

Toyota Boshoku America Strengthens Bodies, Minds and Hope for Local Organization

ERLANGER, Kentucky, (Business Wire) – Toyota Boshoku America, Inc. (TBA), a premier automotive interior systems supplier and filter manufacturer, based in Erlanger, Kentucky, is providing strength and hope to a Northern Kentucky charity with the donation of a custom sports game court.

Today, executives from TBA and New Perceptions, Inc., a leading local nonprofit organization dedicated to enhancing the lives of individuals with intellectual and developmental disabilities, united in a ribbon-cutting ceremony for a new multi-sport game court at the organization’s Edgewood Kentucky location. Team members of TBA raised funds and led the sports facility project. Cincinnati Sportscapes, LLC built and installed the new court, providing a much-needed source of fun and exercise for New Perceptions members. The new Versacourt hosts basketball, pickleball, 4-square and hopscotch.

“TBA is delighted to have worked alongside New Perceptions through this transformation. Together, we are making a meaningful difference in the lives of our local community. We have faith that this sports court will serve as a catalyst for New Perceptions to further enrich their mission of supporting individuals in the community with intellectual and/or development disabilities,” said Rich Norris, TBA Vice President, Corporate Planning. “We are excited to watch New Perceptions continue to grow and prosper for many years to come.”

“We are so grateful for the kindness of the TBA team and their commitment to those we are so fortunate to serve,” said Shawn Carroll, Executive Director, New Perceptions. “This sports court will provide a great opportunity for wellness, exercise and comradery for our participants.”

“At Cincy Sportscapes we’re passionate about what we do and thankful for all of the communities we serve. Building custom courts is really awesome, but by far our favorite part is bringing communities together and the new lifelong memories and relationships that will be formed right here on the court,” commented Chris Castleman, Owner Cincinnati Sportscapes. “Thank you to the entire team at TBA and New Perceptions for having us!”

This partnership is just one of the many activities underscoring the automotive interior manufacturing company’s dedication to making a positive impact within their local community.

About Toyota Boshoku America

Toyota Boshoku, one of the world’s premium interior systems suppliers and filter manufacturers, develops and produces interior, filtration, and powertrain components. With world headquarters in Kariya City, Japan, Toyota Boshoku Corporation owns Toyota Boshoku America, Inc. (TBA) based in Erlanger, Kentucky. TBA and its affiliates employ over 14,000 Team Members in 23 locations throughout the United States, Canada, Mexico, Brazil, and Argentina. TBA Group is a premier manufacturer of automotive interior systems, which include seat, door trim, headliner, substrate, and carpet in addition to air and oil filters for a variety of customers such as Toyota, BMW, and Subaru. For more information visit <https://www.toyota-boshoku.com/us/>.

Media Contact:

Rich Norris – Vice President, Toyota Boshoku America, Inc.

Rich.norris@toyota-boshoku.com

859-653-8362

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