

Toyota—Made in America in Blue Springs, Mississippi by Betsy Bearden

There's a new kid in town that goes by the name of Toyota Motor Manufacturing in Blue Springs, Mississippi. The new plant has taken over the assembly of the beloved Toyota Corolla—the best-selling car of all time, and it's made right here in America, by Americans, for Americans.

The production of the Corolla was moved from the NUMMI plant in California to the Blue Springs, Mississippi plant. Toyota Motor Manufacturing Mississippi (TMMMS) opened its doors on November 17, 2011 where Toyota Motor Corporation President Akio Toyoda, and Mississippi Governor Haley Barbour, were there when the first Corolla rolled off the assembly line.

TMMMS has brought 2,000 new jobs to the Blue Springs area, along with 2,227 indirect jobs employing local suppliers and dealers. This has had a tremendous economic impact on the local community and beyond. Toyota has invested \$800 million into the state of Mississippi by opening the new plant located just outside of Tupelo, Mississippi. It covers 1,700 acres and has the capacity to produce 150,000 vehicles per year.

Toyota's commitment to providing dependable and reputable vehicles could not happen without the effort, dedication, and determination of its loyal team members, suppliers, and dealers; Toyota recognizes this. That is why Toyota's philosophy of Moving Forward by constantly giving back initiates trust, respect, and a sense of duty to follow suit from all involved parties from design to production to sales to ownership.

Toyota is designing its new plants and retrofitting where needed, to become zero-landfill, and sustainable green facilities. Team members take this mindset into their homes where they continue to pay it forward. According to spokesperson Cindy Knight, she states the North American plants “divert an average of 96% of their waste from landfills, and nine of the 14 divert 100%.”

In all phases of production, Toyota believes greener automobiles should come from greener automobile plants. TMMMS (along with all the North American model plants) is designed to use natural resources in a sustainable manner. There are three key steps involved in this process: developing and introducing low-carbon production technologies; using renewable energy; and helping to preserve the local environment by planting trees at their sites.

TMMMS also has an assembly line in place that uses renewable energy sources such as biomass, solar, and wind power energy that greatly reduces the carbon footprint on the environment. The new plant will maintain an ongoing program that helps to reduce water

consumption through recycling, and by using recycled products and recycling products they use at the plant.

The community also benefits from Toyota's presence in Blue Springs, MS. An announcement regarding a partnership with the CREATE Foundation and a donation of \$50 million that offers \$5 million a year for 10 years for students within the public school system in the Pontotoc, Union, and Lee counties is living proof. Students from across three Mississippi counties will be able to attend specialized classes designed to help them get an early start on their careers.

Toyota, the CREATE Foundation, and leaders in the Mississippi education community have worked together to form "The Center for Professional Futures." This valuable program that is now in place across the county provides resources for high school students that are interested in the fields of ever evolving technology such as computer graphics and animation, pre-engineering, architecture, legal studies, advanced manufacturing and health science. Toyota is truly dedicated to making this world a better place by dedicating time and money to ensure safety and dependability in their vehicles by providing education and opportunity to its team members and local communities. From this—we *all* benefit.

The 2012 Toyota Corolla is in its 40th decade of production and is presently being built in Blue Springs, Mississippi, U.S.A. Since it was introduced to the U.S. in 1966, it has become one of the best-selling cars in history due to its longevity, overall performance, economical price and gas mileage. The Toyota Corolla has truly been a major building block in forming the solid foundation upon which the house of Toyota continues to be built.

The 2012 Corolla is a five-passenger compact sedan available in L, LE and S trim levels. The base model L comes standard with 15-inch wheels, full power accessories, keyless entry, air-conditioning, a tilt-and-telescoping steering wheel, a height-adjustable driver seat, a 60/40-split-folding rear seat, trip computer and a four-speaker sound system with a CD player and an auxiliary audio jack.

The LE and S trim models many of the creature comforts of more expensive Toyotas. From 16-inch alloy wheels, heated mirrors, variable intermittent wipers, cruise control, Bluetooth, steering-wheel audio controls and a six-speaker stereo with iPod connectivity (optional on the L) to the S model that offers fog lights, a sport-look body kit, a rear spoiler, upgraded cloth upholstery and metallic interior trim.

All models of the 2012 have a 1.8-liter inline-4 that produces 132 horsepower and 128 lb-ft of torque. Four speed automatic is optional and a hands-on five speed is standard. Mileage in city is 26 mpg and 34 highway. The Corolla is equipped with Toyota's Star

Safety System and the Insurance Institute for Highway Safety crash testing earned it the top rating of "Good" in the frontal-offset, side and roof strength tests.

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