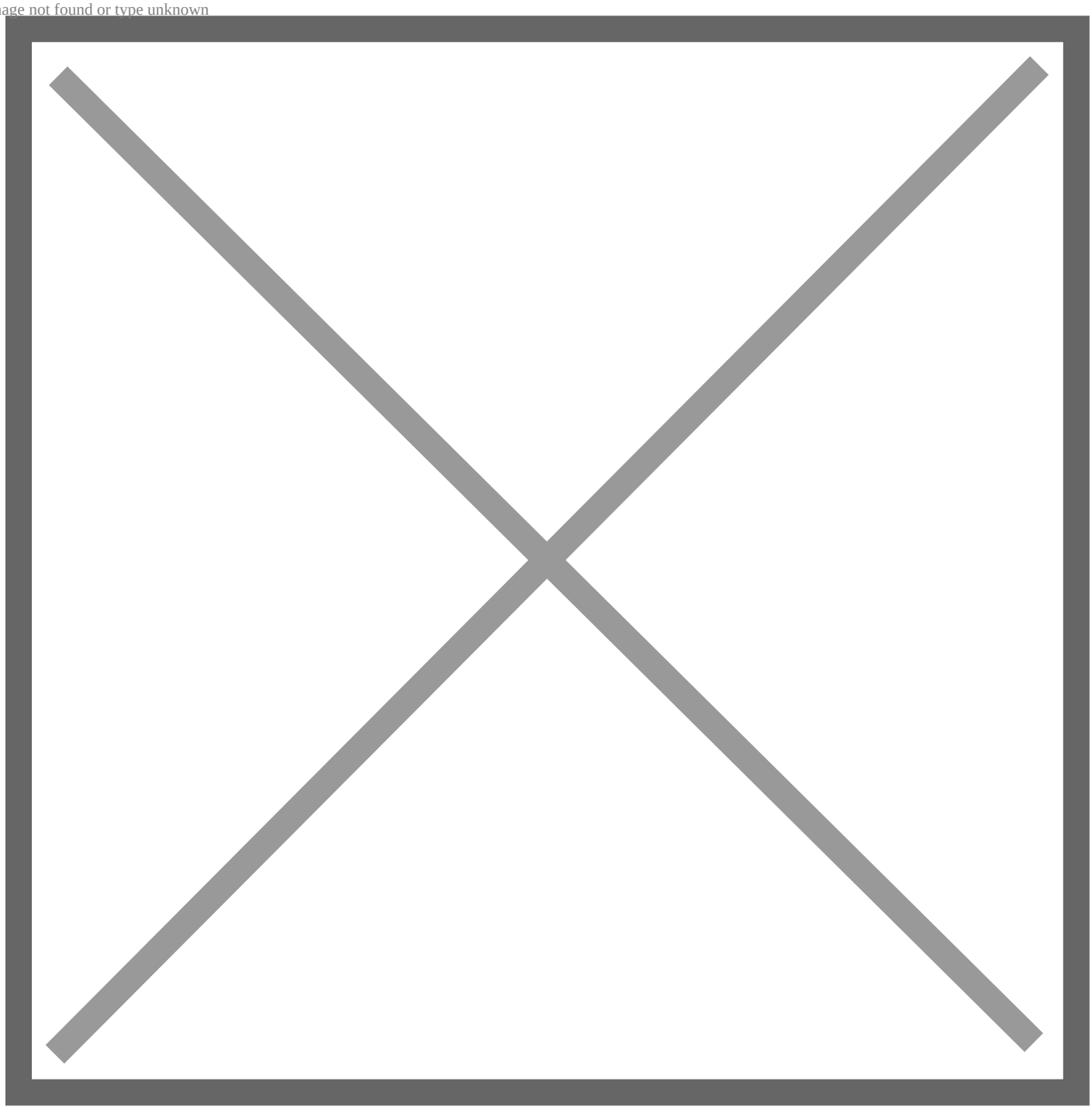
Driven by Community: How Engagement Strengthens Our Customers and Supports Toyota’s Work

