Toyota Is Here to Help

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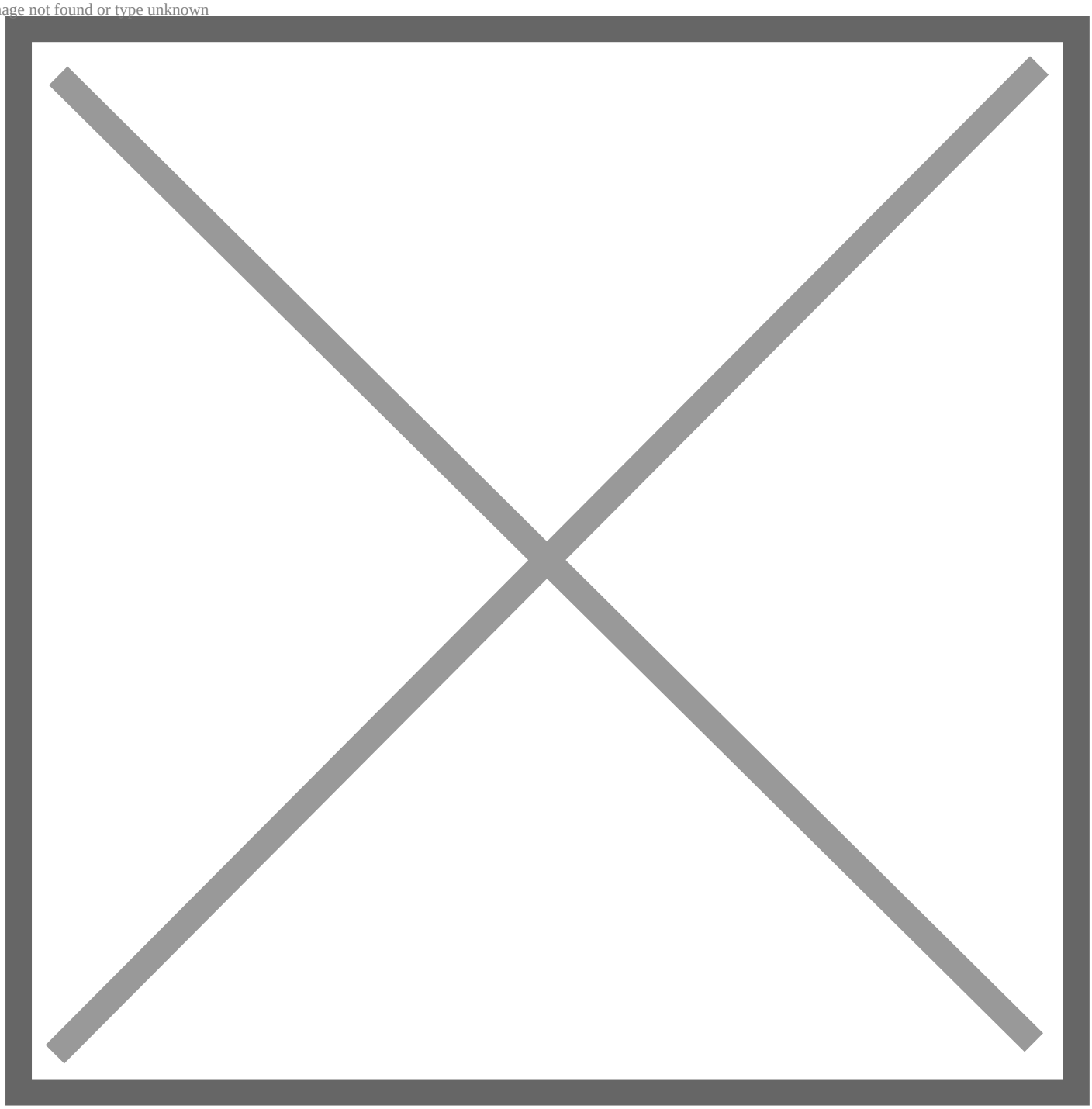
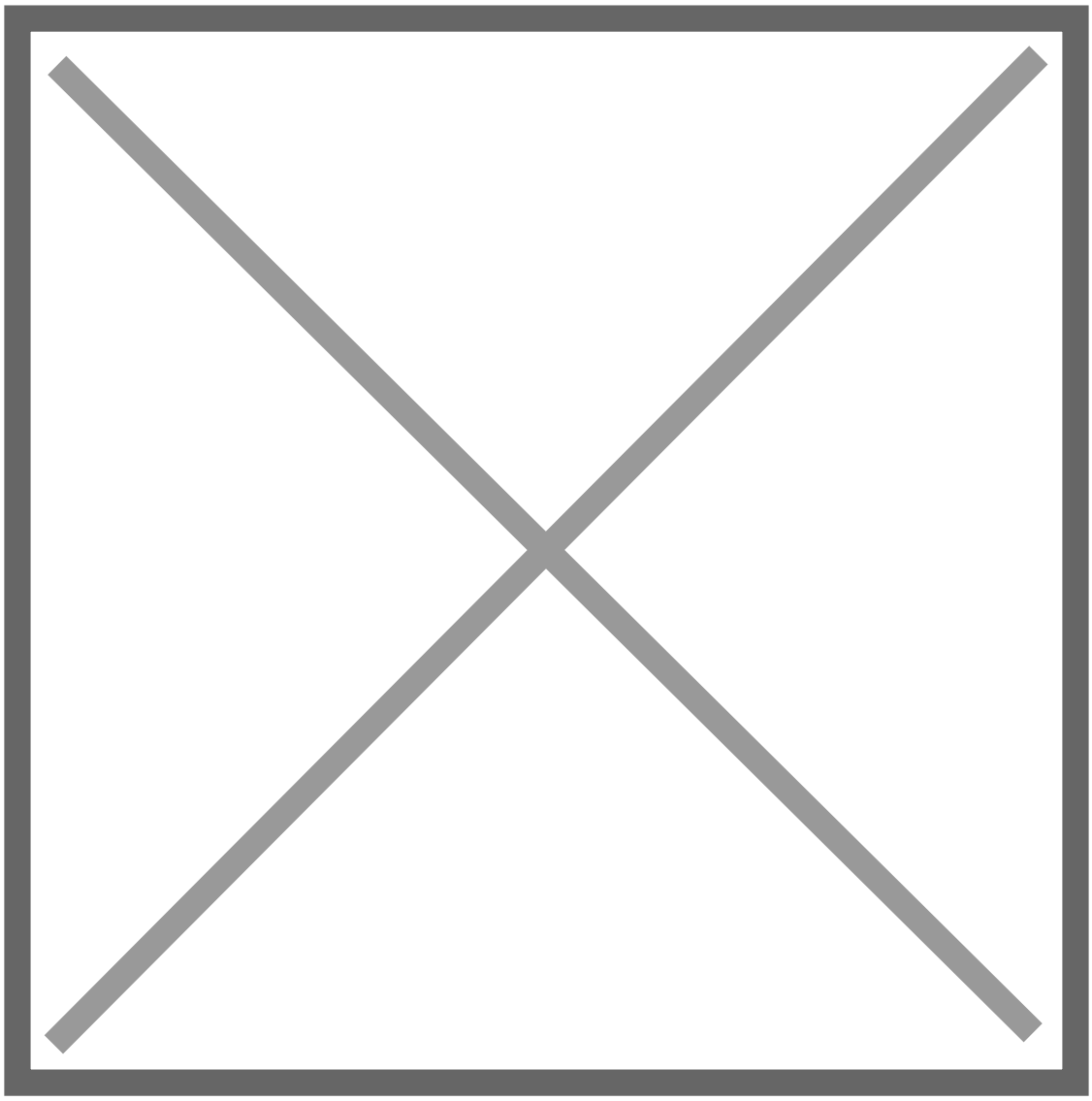


At Toyota Motor North America (TMNA), service is more than just a mindset. It is a call to action in times of need.

Recognizing its position as a source of know-how, vital funding and hands-on assistance, Toyota is focusing its resources on solutions to pressing community needs created by the COVID-19 pandemic.

Whether it's through manufacturing protective face shields for frontline medical workers, lending its production insights to outside companies racing to fabricate critical supplies and equipment, or providing financial gifts to organizations like the Salvation Army and United Way that are embedded in local communities, Toyota is here to help.

"We're all in this together and we must work together to regain the health of our country, no matter where we live," says Chris Reynolds, chief administrative officer, TMNA.

The country is living a complex story, but numbers help tell it. Speed is of the essence, and innovation a powerful tool.

"We are in a time of great innovation," says Tetsua "Ted" Ogawa, CEO of TMNA. "It's through innovation and our belief in a better society that we can extend our mission beyond automotive."