

# WELCOME TO THE TOYOTA USA AUTOMOBILE MUSEUM

*Toyota's rich U.S. history spans nearly half a century. To honor that journey of continued excellence, we have created a showcase of our most memorable automobiles. These vintage vehicles trace Toyota's amazing impact on America, starting as an unknown company in 1957, to becoming one of today's top-selling automakers. We invite you to learn more about our history and see our plans to keep America moving in the 21st century.*

## TOURS AND SPECIAL EVENTS

Looking for a unique location for an event? The Toyota USA Automobile Museum is available by appointment for meetings, events and guided tours.

## MERCHANDISE

Be sure to stop in the museum store for unique gifts. With a selection of fine-quality clothing, hats and Toyota USA Automobile Museum merchandise, you can own the Toyota USA Automobile Museum experience!

## GENERAL INFORMATION

Hours: By appointment only  
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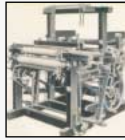


Toyota Motor Sales U.S.A., Inc.  
19001 S. Western Ave.  
Torrance, CA 90509



## TOYODA TO TOYOTA: A VISION FOR CONTINUOUS IMPROVEMENT

Our story begins with Sakichi Toyoda, an industrious, hard-working Japanese inventor in the early 1900s. He prided himself on finding ways to help people be more efficient and avoid waste — a process known as “kaizen” or continuous improvement. In 1924, he created a revolutionary, automatic weaving loom that shut itself down if it detected a broken thread. He eventually sold the patent for the loom and gave the money to his son, Kiichiro, to start an automobile company in 1937. The company’s name was later changed from Toyoda to Toyota because the number of strokes needed to write it in Japanese was eight, a lucky number suggesting growth. Sakichi and Kiichiro’s strong dedication to continuous improvement continues today and serves as the foundation for Toyota’s success in America.



## EMBARK ON A JOURNEY THROUGH TIME WITH TOYOTA

As you walk through the museum, you will see how the past has paved the way to a bright future. Here are some highlights you will discover:



▲ **1936 Model AA**  
Replica of the first car Toyota ever produced



▲ **1958 Toyopet Crown**  
The first Toyota sold in America

▲ **1958** Toyota sells 287 Toyopet Crowns and 1 Land Cruiser in the U.S.A.



▲ **1965 Corona**  
Marking the beginning of Toyota’s quality image and U.S. customer acceptance, Corona becomes Toyota’s first high-volume vehicle

▲ **1967 2000GT**  
One of the stars of the James Bond movie “You Only Live Twice”

▲ **1968 Corolla**  
Toyota’s popular sedan debuts and goes on to become the world’s best selling car of all time



▲ **1986** New United Motor Manufacturing, Inc. (NUMMI), a joint venture with General Motors in California, becomes Toyota’s first U.S. auto manufacturing plant and begins producing Toyota Corollas; Toyota becomes the first import automaker to sell over one-million vehicles in a single year



▲ **1993** Toyota opens Arizona Proving Grounds, the largest oval track in the world

▲ **1994** Toyota Avalon production begins in Kentucky

▲ **2000 Prius**  
The world’s first mass-produced high mileage, ultra-low emission gas/electric hybrid comes to America

▲ **2002** Toyota delivers world’s first market-ready fuel-cell Sports Utility Vehicles to test customers in the United States



▲ **2003 Scion XB**  
Toyota launches Scion line for a new generation of Americans

## BUILDING WHAT CUSTOMERS WANT

As Toyota began to grow in the post-World War II era, company leaders recognized that they needed to expand outside of Japan. They noted that American GIs were starting families and moving to the suburbs, creating the need for second cars in the U.S. As a result, Toyota set up an office in Hollywood, California, on Oct. 31, 1957 and began selling Toyopet Crowns and Land Cruisers the following summer.

In 1965, Toyota introduced the Corona, a powerful and well-equipped car designed specifically for American drivers. It was an instant hit and the company never looked back. By the 1970s, Toyota was the best-selling import brand, and a decade later, it began manufacturing vehicles in the United States. By the late 1990s, the Toyota Camry had become the best-selling car in America, and Lexus was well on its way to becoming the best-selling luxury line. Today, Toyota is the fourth-largest automaker in the United States, and its products are rated among the highest in quality.

## LOOKING BACK WHILE MOVING FORWARD



While Toyota’s history in the U.S. spans nearly a half-century of change, its vision has remained constant — to be a leader in quality, innovation and durability. This vision is reflected throughout the museum in more than 60 significant Toyota, Lexus, Scion and Motorsports vehicles that have influenced American culture while advancing safety and environmental technology.

From Toyota’s first American car — the Toyopet — to futuristic “concept” cars, Toyota has consistently demonstrated a firm commitment to understanding people’s needs as well as manufacturing and delivering products of impeccable quality.

## TOYOTA MILESTONES IN NORTH AMERICA

▲ **1957** Toyota Motor Sales, U.S.A., Inc. founded in California



▲ **1961 Land Cruiser**  
The only model continuously sold in America

▲ **1967 Stout**  
Toyota trucks evolve from the simple Stout to the sophisticated full-size Tundra assembled in America



▲ **1971** Introduction of Celica creates new market segment

▲ **1978** Toyota takes over as number one import seller of small trucks



▲ **1989** Lexus Division is launched in North America

▲ **1990 Lexus LS 400**  
Toyota’s first luxury car sets new records for quality and trouble-free driving

▲ **1995** Fourth North American plant opens in Indiana to produce Tundra full-size pickup

▲ **1996** Twenty-millionth vehicle sold; West Virginia engine plant announced



▲ **2003** After mastering celebrity Celicas and CART racing, Toyota proves itself again when it is victorious in its first attempt at the Indianapolis 500