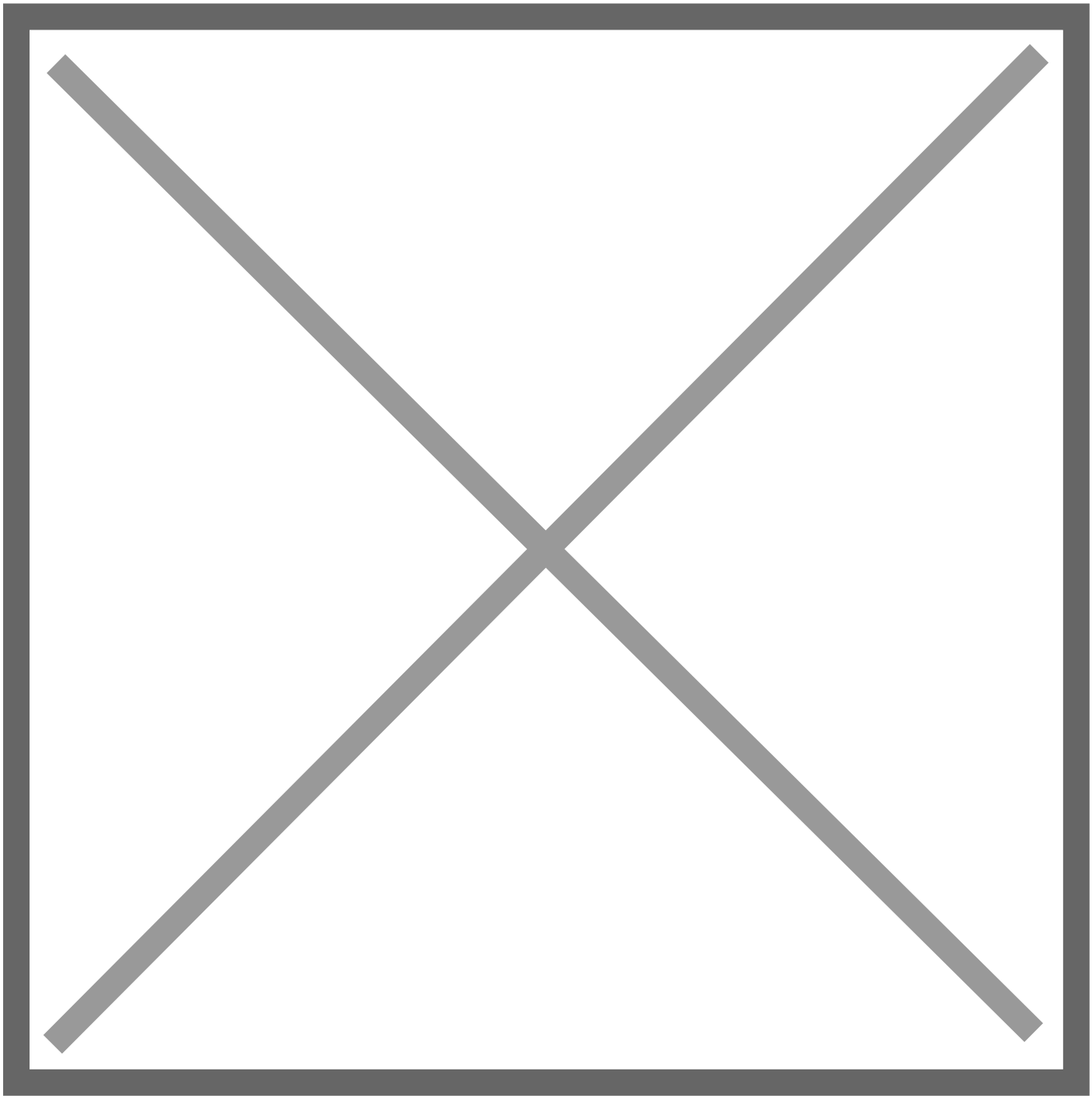
February 13, 2025

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Toyota is a mobility company, but we're about more than cars. We also strive to be a thoughtful partner in the community.

This is why the community engagement and dealer relations team at Toyota is dedicated to utilizing powerful, effective, and creative ways of fostering meaningful, supportive relationships with the customers and communities that drive our work. Two recent examples show Toyota's community engagement in action.



