

Toyota—Made in America in Princeton, Indiana
by Betsy Bearden

Toyota Motor Manufacturing in Princeton Indiana wants you to *Buy American!* The plant opened its doors in 1996 to begin production of a full-size pickup truck specifically made for the American market, the Toyota Tundra. Production of the Tundra moved to Toyota's San Antonio, Texas plant in 2008 where it is currently manufactured and produced along with the Toyota Tacoma. Toyota Motor Manufacturing Indiana, Inc. (TMMI) currently builds the following Toyotas: Highlander Crossover, Sienna Minivan, and Sequoia SUV.

The Southern Indiana plant sits on 1,160 acres, directly employs 4,100 Toyota Team Members, and indirectly employs 10,663 to include local dealerships and suppliers. TMMI has the capacity to produce 300,000 vehicles per year, and as of 2009, Toyota's investment in the state of Indiana is in excess of 3.7 billion.

As of February 9, 2012, the latest news from Toyota is that it will expand its Princeton, Indiana factory next year (2013) and add 400 jobs so it can build more Highlander SUVs, including Highlander SUV Hybrids. Toyota says it will invest \$400 million in the factory to build 50,000 more per year. TMMI built more than 101,000 (Highlanders) last year. Toyota says it plans to stop making Highlanders in Japan and will move that production to Princeton, Indiana, USA. Toyota Camry sedans are currently being made and sold in America and are in the process of being exported to South Korea. Sienna Minivans will soon be exported to South Korea for sale, as well.

The expansion of TMMI serves to boost the local Princeton, Indiana economy and has a domino effect across the U.S. that brings business and revenue to outlying counties and states and throughout the entire U.S. Toyota's Made in America exports has topped 100,000 vehicles, and this is only the beginning.

Toyota continues to make a global presence by continuously Moving Forward to perfect its product lines while staying on top of environmental awareness from emissions to manufacturing practices to giving back and improving local communities through sustainable operations and production.

Team members work together at TMMI to ensure that the reputation of Toyota remains in the highest regard when it comes to manufacturing and producing superior quality and reliability in the Highlander, Sienna, and Sequoia. When team members are not working in the factory, they are helping their local communities. They work equally hard to enhance Southern Indiana through charitable events and environmental awareness programs from clean water preservation to creating "Tree Campus USA." This effort was put in place in conjunction with the Arbor Day Foundation to create a program recognizing colleges and universities that commit to a set of five environmental standards

meant to help promote healthy forests on campus and in the local community. More than 100 distinguished campuses have already been designated a Tree Campus. As part of the program, every year Toyota and the Arbor Day Foundation also pick ten to fifteen schools to host special tree planting events celebrating their designation. One recipient, in particular, was the Indiana University Bloomington.

TMMI has not issued any layoffs of team members since the economic downturn began in 2009; instead, if any production downtime is experienced the time goes to reinvesting team members services in helping out the local communities. They also spend time focused on continuous training, sharpening skills, and challenging themselves to find ways to improve while volunteering to help those most in need within their community and beyond.

The 2012 Toyota Highlander is a seven-passenger crossover offered in base, SE and Limited trim levels and is available with a choice of two engines. The base model offers a 2.7-liter inline-4 engine with 187 horsepower and 186 lb-ft of torque. It is front-wheel drive with a six-speed automatic transmission. In city, you will get 20 mpg and 25 mpg highway miles.

Optional for the base, SE, and standard for the Highlander Limited is a 3.5-liter V6 that offers 270 hp and 248 lb-ft of torque. A five-speed automatic and front-wheel drive are standard; all-wheel drive is optional. From a dead stop it will take you from zero to 60 mph in just 7.5 seconds, which makes it one of the quicker crossovers on the road. The front-wheel drive V6 offers 18 in city and 24-highway mpg. Properly equipped, a Highlander V6 can tow up to 5,000 pounds.

The Highlander comes standard with Toyota's Star Safety System. In tests conducted by the Insurance Institute for Highway Safety, the Highlander received "Good" ratings (the highest possible) in both frontal offset and side impact tests.

The 2012 Toyota Sienna Minivan comes in five trim levels: base, LE, SE, XLE and Limited. The LE and XLE come in seven and up to eight-passenger configurations. The base and Limited are seven passenger only and the SE is eight passenger only. All trims come with front-wheel drive while the LE, XLE and Limited offers the option of all-wheel drive.

Base and LE models come with a 2.7-liter inline-4 with 187 horsepower and 186 lb-ft of torque. Available on those two trims and standard on all others is a 3.5-liter V6 with 266 hp and 245 lb-ft of torque. Both engines offer a six-speed automatic transmission. The V6 (in front-drive Limited trim) takes you from zero to 60 mph in an impressive 7.9 seconds. Fuel economy is 19 mpg and 24 mpg highway. The V6 gets pretty much the same numbers with 18 city mpg and 25 mpg highway.

The Toyota Sienna is synonymous with the words “safe vehicle.” The Insurance Institute for Highway Safety has issued the Sienna the “Top Safety Pick” award and the Sienna earned a top score of "Good" (highest level) for its performance in frontal offset, side-impact and roof-strength crash tests.

The 2012 Toyota Sequoia is a full-size SUV with seating for seven or eight passengers and there are three trim levels: SR5, Limited and Platinum, all of which are offered with a choice of rear-drive or four-wheel drive.

Base models offer a standard 4.6-liter V8 with 310 horsepower under the hood and 327 lb-ft of torque. The Limited and Platinum models offer a 5.7-liter V8 (optional on the SR5) with 381 horses under the hood and the muscle of 401 lb-ft of torque. How fast can it move from a dead stop? The Sequoia will take you from 0-60 in 6.7 seconds.

Base SR5 models offer a 4.6-liter V8 with 310 horsepower and 327 lb-ft of torque as standard equipment. Fuel economy is 14 mpg in city and 20 mpg highway.

The Limited and Platinum models offer a 5.7-liter V8 (optional on the SR5) that produces 381 horsepower and 401 lb-ft of torque. The Sequoia with this engine went from zero to 60 mph in a quick 6.7 seconds. Fuel economy is 13-city mpg, and 18 highway. The Toyota Sequoia can tow up to 10,000 pounds.

References:

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