

Not Just a Car Company: New Podcast Tells the Toyota Story from the Inside Out

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PLANO, Texas (Dec. 18, 2018) – From its beginnings as a loom company, Toyota has always put people first. Now, in its new podcast, *Toyota Untold*, tells for the first time the story of Toyota through the people who created it, lived it, and are dedicated to moving it into the future.

Launching today, *Toyota Untold* features a curated roster of subjects, including mobility, robotics, motorsports, and the now-famous “Marshmallow Tundra,” driven by Allyn Pierce of Paradise, California, who sits down with *Toyota Untold* to tell the story of his heroic drive through blazing wildfires in his Toyota Tundra to save the lives of people in his community.

Season One of *Toyota Untold* will feature 10 full-length episodes, with the first three available today. Guests on the first three episodes feature Jack Hollis, group vice president and general manager, Toyota division, as well as NASCAR drivers Kyle Busch, Martin Truex, Denny Hamlin, Erik Jones, and Toyota’s youngest driver, teen phenom Hailie Deegan, among others.

The remaining seven episodes will be released in early 2019. Keeping up the momentum, future episodes of *Toyota Untold* will explore, among other topics, Olympics/Paralympics athletes, the Space Shuttle Endeavor Tundra pull, the origins of Lexus, and the return of Toyota’s iconic Supra sports car.

“We have a rich history and exciting future that we haven’t been able to tell through other communication channels,” said Eric Booth, senior manager of external communications for Toyota Motor North America. “This podcast will allow our customers and the media to gather important information about our company, as well as hear about exciting products and initiatives we’re working to bring to market in the future.”

Toyota Untold will be available on [Apple Podcasts](#), Google Play, [Spotify](#) or wherever podcasts are available. For more information, visit toyotacmsstg.demosjr.com.