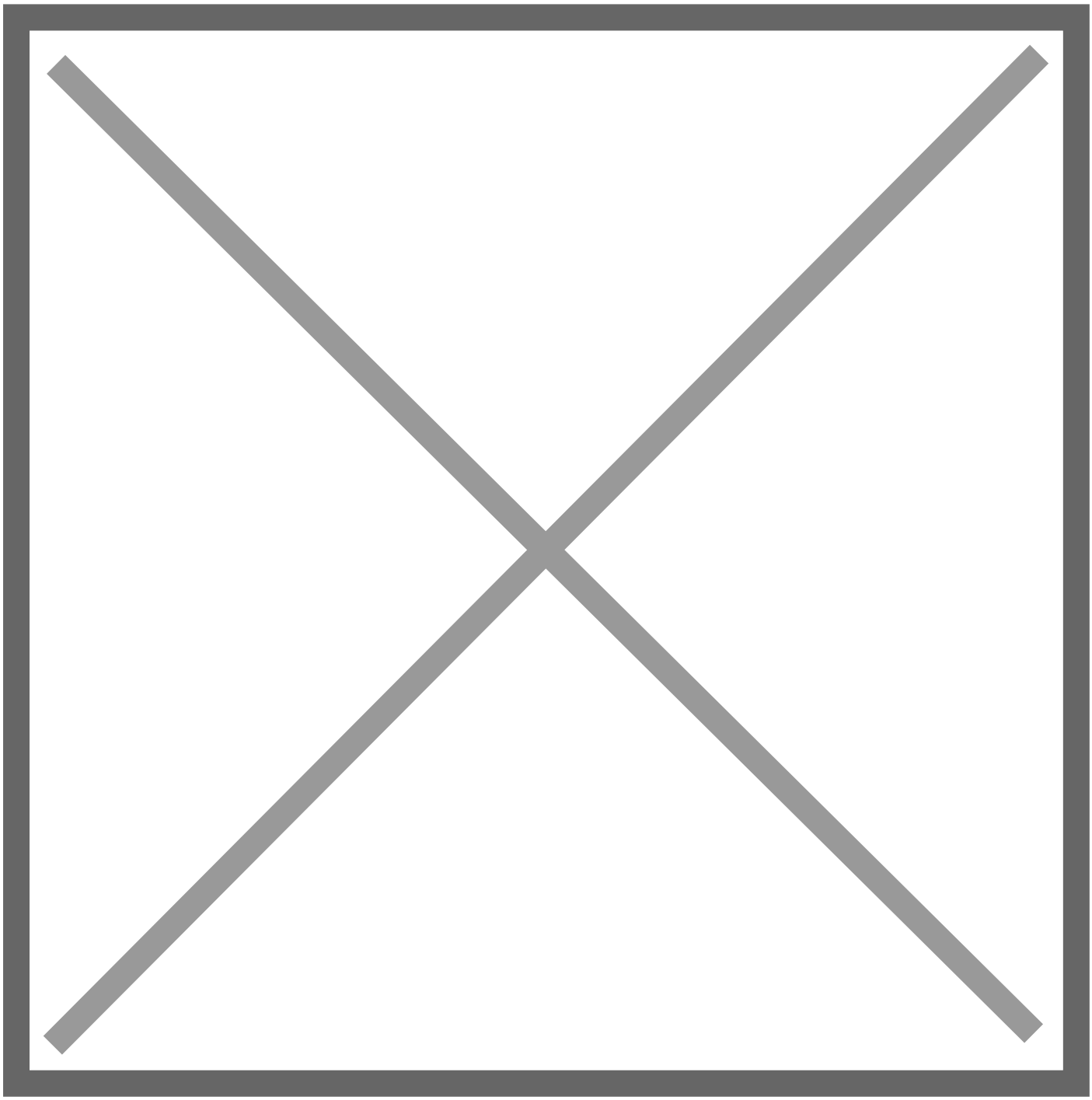
Kickstarting the Careers of Future Leaders

Having a professional headshot and a high-quality resume can provide a tremendous boost to young people's confidence and increase their chances of landing a job. The Toyota Career Kickstart at Thurgood Marshall College Fund's DevCon was designed to help attendees walk away with both.

For 175 college freshmen and sophomores, flashing brilliant smiles and dressed for success, Toyota provided complimentary headshots at this inaugural professional development event held last June in Atlanta, Georgia. A total of 65 resumes were reviewed and critiqued, and 175 resumes were uploaded to Toyota's career database, giving students the opportunity to be connected to potential jobs and internships.

Thurgood Marshall College Fund intentionally focused DevCon on first- and second-year students from Historically Black Colleges and Universities (HBCUs) after recognizing a gap in professional development opportunities for this age cohort. The fund's goal is to empower the next generation of leaders by leveraging an early talent model.

