

Toyota Returns To Its Roots At Canada's Outdoor Farm Show

With Team Members now building RAV4 SUVs in the new automobile plant in Woodstock, Toyota continues to build roots in the communities they call home. This year, Toyota Canada Inc (TCI) returns to Canada's Outdoor Farm Show (COFS) as the Official Vehicle Supplier, Canadian Energy Expo (CEE) presenter, exhibitor and host of the off-road test track. Now in its third year, this relationship between TCI and COFS is designed to serve our shared customers and community in the Woodstock area.



During the Show, TCI will be showcasing Toyota trucks, a Toyota forklift, the 2010 Toyota Prius and other Toyota hybrid technology to COFS visitors. "It's important for Toyota to be involved in the communities where we live and work," says Linas Balaisis, TCI National Marketing Manager. "We recognize the significance of an event like this in a community like Woodstock; it is an opportunity for visitors to see for themselves how Toyota fits into their lives, from hard-working efficient trucks to innovative hybrid technology."

Also important for TCI is covering all aspects of COFS visitors' vehicle needs from field work, personal driving and even construction with their vehicle displays.

TCI will be providing COFS visitors an opportunity to check out Toyota trucks in a real-world setting whether for farm or personal use. On a circuit at Canada's Outdoor Park, where the Show is held, TCI is running an off-road test track once again so visitors can put Toyota trucks to the test. They will be able to drive the recently updated 2010 Tundra, the Tacoma and the FJ Cruiser. The Woodstock-built RAV4 will also be on display.

TCI is featuring the all-new 2010 Prius and the Highlander Hybrid at the CEE. This year, Toyota engineers will demonstrate how the all-new 2010 Toyota Prius is the proven vehicle of the future, and it is available now.

Dedicated to ongoing grassroots community involvement and the driving needs of the agricultural industry, TCI looks forward to another positive experience sponsoring Canada's Outdoor Farm Show and its many events.

Canada's Outdoor Farm Show will be held September 15, 16 and 17 at Canada's Outdoor Park in Woodstock, ON.

About Toyota Canada

Toyota Canada Inc. (TCI) is the exclusive Canadian distributor of Toyota and Lexus cars, SUVs and trucks, and Toyota Industrial Equipment. TCI's head office is in Toronto, with regional offices in Vancouver, Calgary, Montreal and Halifax and parts distribution centres in Toronto and Vancouver.

TCI supports more than 300 Toyota, Lexus and Toyota Industrial Equipment dealers in Canada with services that include training, marketing and environmental and customer satisfaction initiatives.

Toyota's Canadian operations include automotive assembly plants in Cambridge and Woodstock, ON. These two plants employ more than 5,000 Canadians and produce four models (the Toyota Corolla, Toyota Matrix, Toyota RAV4 and Lexus RX 350) that will account for approximately 50% of all Toyota and Lexus sales in Canada in 2009. A parts manufacturing operation in Delta BC makes aluminum wheels for Toyota and Lexus vehicles built worldwide. Other operations in Canada include a cold weather research facility in northern Ontario.

Toyota's North American operations also include (10 US vehicle and parts manufacturing facilities) in Alabama, California, Kentucky, Indiana, Missouri, Tennessee, Texas and West Virginia. Vehicles assembled at these plants include the Toyota Avalon, Camry, Sienna, Sequoia, Tacoma, Tundra, and Venza. An 11th plant is planned for Mississippi.

More information about Toyota is available at www.toyota.ca

For more information on Canada's Outdoor Farm Show, go to www.OutOfoorFarmShow.com

