

# Toyota Untold: How Toyota Got its Name and the Many that Followed

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There are many variables that go into the development of a vehicle – strategic planning, design, production, sales, marketing, and so much more. But have you ever wondered how Toyota gets to the names that you see on the back of your most beloved cars?

It could be as simple as it looks cool, it sounds cool or it simply makes sense with everything else on the market. Sometimes the names are just simply made up with no meaning – similar to the personal names given to the beloved vehicles that get us around.

Listen to the Toyota Untold podcast [here](#) to learn more about the meetings and the deliberations of some of the company's most iconic names.