

# **Toyota Selects Allison+Partners To Spearhead Communications Efforts In Six-State Region**

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TORRANCE, Calif., Oct. 15, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc. has selected San Francisco-based Allison+Partners to manage communications efforts in a six-state region that entails northern California and the Pacific Northwest.

Toyota recently extended a contract to the agency after conducting a thorough search of several communications firms in the northwestern United States. In its selection, Allison+Partners will represent Toyota's interests in a region that consists of northern California, Washington, Oregon, Idaho, Montana and Alaska.

"Across our business, we are looking for opportunities to better listen to, learn from and connect with our customers and stakeholders," said Julie Hamp, Toyota's group vice president and chief communications officer. "We want to engage with them where they are, and make sure that we are hearing their stories and sharing ours as well. We selected Allison + Partners because they can help us authentically and consistently communicate across paid, earned, owned and shared media channels.

"As we launch newly styled Toyota, Lexus and Scion products, and continue to engage in important partnerships to promote safety and eco-innovations inside and outside of the automotive industry. We believe Allison + Partners are well positioned to help us bring these stories to life across the Northwest."

"We've long admired Toyota for being one of the most innovative consumer brands out there," said Scott Allison, chairman and CEO of Allison+Partners. "Having the opportunity to work with Toyota in the Pacific Northwest is a privilege that will engage our team across disciplines and expertise areas."

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