

Toyota Indiana Celebrates First-Ever Grand Highlander with the Announcement of a Multimillion-Dollar Community Investment

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PRINCETON, Ind. (Aug. 2, 2023) – Toyota Indiana today celebrated the start of production of the first-ever Grand Highlander, an all-new three row SUV. In 2021, Toyota announced an \$803 million investment in Indiana to produce two all-new SUV’s. First up, the 2024 Grand Highlander, featuring the latest technology, a spacious, adult-sized third row, and plenty of cargo space for family adventures.

Today’s announcement also included a five-year, multimillion-dollar commitment to help create limitless possibilities for Indiana schools. The Toyota USA Foundation announced Driving Possibilities grants of up to \$11.1 million to prepare students for future science, technology, engineering, and math (STEM) careers. Driving Possibilities focuses on PreK-12 education to ensure all students have access to rewarding careers, including opportunities in the auto industry. The initial funds will be distributed through Evansville-Vanderburgh School Corporation, North Gibson School Corporation, Building Blocks and Youth First Inc. to provide access to quality PreK education, resources to support student mental health, multi-language learning, and hands-on STEM programs for students and teachers.

“Toyota is always looking to the future, by introducing new products like the Grand Highlander, and innovative community initiatives like Driving Possibilities,” said Toyota Indiana president, Leah Curry. “Driving Possibilities sets the foundation for powerful learning experiences to prepare area students for future STEM careers.”

“Today is another Toyota Terrific day for the state as they roll out their first Grand Highlanders down the production line,” said Governor Eric J. Holcomb. “And not only that—we also celebrate Toyota’s continued contribution in early learning programs, which will further help strengthen investments we’re making across the state and set the stage for some of our youngest Hoosiers to pursue a future in STEM.”

In 2022, the Toyota USA Foundation announced Driving Possibilities, a \$110 million national, career readiness and community engagement initiative, launched to prepare youth for the careers of tomorrow. It is a unique approach that brings together educators, local and national nonprofits, and communities to create limitless possibilities for all. With efforts across the PreK-12 education continuum, the program is the largest and most comprehensive in Toyota’s history. The initiative is funded by Toyota USA Foundation, Toyota Motor North America (TMNA), and Toyota Financial Services (TFS).

“Our goal is to increase awareness of future STEM careers while helping build sustainable programs in the communities where our Toyota team members live and work,” said Tellis Bethel, group vice president of social innovation, Toyota. “It’s exciting to see the expansion of Driving Possibilities near our Toyota Indiana plant with up to \$4.2 million in the first year and more in years to come.”