

Toyota Welcomes Guests to Experience Advanced Manufacturing in a Remarkable Way

June 07, 2022



Blue Springs, Miss. (June 7, 2022) – Toyota Mississippi celebrated today the grand opening of its 15,000-square-foot workforce training and experience center.

Adjacent to the Blue Springs manufacturing facility, the state-of-the-art center was built in partnership with Mississippi Development Authority and is an interactive museum providing guests the opportunity to be immersed in the world of Toyota manufacturing through innovative content, multimedia and engaging simulations.

“The Toyota Mississippi Experience Center tells the Toyota story in a unique and energetic way,” said David Fernandes, president of Toyota Mississippi. “Our goal is to showcase Toyota’s culture, what goes into producing America’s best-selling vehicles and the many high-growth career opportunities in advanced manufacturing.”

From a motion timeline highlighting Toyota’s rich 125-year history, to simulators and collaborative robots, the experience center is designed to engage and educate visitors of all ages. Video kiosks feature Toyota employees sharing about their diverse backgrounds and careers at Toyota; and, in the center of the gallery, guests can

experience a one-of-a-kind projection light show featuring the Mississippi-built Toyota Corolla.

“I am honored that Toyota calls the Magnolia State home,” said Governor Tate Reeves. “This experience center is sure to become a destination spot for visitors to see firsthand why Mississippi is a great place to live, work, and do business. It’s truly a wonderful way to showcase the beauty of manufacturing happening right here in our state!”

Toyota Mississippi also announced a \$75,000 donation to Girl Scouts Heart of the South supporting a Mobile STEAM Lab capable of reaching 2,000 students annually. This investment further demonstrates Toyota’s commitment to increasing access to education and workforce development programs in north Mississippi.

Come for a Visit

Toyota Mississippi Experience Center is now open to the public Monday-Friday 8:30 a.m.-4 p.m. Tram tours of the manufacturing plant will begin later this year. Visit TourToyota.com/Mississippi for up-to-date opening and tour information.

This is Toyota’s fourth experience center in the U.S., with other locations in Princeton, Indiana; Georgetown, Kentucky; and San Antonio, Texas.