

# Toyota Returning for 2nd Year as LATISM Conference & Gala Sponsor, Expanding Partnership with Key Latino Organization

September 19, 2012

TORRANCE, Calif., (Sept. 19, 2012) — Toyota will continue deepening its commitment to the Latino community with its repeat sponsorship of the Latinos in Tech Innovation and Social Media ([LATISM](#)) 2012 Conference October 25-27, 2012 in Houston. Anticipated to host approximately 1,000 attendees, the annual conference is LATISM's flagship event and will bring together community leaders, social media and technology influencers, educators, government officials and others to explore best practices and resources.

As the exclusive automotive sponsor, Toyota will engage participants with activities aimed to showcase key conservation, education and safety missions aligning with LATISM priorities that span more than 180,000 members. Toyota events include:

- Booth with photo sharing and Toyota's corporate philanthropy efforts
- Seat belt and child car seat safety demonstration and giveaways
- Opportunities to drive new Toyotas, including the Prius family of hybrid vehicles and the Texas-built Tacoma and Tundra pickup trucks
- Participation on education, health, business and technology panels by Toyota and its partners

Toyota also is kicking off Hispanic Heritage Month (September 15 to October 15) with the launch of [@ToyotaLatino](#) on Twitter. The new handle will provide the company opportunities to highlight and celebrate the community, engage at live events and share more vehicle information with owners and enthusiasts.

“Returning as a key LATISM conference sponsor underscores the pride and appreciation we have for our Latino customer base and their contributions to social media and our broader communities,” said Julie Hamp, Toyota's North American chief communications officer. “At the LATISM conference, throughout Hispanic Heritage Month and beyond, the [@ToyotaLatino](#) Twitter handle will give us a new tool to share, listen and learn with this vibrant, growing population.”

Toyota is participating in additional social media events this fall including a Twitter party and live blogger event about families and literacy, a Latino and conservation blogger event and a return to Houston for a panel on safety targeted to the Latino community.

Since 2004, Toyota has been the leading automotive brand among the U.S. Latino community. Data indicates nearly one of six Latino buyers choose a Toyota when purchasing a car or truck, the highest of any brand. Toyota brands make up more than half of all U.S. hybrid purchases by Latinos.

“We appreciate Toyota's expanded commitment to help LATISM excite and support the Latino community around social media and key organization initiatives,” said Ana Roca Castro, founder and chairwoman of LATISM. “Specifically around safety, we know Toyota's education efforts will have an important impact on our members and their families.”

The conference's location in Houston builds upon Toyota's substantial investment in Texas, including the site of Toyota Motor Manufacturing, Texas, Inc. ([TMMTX](#)) in San Antonio where the Tundra full-size pickup and the

Tacoma compact pickup are manufactured. Seven of the facility's on-site suppliers are minority joint ventures, including six locally-owned, who provide parts, materials and logistics services. TMMTX represents a \$2.1 billion investment and nearly 3,000 jobs. In addition, Toyota is the name sponsor of the [Toyota Center](#), home of the Houston Rockets and future host of the 2013 NBA All-Star game.

Houston is also headquarters for [Gulf States Toyota](#), an independent distributor serving 154 locations in Arkansas, Louisiana, Mississippi, Oklahoma and Texas. The company introduced Toyota vehicles in the region in 1969.

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