

Toyota Celebrates One Million Fans on Facebook

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TORRANCE, Calif. (June 4, 2012) – Toyota Motor Sales U.S.A., Inc. reached the one million fan mark today on their Toyota USA Facebook page and is celebrating its loyal fans by highlighting them in various ways on the existing brand page. Additionally, executives are taking part by noting their appreciation for this milestone through the Toyota USA profile. Beginning today, fans will ‘own’ the page for the day and will be able to post and share anything that interests them with the new audience of one million.

“Our fans helped us make Toyota’s Facebook page what it is today,” said Dave Nordstrom, vice president digital marketing. “We’re celebrating this milestone on one of the world’s largest social media channels by spotlighting our fans that got us here.”

Over the past few weeks, fans have been encouraged to submit photos of themselves which will be displayed in the new masthead mosaic photo collage today. As fans submit their stories about Toyota, graphs and additional timelines will be featured to highlight the history and interests of the community from the consumer and company’s point of view.

For more information and to view the updated page, visit www.facebook.com/toyota.