

7. What's In A Name?

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Toyota Untold isn't about cars. Cars will come up, of course (we love cars) but this show is about people and their stories. And what's the first thing we hear in any story? The title. So we're going to hear the story behind the title of this podcast, and then we'll hear from Nan Banks, Director of the Toyota Center for Communication,

on the origins of Toyota itself: how the company got its name, and the five years of meetings and deliberation that went into the iconic logo.