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Inspiring the Next Generation of Manufacturers

Toyota Alabama donates \$90,000 to celebrate Manufacturing Day

HUNTSVILLE, Ala. (October 4, 2017) – Toyota Motor Manufacturing Alabama is recognizing Manufacturing Day in a big way. As part of its Manufacturing Day program, the Huntsville plant announced a \$90,000 donation to Huntsville STEAM Works to build a new mobile fabrication lab.

The mobile fab lab will travel to area schools (at no cost) giving students experience in digital fabrication design and manufacturing, using technology such as 3D printers, laser cutters, CNC machines, and design programs.

“Nothing like this exists in our area,” said Mike Murdock, Huntsville STEAM Works Founder. “Toyota’s donation will give students—who otherwise would not have the opportunity—access to resources that foster innovation and creativity.”

Local high school students attended the program at the plant to learn about careers in manufacturing and see first-hand the processes used to build nearly 3,000 engines a day.

“Manufacturing Day allows us to showcase our facility and expose students to the highly technical environment that exists in the automotive manufacturing industry,” said Mark Brazeal, general manager of administration at Toyota Alabama. “We want to educate students, parents and educators about today’s advanced manufacturing operations and help generate interest in the opportunities that a career in the automotive manufacturing industry can provide.”

Nearly 3,000 manufacturers in all 50 states participate in Manufacturing Day activities to support workforce development initiatives. These types of activities are critical to help develop the talent pipeline for filling production, engineering and skilled jobs. An estimated 2 million manufacturing jobs will go unfilled over the next decade due to a company’s inability to find talent with necessary technical skills.

Toyota Alabama and its 1,400 team members are committed to developing skills and career opportunities for students in the region through education funding and programs such as the Advanced Manufacturing Technician program and cooperative learning partnerships with colleges.

In September Toyota also announced a \$106 million investment in the Alabama plant, bringing the total to \$970 million. This is part of the company’s commitment to invest \$10 billion over the next five years to modernize and expand operations in the U.S.

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About Toyota

Toyota (NYSE:TM) has been a part of the cultural fabric in the U.S. and North America for 60 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands. During that time, Toyota has created a tremendous value chain as our teams have contributed to world-class design, engineering, and assembly of more than 33 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 46,000 people (more than 36,000 in the U.S.). Our 1,800 North American dealerships (nearly 1,500 in the U.S.) sold almost 2.7 million cars and trucks (2.45 million in the U.S.) in 2016 – and about 85 percent of all Toyota vehicles sold over the past 15 years are still on the road today.

Toyota partners with community, civic, academic, and governmental organizations to address our society’s most pressing mobility challenges. We share company resources and extensive know-how to support non-profits to help expand their ability to assist more people move more places. For more information about Toyota, visit www.toyotanewsroom.com.