

# Toyota Launches New Product Leadership Campaign

September 21, 2009

**Torrance, Calif., September 21, 2009** – Toyota Motor Sales (TMS), USA, Inc., along with its advertising agency Saatchi & Saatchi LA, today announced its new “Product Leadership” marketing campaign. The campaign highlights six key themes such as dependability and reliability that are critical today given the state of the economy and the industry. This is the first time Toyota has created an overarching brand campaign focusing on common attributes and features shared by many of its vehicles.

The Product Leadership campaign touts specific claims that only Toyota has achieved through its philosophy of kaizen, or constant improvement. This is done through real life, light-hearted situations that demonstrate Toyota’s understanding of what is most important to consumers. The result is a playful campaign that gives relevance to how Toyota is “Moving Forward” with the customer in mind. The six campaign themes, which reflect Toyota’s core values, are:

**Dependability** – “Toyota is rated the highest in dependability among all automakers.”[\[i\]](#)

**Quality** – “Toyota has won more Total Quality Awards™ than any other automaker.”[\[ii\]](#)

**Reliability** – “80% of Toyotas sold in the last 20 years are still on the road today.”[\[iii\]](#)

**Efficiency** – “Toyota is the most fuel-efficient full-line automaker today.”[\[iv\]](#)

**Safety** – “No other automaker has won more Top Safety Pick Awards than Toyota.”[\[v\]](#)

**Innovation** – “Toyota has more hybrids on the road than all other automakers combined.”[\[vi\]](#)

“In times like these, Toyota’s core values resonate with consumers more than ever before,” said Tim Morrison, corporate manager of marketing communications for TMS. “We’ve created a campaign designed to highlight our leadership in these six key areas and create momentum for the entire portfolio.”

The integrated marketing effort includes six :15 and three :30 TV spots, print, out of home, and interactive. The TV spots break today and will run in a variety of network, cable and sports programming, including the season premieres of *Desperate Housewives* and *Brothers & Sisters*.

“Toyota has incredible strength as a brand that transcends its individual vehicles,” said Mark Turner, Chief Strategy officer for Saatchi & Saatchi LA. “Six themes will be in the marketplace simultaneously to break through the clutter, create personal relevance and cumulatively reinforce Toyota as a high-value offering.”

## About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs more than 34,000 people in the U.S. and sold more than 2.2 million vehicles in 2008.

For more information about Toyota, visit [www.toyota.com](http://www.toyota.com), [www.lexus.com](http://www.lexus.com), [www.scion.com](http://www.scion.com) or [www.toyotanewsroom.com](http://www.toyotanewsroom.com).

## About Saatchi & Saatchi LA

Saatchi & Saatchi LA is a full-service agency with both traditional and non-traditional capabilities, including media, creative, strategic planning, 3D asset creation, design and event marketing. The agency was awarded a prestigious Gold Effie for its highly effective launch of the Toyota Tundra full-size truck. Saatchi LA is agency of record for Toyota Motor Sales, U.S.A., and it also serves Toyota Dealer Associations and Toyota Financial Services. The LA office is the third largest in the global network of ideas company Saatchi & Saatchi, part of Publicis Groupe. For more information, go to [www.saatchila.com](http://www.saatchila.com).

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[i] ©2008 AutoPacific New Vehicle Satisfaction Survey: Toyota brand scores highest in satisfaction with reliability/dependability.

[ii] Based on Strategic Vision's 2001–2009 New Vehicle Experience Study™; see [www.strategicvision.com](http://www.strategicvision.com)

[iii] Based on R. L. Polk & Co. U.S. Vehicles In Operation registration statistics 1989-2009, as of January 1, 2009.

[iv] Based on NHTSA Final Industry MY07 CAFE data for Toyota Motor Sales.

[v] For details, see [www.iihs.org](http://www.iihs.org)

[vi] Based on R. L. Polk & Co. U.S. Vehicles In Operation as of January 1, 2009.

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