

Toyota Mississippi Begins Second Shift

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BLUE SPRINGS, Miss. (February 6, 2012) –Toyota Motor Manufacturing, Mississippi, Inc., (TMMMS), added today a second shift for production of the Corolla, the world's best-selling car of all time. Approximately 2,000 people are employed at the plant site.

“Adding a second shift is a significant milestone for us,” said David Copenhaver, vice president of administration at TMMMS. “Our team members’ strong work ethic and focus on quality and safety has begun to pay dividends for Corolla customers across North America as we continue production ramp up through spring.”

TMMMS is Toyota's fourteenth North American plant, further advancing the company's efforts to design, develop and build vehicles where they are sold. The plant is an \$800 million investment and has the annual capacity to produce 150,000 Corollas.

Toyota's direct total employment in the U.S. is now nearly 31,000. And according to a Center For Automotive Research study, Toyota's direct employment, plus its dealership network in the U.S., contributes to the support of more than 365,000 jobs nationally with compensation of over \$20 billion.