

# Toyota Launches New Corporate Advertising Campaign, Focusing on Company's Commitment 'Beyond Cars'

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NEW YORK ? Toyota today launched a new corporate advertising campaign, highlighting the company's commitment to the environment, the economy and local communities. Built around the theme 'Beyond Cars,' the campaign will include print and online ads, as well as a new television commercial.

'A founding principle of Toyota is 'To contribute to society through the manufacturing of automobiles,' said Steve Sturm, group vice president of Toyota Motor North America. 'This campaign draws upon that core belief and gives concrete examples of how we're putting this into action today and in the future.'

The campaign's TV spot was filmed in Georgetown, Kentucky, home of Toyota's largest U.S. plant. Everyone in the commercial, including all extras, is a Toyota team member. The spot features two team members carrying a life-size representational frame of a Camry through the streets of Georgetown. The voice-over reads:

*What makes us an engine for the economy?  
Plants across America  
Nearly 200,000 jobs created  
We see beyond cars.*

The print ads follow a similar storyline and feature representational frames of the Camry, Prius and Highlander. The themes of the print ads are:

- *We see ways to enrich the community*
- *We see a greener tomorrow*

The print campaign will run in publications including *The Wall Street Journal*, *The Atlantic*, *The New Yorker*, *The Economist*, and *Harvard Business Review*.

The TV commercial will debut on *NewsHour with Jim Lehrer* on PBS on Monday, October 5, and will continue to run on PBS, as well as Sunday morning news shows *Meet the Press*, *This Week* and *Face the Nation*.

Additionally, banner ads and versions of the commercial will appear online on *Huffington Post*, *The Week*, *Atlantic Wire*, *Washington Post*, and *NYTimes.com*.

Toyota will also be sponsoring key online programs, including the Huffington Post's Green 'Game Changers' ([www.huffingtonpost.com](http://www.huffingtonpost.com)) and the company is one of three launch sponsors for The Atlantic's newly-launched AtlanticWire (<http://www.theatlanticwire.com>).

The ads will link to the campaign site, [www.toyota.com/beyondcars](http://www.toyota.com/beyondcars), which showcases stories about Toyota's vision "Beyond Cars" and invites visitors to share their ideas for working together to create a better tomorrow.

The campaign was created in collaboration with advertising agency Dentsu America, Inc. in New York.

### **About Toyota**

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants. There are more than 1,800 Toyota, Lexus and Scion dealerships in North America which sold more than 2.5 million vehicles in 2008. Toyota directly employs nearly 41,000 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 nearly \$25 billion. For more information about Toyota, visit [www.toyota.com](http://www.toyota.com).

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EDITORS NOTE: Copies of the print and television advertising are available for download at Toyota's media-only website: [www.toyotaneewsroom.com](http://www.toyotaneewsroom.com)