

## TOYOTA'S GOLDEN ANNIVERSARY IN THE USA 05 November 2007



Saatchi & Saatchi Los Angeles has been celebrating the anniversary of Toyota's 50 years in the U.S. As Toyota's advertising agency of record for the majority of those 50 years, the agency shares in Toyota's success.

The agency is well represented in this week's *Automotive News* commemorative issue, "Turning Points," highlighting 25 pivotal decisions in Toyota's 50 years in America. The issue includes interviews with Saatchi & Saatchi executives who worked with Toyota from the inception of its brand building efforts in the U.S. The back cover of the issue is a surprising, understated congratulatory ad from the agency.

Kurt Ritter, Saatchi & Saatchi Los Angeles' CEO, told the publication the spirit of Toyota marketing is best expressed as "There is no best, only better." The humble philosophy of kaizen, or continuous improvement, that has established Toyota as the leader in today's auto industry has also propelled the agency to marketing greatness.

For more details on this historic milestone, visit <http://toyota50th.com>