

Toyota—Made in America and keeping Americans at work.

by Betsy Bearden

Toyotas are made in America? Yes—you can bet your stars and stripes on it! Toyota Motor Manufacturing Kentucky, Inc. (TMMK) is just one of the 10 factories in North America that manufacture different models of Toyotas nationwide. The Kentucky plant manufactures the Camry, Camry Hybrid, Avalon, and the Venza.

TMMK opened its doors in 1986, and by 1988, their first vehicle rolled off the assembly line. The Georgetown, Kentucky plant is the largest manufacturing plant outside of Japan and employs approximately 7,000 workers inside its 1,300-acre facility. As a result, this directly benefits the local economy in every way, and it also benefits surrounding areas and other states by providing 20,000 additional jobs for vendors and suppliers in Kentucky and beyond.

TMMK relies on parts from its own home state from 92 suppliers (presently) and from hundreds of other suppliers across the continental United States for the Kentucky-built line of vehicles. U.S. suppliers produce over 75 percent of the parts used in vehicles at TMMK, and 100 percent of the steel that is used in their auto manufacturing comes from North American sources.

Due to the \$5.7 billion dollar investment at the plant, this gives TMMK the capacity to build 500,000 vehicles and engines each year including 4-cylinder and V-6 engines and powertrain parts. As of March 2011, the Kentucky plant announced plans to export the U.S. assembled Camry sedans to its distributor in South Korea. It is estimated that 6,000 Camry units per year will be exported to South Korea.

January 2012 will be the first time a U.S. assembled Camry will be exported outside of North America. The vehicles are scheduled to arrive in South Korea beginning in January 2012, and are being exported from the Port of Hueneme, near Oxnard, California. This serves to create even more jobs for Americans in the local shipping venues and by adding an economic boost to the surrounding communities from Georgetown, Kentucky to the Port of Hueneme in California.

It is a well-known fact that the Camry has become the number one selling vehicle in the U.S. for going on 14 years. The Camry has had a monumental impact in building Toyota's rock-solid reputation for producing dependable and reliable cars that hold their value better than any other vehicles in the same class (and frequently in the class above them from other manufacturers) since their first debut in North America.

The 2012 Toyota Camry was introduced in 1983, and more than 8.5 million vehicles have been sold in the U.S. and 15 million worldwide. The 2012 Toyota Camry is slated to

continue solidifying its long-lived reputation as the best-selling car in America by offering a new, sleek design, Toyota's Star Safety System, and a more engaging driving experience. The Toyota Camry Hybrid is sure to follow suit. Bob Carter, Toyota Division group vice president and general manager says this, "The all-new 2012 Camry blends an evolution of the car's values – such as comfort, efficiency, reliability and safety – with a more appealing design. Competition in the midsize sedan segment is the strongest it's ever been, and the all-new Camry is designed to maintain its long-standing leadership while also broadening its appeal."

The 2012 Toyota Venza has some exciting things to offer this year. The Toyota Venza is a sporty sedan with crossover versatility. Until recently, the Venza was offered as a mono-spec model with few option packages. The 2012 Venza now offers you options such as LE, XLE and Limited grades, a model lineup that aligns the Venza with other Toyota passenger vehicles, making it more convenient for customers to select the perfect model to meet their needs. The LE and XLE models are available with all powertrain combinations: four-cylinder, V6, front-wheel drive or all-wheel drive. The Venza Limited comes with the V6 engine only, in front-wheel drive or all-wheel drive configurations. The Venza was developed specifically for the North American market, and more than 70 percent of Venza's components come from North American suppliers.

The 2012 Toyota Avalon remains an elegant, sophisticated car that offers decades-ago luxury and modern-day fuel economy and safety features. With a 268 horsepower V6 engine, it gets up to 29 MPG highway, and offers the most comfortable ride you could ever ask for with all the cabin creature comforts that leave you wanting for nothing. Avalon's 106.9 cubic feet of passenger space and 14.4-cubic foot trunk puts it in the EPA's "large car" category. It offers generous rear seat roominess and includes 40.9 inches of legroom.

Toyota Motor Manufacturing Kentucky, Inc. is not only providing employment to its local community that keeps Americans at work, it provides employment across the country. They are producing and perfecting their Toyota line in record numbers while making them safer and more economical and energy efficient to drive. The latest news about the units produced in Kentucky is this: *Toyota Motor Corporation Vehicles Dominate J.D. Power and Associates 2012 Vehicle Dependability Study. The 2012 Camry and Camry Hybrid earned five stars for Overall safety from the National Highway Traffic Safety Administration (NHTSA), the highest rating possible.*

"We are extremely pleased that not only did we win awards in eight of the fourteen model segments, but that in two segments we finished one-two and made the podium in twelve segments overall," said Jim Lentz, President and Chief Operating Officer Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Manufacturing Kentucky, Inc. should be applauded for its contribution to the workforce and should be recognized in their hard work and dedication that keeps Toyota forever— Moving Forward.

References:

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