

Toyota Unites Owners of America's Best-Selling Car With the 'Camry Effect'

September 14, 2011

TORRANCE, Calif. (September 14, 2011) – Toyota recently launched the “Camry Effect,” an initiative to connect the nearly seven million Camry drivers in the United States through an interactive, online experience. For 30 years, Camry has been a part of many American’s best memories—first dates, road trips, soccer games, job interviews and college days. The Camry Effect provides these Camry owners a platform where they can share these moments, memories and milestones while witnessing their collective impact.

“There are millions of Camry owners out there, but each has a unique and important story to tell. The Camry Effect connects these owners and helps them learn a little more about their individual stories—from favorite part of a road trip to Camry models passed down through generations,” said Kimberley Gardiner, National Digital Marketing & Social Media Manager for Toyota. “The site personalizes the experience of driving a Camry in a fun, engaging way.”

To celebrate America’s best-selling car for nine years running and usher in the all-new, seventh-generation Camry, Toyota wants to hear more about how the car has woven itself into the fabric of American culture. Past and present owners are invited to share their stories at <http://www.toyota.com/camryeffect>. Once at the site, they can generate a unique Camry Effect based on responses to a series of smart and intuitive, rapid-fire questions. The resulting “Effect” chronicles each owner’s experience with his or her car and showcases dynamic statistics taken from the collective Camry experiences. Fully social, the site connects loyal Camry enthusiasts and allows them to invite friends, tweet their Effect or post their progress on Facebook.

As each Effect grows and becomes more personal, visitors can see the true power in numbers behind the Camry Effect and gain a better understanding of how one car connects millions of people. The site also gives visitors a glimpse into the future of Camry, with details and images of the all-new 2012 model, along with shout-outs and video clips from surprise guests. An experience that continues to evolve with each new Camry moment detailed, this initiative is a fresh way to tell a 30-year heritage story through the people who have lived it.