# Toyota to Build RAV4s in Its Cambridge, Ontario Plant

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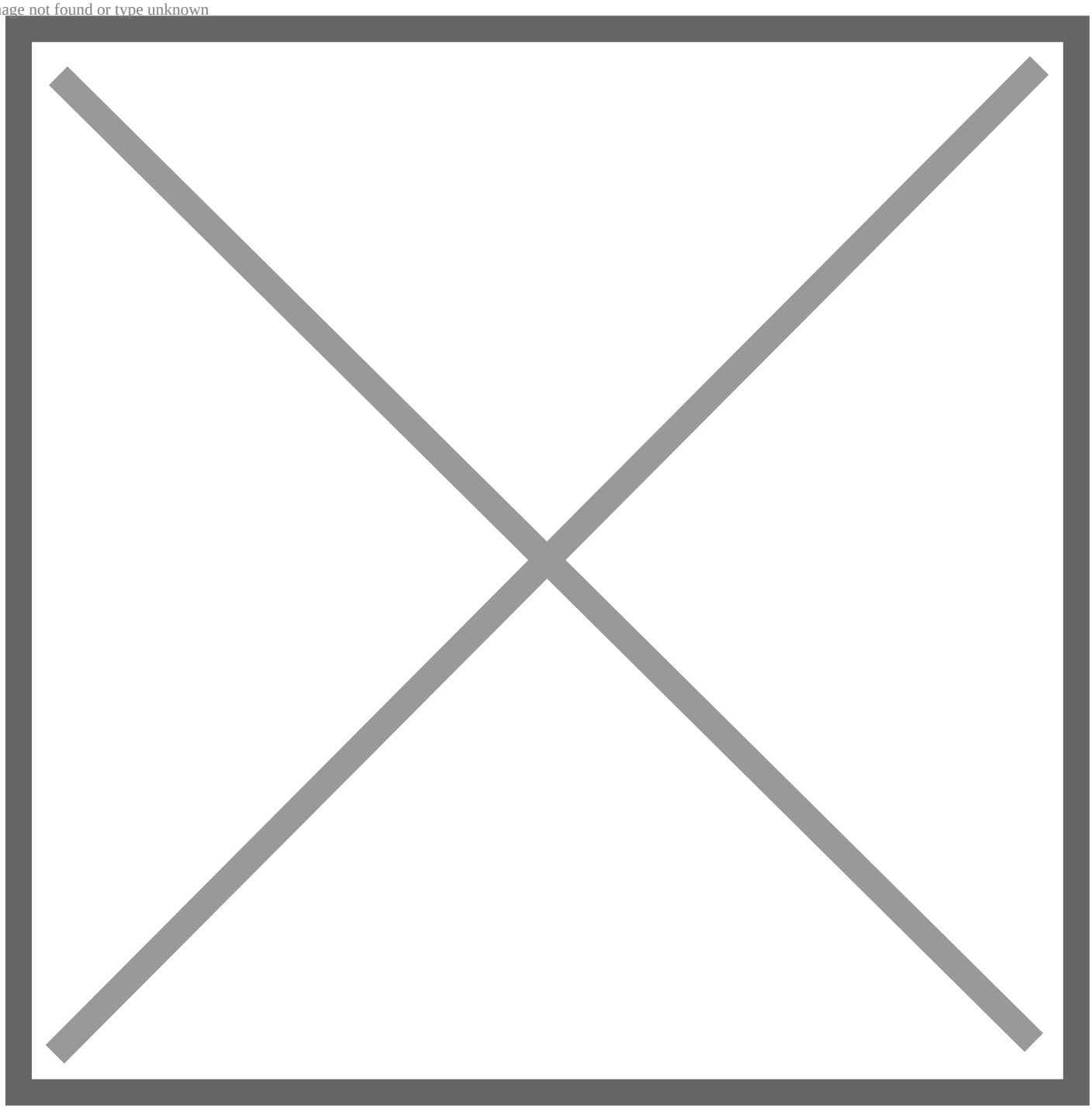

Cambridge, Nov. 10, 2015 — Toyota announced today that it will produce RAV4 vehicles in its Cambridge North Assembly plant starting in 2019. With Lexus RX in Cambridge, and Toyota RAV4 in Woodstock and Cambridge, Toyota Motor Manufacturing Canada (TMMC) will become a North American hub for sport utility vehicles. The company also announced that it will be adding hybrid RAV4 production.

“The RAV4 and the RAV4 hybrid are great products for TMMC,” commented Toyota Motor North America Chief Executive Officer Jim Lentz. “RAV4 is a leader in the fastest growing segment of the North American auto industry. We forecast that the segment will continue to demonstrate strong growth with the RAV4 being a major player**.”** Mr. Lentz also explained that “producing additional RAV4s, a more upscale, more complex, higher content vehicle, fits well with TMMC’s well-earned reputation for quality.”

To accommodate the change, the Cambridge North Plant will receive significant new investment, including the introduction of Toyota’s New Global Architecture (TNGA). TNGA is an innovative, integrated approach to developing and building vehicles, involving new production equipment and new processes.

TMMC President, Brian Krinock explained that “with a new platform and the latest technology, TMMC will have the flexibility to respond to the evolving needs of the automotive marketplace.” He also said that “bringing TNGA to Canada will propel us to the next generation of automotive manufacturing and provide the basis for our longstanding commitment to employment stability.” Mr. Krinock also observed that “when we implement this project in 2019, we will have been making vehicles in Canada for thirty years. This investment will revitalize our plant and create the foundation for our future success.”