

# BECOMING HIGHLANDER

June 26, 2020



In April 2019, Toyota unveiled the 2020 Highlander at the New York International Auto Show. It was a highly anticipated reveal of one of Toyota's best-selling models, in one of the industry's most competitive segments.

But what happens in the months between the 2020 Highlander's reveal and its delivery to dealer showrooms? What does it take to get a vehicle manufactured, marketed, and sold to customers? And how do the thousands of team members across Toyota Motor North America collaborate to get it done?

Watch *Becoming Highlander* to find out.