

Toyota Motor Manufacturing, Indiana Opens New Visitors Center

February 10, 2010

PRINCETON, Ind. (Feb. 9, 2010) Toyota Motor Manufacturing, Indiana opened its new Visitors Center today and will offer plant tours to the public beginning Feb. 16. Both are free of charge.

"We are excited by the opportunity to show off this magnificent Visitors Center and to offer the chance for people to see the plant and watch our award-winning team members build high-quality vehicles," said Kazumori "Kaz" Oi, Toyota Indiana President. "We have been successful because of the tremendous support we have enjoyed from the community, our suppliers, our team members and their families," Oi said.

The Visitors Center features interactive, multimedia exhibits about Toyota's history, the Toyota manufacturing process, Toyota's environmental commitment, the Tri-State's industrial background and Toyota Indiana's activities in the community.

Guests touring the Toyota Indiana plant first watch a safety presentation in the Visitors Center's Moving Forward Theater. They then travel by tram through the body welding and vehicle assembly shops. Plant tours take about 45 minutes, including the presentation.

Eric Heidenreich, Executive Director of the Gibson County Visitors and Tourism Bureau, said that in addition to appealing to local residents, the Visitors Center will help to attract tourism, as well. "We know this beautiful facility will offer visitors to our area an experience that will be both entertaining and educational," Heidenreich said. "We anticipate that there will be a large number of people who are eager to take part in that experience."

For Visitors Center hours, plant tour times and reservations, and other information, visit www.tourtoyotaindiana.com or call (812) 387-2266 or (888) 696-8211 (88TOYOTA11).

The Visitors Center is located on the Toyota Motor Manufacturing, Indiana campus, 4000 S. Tulip Tree Drive, Princeton, Ind. The Visitors Center is just south of the Administration Building. Parking is available directly in front of the Visitors Center.

Toyota Motor Manufacturing, Indiana began production in Princeton in 1998. Today, Toyota Indiana employs about 4,200 team members from the Tri-State. Inside the 4 million-square-foot automotive manufacturing facility, team members produce the Sequoia full-size sport utility vehicle, the Sienna minivan and the Highlander midsize sport utility vehicle.

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