

---

**For Immediate Release**

**Toyota Continues Commitment for Public Education and Fire Safety**

Cambridge, Ontario, December 22, 2011 – Christmas came early for the Cambridge Fire Department Public Education team when Toyota Motor Manufacturing Canada (TMMC) gave the division a prestigious 2011 RAV4 vehicle. The fire engine red, 4-wheel drive vehicle, valued at some \$27,300 offers remarkable fuel-economy with significant traction. The RAV4 was built at the TMMC West plant located in Woodstock, ON. TMMC also operates two plants in Cambridge, ON and their South Plant, which builds the Lexus RX350, was recently awarded the prestigious J.D. Power and Associates 'Platinum Plant Quality Award'.

"We have a tremendous track record of working closely with TMMC in areas of workforce safety and prevention," says Cambridge Fire Chief Bill Chesney. "The organization's team is an exemplary corporate citizen and they continue to give back to this community."



The Cambridge Fire Department (CFD) staff note the major initiatives in training through yearly plant evacuation exercises, participatory programs to

test vehicles in the fire practice, and ongoing dialog with TMMC staff to support safety and awareness. Pictured above is Damond Jamieson, Captain, Public Education and Neil Main, Deputy Fire Chief, as they head to a public education event in the new RAV4.

In November, TMMC donated a vehicle each to 10 organizations throughout the community to commemorate its 25<sup>th</sup> Anniversary. In 2003, Cambridge made history when the South Cambridge plant became the first automobile manufacturing plant outside of Japan that was both a Toyota and Lexus manufacturing operation. The Toyota Motor Manufacturing fact sheet is found at: [http://www.tmmc.ca/media/pdf/tmmc\\_fact\\_sheet.pdf](http://www.tmmc.ca/media/pdf/tmmc_fact_sheet.pdf)

Cambridge Fire Department's mission is to save lives, prevent injury, and protect property. In 2010, the department responded to 5,355 calls. For more information visit [www.cambridge.ca/fire\\_department](http://www.cambridge.ca/fire_department)

-30-

Contact:  
Neil Main, Deputy Fire Chief  
[mainn@cambridge.ca](mailto:mainn@cambridge.ca)

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in southwestern Ontario, part of Canada's Technology Triangle. In 2010, the population reached over 130,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

**You meet the nicest people in Cambridge. It's a place that understands all about coming together. There is so much more to Cambridge than the beautiful lands created at the convergence of two rivers or its logistically perfect location in the heart of Ontario's economic corridor. Cambridge is the coming together of people from diverse, close-knit and proud communities. The people of Cambridge 'do the right thing' by respecting history, family values, a sound work ethic, the arts, environment and advancement. A young city, Cambridge is a master of balancing the excitement and promise of the new with the historical significance and stability of the old. A place where coming together is just the start. Uniting together is what sets Cambridge apart. Undiscovered-Cambridge families and entrepreneurs get more for less, and sacrifice nothing.**

The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with potential for career growth and advancement. For more information on the area or the corporation visit [www.cambridge.ca](http://www.cambridge.ca). The City of Cambridge press room is located at <http://www.cambridge.ca/pressroom>. To opt out of the news release distribution, please send an email to Linda Fegan [feganl@cambridge.ca](mailto:feganl@cambridge.ca).