youth, ages 4-15, are invited to create and submit a drawing of their idea of a “Dream Car” during Feb. 1-28, 2013. Full contest details, along with required entry forms and questionnaires, are available online at www.TFSintheCommunity.com.

Nine U.S. winners will be selected to receive a NOOK Tablet™ plus an award certificate in March 2013. In addition, their artwork will be submitted, along with entries from over 70 countries, for consideration in the World Contest. If any of their entries win, those selected will receive an all-expenses-paid trip to Japan to participate in an awards ceremony in August 2013.

“Art is such a great way to connect with young people and to spark their imagination,” said [George E. Borst](#), president and CEO for Toyota Financial Services. “That’s why we’re very excited to expand our promotion of the Dream Car Art Contest this year, and we are encouraging our associates to consider volunteering at local nonprofits on art projects during February.”

History

Last year, World Contest winners included two entrants from Thailand and one from Romania. Although this is the second year that TFS has participated, it is the first year for TFS to promote the Toyota Dream Car Art Contest nationwide through its 38 locations. The first international contest was held in 2004 by Toyota Motor Corporation in Japan with the dual goals of inspiring children to understand the importance of having a dream while, at the same time, encouraging them to become interested in cars by designing “Dream Cars” of their imagination.

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