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NEWS RELEASE

Toyota support the music project “Resolution” for promoting environmental preservation, sung by “Alexandra Bounxouei”

Vientiane, April 22nd, 2022. Toyota Laos Co, Ltd the 1st leader in automobile car manufacturer, announced the support activity for the world-wide Music project “Resolution” for promoting the environmental preservation. The song “Resolution” is a world song, - a project associated with WWF International to promote environmental preservation. This song has been given to more than 100 countries to participate in their own languages, and Laos has been invited to participate. The song has already been written in Lao language and approved by the Ministry of Information and Culture. Alexandra Bounxouei, who is the wildlife and ivory alliance ambassador, producing a music video using this good song to call for action to protect the planet.

On 23 April 2022, TOYOTA invited Alexandra Bounxouei to have a special ‘Talk show’ program at the TOYOTA SQUARE, and made special concert with her. On the mini concert Alexandra performed first public singing “Resolution” song to audiences, and talked about what is a good ‘quality for life’ in her opinion and what message do she want deliver to the audience on the Resolution song.

Toyota Laos is continuing to support such projects to protect the global environment and nature in Laos.

- **TOYOTA LAOS HEAD OFFICE:** Royal Square Office Building, No. 20 Samsenthai Road, Nongduong nuea Village, Sikottabong District, Vientiane Capital, Lao PDR

Tel: 021 221080

- **TOYOTA LAOS DEALERS**

1. Toyota Lao Thani Co., Ltd. – Ban Phonthan-Nuea, Xaysettha District, Vientiane, Toyota Laothani Co., Ltd. – 021 453 801
2. Toyota Laothani Co., Ltd. – 23 Singha Road, Ban Phonexay, Xaysettha District, Vientiane, - 021 453 777
3. Lao Toyota Service Co., Ltd. – Thong Khan Kham Rd, Ban Thongtoun, Chanthaburi, Vientiane- 021 253 004
4. Lao Toyota Service Co., Ltd. – Sikhottabong Branch, Km7 Luangphabang Road, Ban Nahea, Sikhottabong District- 021253004
5. Toyota Lao Savan Co., Ltd. – Ban Phonesavang-neua, Kaisorn phromviharn City, Savannakhet – 041 260 882
6. Toyota Champa Co., Ltd. – Ban Hongkhayom, Pakse City, Champasak - 031 218 888
7. Toyota Muang Luang Co., Ltd. – Ban Pha Kom, Luang Prabang city, Luang Prabang - 071 214 111
8. Lao Toyota Southern Co., Ltd. – Salakhio Dongjong Road, Ban Phoumuang, Champasack- 031 251 400

Contact Us:

For more information on the contest, please visit the following:

- Website: <https://Toyota-laos.com.la/>
- Facebook: <https://www.facebook.com/toyotalaosla>
- E-mail: paramy_khamdaranikorn@toyota-laos.com
- Contact Telephone: + 856-20 54 565 464/+856-20 57 399 669

Photo attach: