

Automotive History on Display at New Toyota USA Automobile Museum

November 02, 2010

More Than 100 Toyota Vehicles Featured

TORRANCE, Calif., Nov. 2 — The Toyota USA Automobile Museum marked its “Grand Re-Opening” here today, with more than 100 models on display at its new, expanded facility.

The Museum features Toyota, Lexus and Scion cars and trucks dating back to 1958, along with more than a dozen historic racing vehicles. A history of Toyota’s operations in the U.S. and around the world also is part of the Museum display.

“The museum reflects a vision Toyota has held since its founding nearly a century ago, to enrich society through building cars,” said Jim Lentz, president and chief operating officer of Toyota Motor Sales, U.S.A., Inc. and a managing officer of Toyota Motor Corporation. “It highlights the ways Toyota helped put America on wheels in the second half of the Twentieth Century and is developing fresh technologies for the future.”

Lentz was joined by local community leaders and dignitaries in ribbon cutting ceremonies.

Vehicles on display at the museum include:

- A 1958 Toyota Crown, the first Toyota sold in America
- A 1965 Toyota Corona, Toyota’s first high volume car in the U.S.
- The 1967 2000GT, one of the stars of the James Bond movie “You Only Live Twice.” A racing version of the 2000GT also is on display
 - Championship winning race cars including off-road trucks, IMSA Celica and GTP race cars and an Indianapolis 500 winner.
- A 1986 Corolla, the first Toyota built in the U.S. Several other serial No. 1 vehicles marking the launch of production at various U.S. and Canadian plants are also on display.
 - A 2000 Prius, representing the world’s first mass-produced gas/electric hybrid.
 - Original Lexus and Scion models first launched in the U.S.

The Museum is located at 19600 Van Ness Ave. in Torrance and is available for touring by appointment. The Museum also is available for free use by community groups.

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants, including one under construction. There are more than 1,800 Toyota, Lexus and Scion dealerships in North America which sold more than 2.05 million vehicles in 2009. Toyota directly employs more than 35,000 in North America and its investment here is currently valued at more than \$23 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota’s annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$25 billion.