

Driving the Future Forward at Toyota Indiana

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Toyota is driving the future forward in the heart of Princeton, Indiana. The company recently announced an \$803 million investment and 1,400 new jobs at Toyota Motor Manufacturing, Indiana (TMMI), ahead of plans to unveil two all-new, three-row electrified SUVs.

The plant broke ground 25 years ago in a sprawling cornfield in the Hoosier state.

“It was like the field of dreams,” said original Princeton plant team member Leah Curry, now president of TMMI. “If you build it, they will come, and that’s what happened.”

Curry and her colleagues made history at the facility, assembling the first-ever Toyota Tundra in North America. Today, TMMI also rolls out some of Toyota’s most loved vehicles including the Highlander, Highlander Hybrid, all-hybrid Sienna and Sequoia models. The two newest electrified vehicle additions coming to the factory’s lineup are designed with the active Gen Y American family in mind, accelerating Toyota closer to its goal of carbon neutrality by 2050.

The thousands of dedicated employees entrusted with crafting the new cutting-edge vehicles are advancing the company’s mission of mobility and happiness for all.

“For Toyota Indiana, in this region, the workforce is extremely strong and hardworking,” Curry said. “They’re ready to do whatever it takes to take us to the next level.”

See the video above to learn more about the exciting news taking shape at TMMI.

Want to Learn More?

[Toyota Indiana: Trailblazing with Cutting-Edge Innovation to Assemble Some of Toyota’s Most-Loved Vehicles
Toyota Motor Manufacturing, Indiana \(TMMI\)](#)