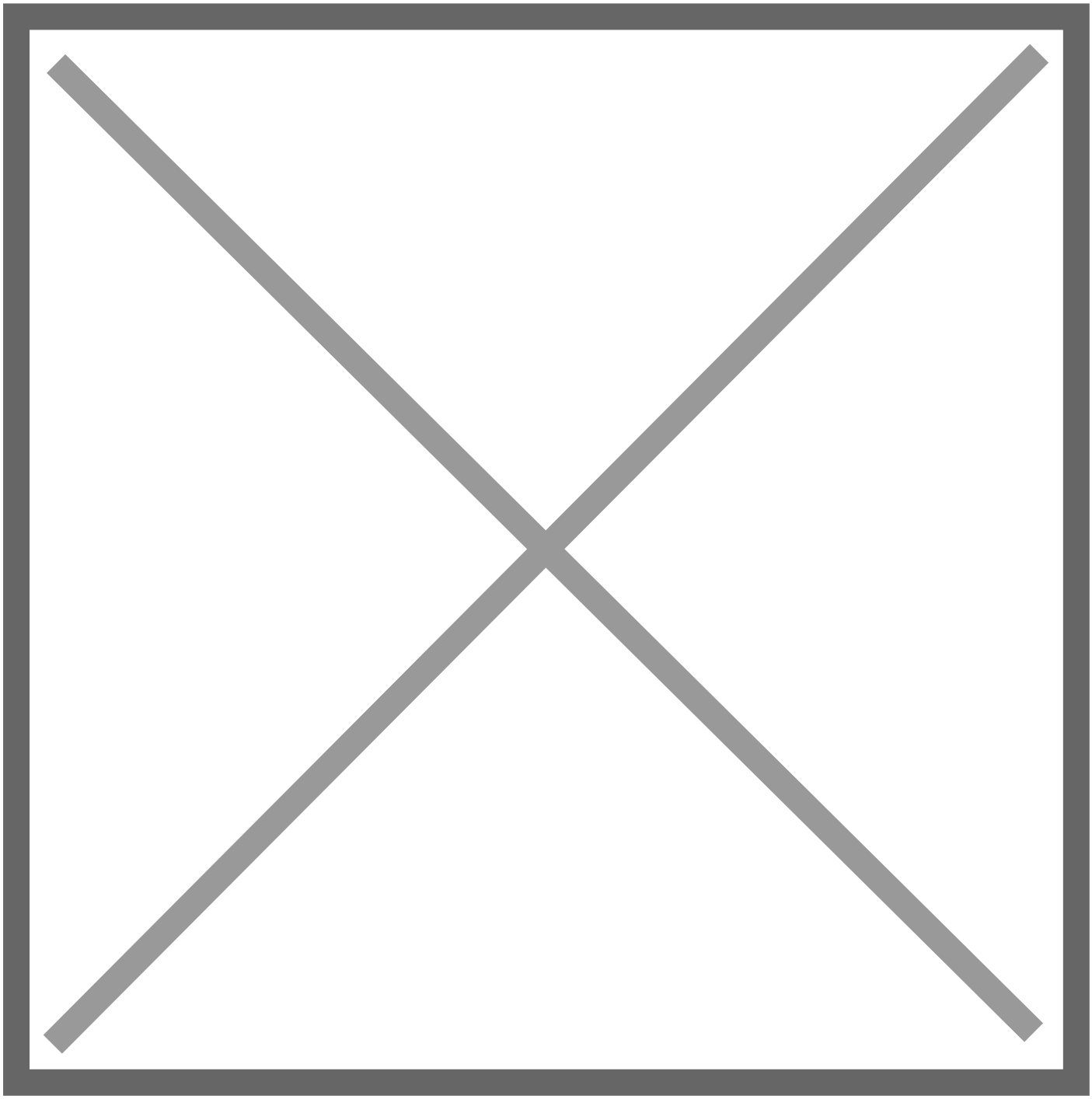
Toyota is proud to partner with organizations like Thurgood Marshall College Fund that help our company build a diverse talent pool that ultimately benefits our customers.



Inspiring and Educating Young Minds
When youth have opportunities to use their creativity in new and engaging ways, powerful things can happen.

Which is why Toyota partnered with Brotherhood Sister Sol (BroSis) to offer a Toyota Mini Makers experience to 53 young innovators ages 8- to12-years old. BroSis is a nonprofit organization based in Harlem, New York, that works to educate and empower youth to create opportunities for themselves and their communities.

The Mini Makers workshop gave young people a hands-on opportunity to explore the exciting world of automotive design and engineering by assembling their own model car.



From the time the junior makers arrived and donned their custom hardhats and red coveralls, to the moment they proudly displayed their model cars, they were immersed in a world of creativity and learning. Guided by Toyota, each junior maker learned about craftsmanship, how their constructed vehicle works, and the joy of building something with their own hands.

By collaborating with organizations like BroSis, Toyota can help to fuel young people’s enthusiasm for learning while creating pathways to bright futures in automotive industry careers.