

Toyota Drives Environmental Awareness in U.S. Hispanic Community

May 28, 2013

MIAMI (May 28, 2013) — Toyota's commitment to the environment is a way of life, extending across operations and epitomized by the Toyota Prius Family of vehicles. Hispanics across the country are increasingly becoming environmentally aware, and in an effort to help the Hispanic community further embrace sustainability, Toyota is providing them with the tools necessary to continue on the path of going green. A new program launched by Toyota will help increase environmental awareness in the Hispanic community across the United States.

With the support of notable Hispanic influencers, including Jon Secada, Chloe Bridges, Julian Gil, Candela Ferro, Ana Flores, Omar Gerменos, Daniel Elbittar, Yarel Ramos, Gina Rodriguez and Diana Franco, and an extensive social media activation, Toyota will promote the importance of living a greener lifestyle. Through social media platforms such as Twitter and Facebook, the Hispanic community will be able to follow the lives of the influencers and their adventures with their Toyota Prius, while simultaneously learning tips on how to live a greener lifestyle.

"Partnering with Toyota was a natural fit because the company's commitment to environment echoes my own personal beliefs," said Jon Secada. "I'm excited to join the brand in encouraging the Hispanic community to continue to embrace a greener lifestyle."

The program will feature the Toyota Prius Family of vehicles and their innovative hybrid technology. The Toyota Prius has done more to help the environment than any other car in the world. Over the past twelve years, U.S. Prius owners could have saved enough fuel to drive around the Earth an estimated 2,903,557 times¹, due in part to its estimated 50 MPG rating².

"Together with these influencers we aim to further our shared mission to increase awareness of sustainability in the Hispanic community," said David Chung, national manager, targeted advertising and strategy for Toyota.

The initiative begins on May 28 in Miami and Los Angeles. To see the influencers in action on social media platforms, follow them on:

	Twitter	Facebook
Jon Secada	@jonsecada	facebook.com/jonsecada
Chloe Bridges	@chloebridges	facebook.com/ChloeBridges
Julian Gil	@juliangil	facebook.com/JULIANGILTV
Candela Ferro	@candelaferro	n/a
Ana Flores	@laflores	n/a
Omar Gerменos	@ogermenos	facebook.com/paginaomargermenos
Daniel Elbittar	@danielelbittar	facebook.com/DanielElbittar
Yarel Ramos	@yarel_ramos	facebook.com/pages/Yarel-Ramos/60402985543
Gina Rodriguez	@HereIsGina	facebook.com/HereIsGina
Diana Franco	@dianafrancotv	n/a

¹ Based on average EPA estimated combined mpg rating of Prius v. all new MY01 – MY13 cars and 10,000 miles/year. Fueleconomy.gov. Actual mileage will vary.

² 2013 EPA-estimated 51 city/48 highway/50 combined mpg for Prius. Actual mileage will vary.