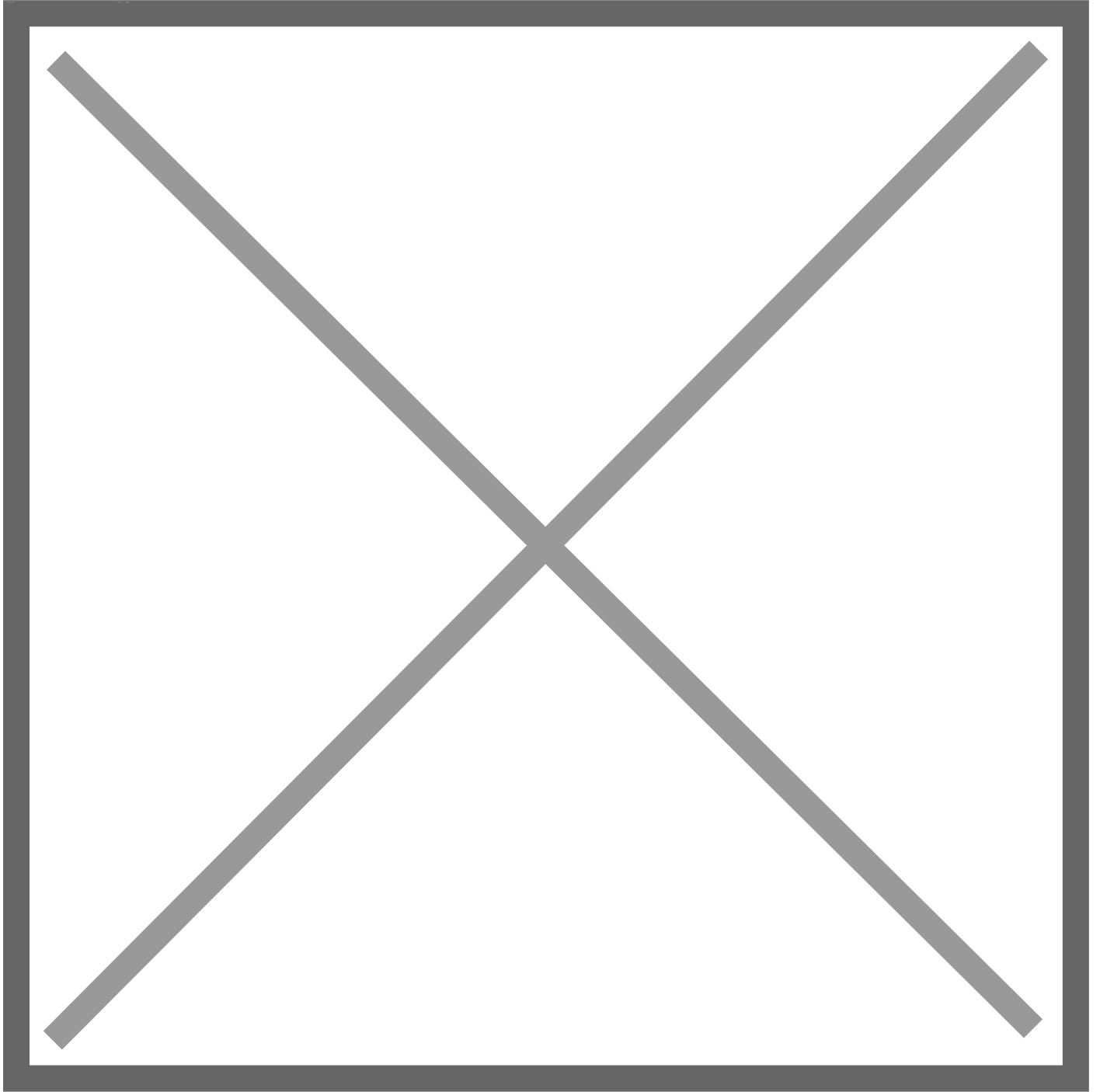


Toyota Leads the Industry with the Most IIHS 2017 'Top Safety Pick+' Awards

December 08, 2016

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Plano, Texas, Dec. 8, 2016 — For the third year in a row, Toyota has topped the Insurance Institute for Highway Safety's (IIHS) annual list of safety awards. Twelve Toyota and Lexus vehicles won IIHS awards in 2017, with nine receiving its highest award, the TOP SAFETY PICK+, the most of any manufacturer.

“At Toyota, our focus remains on the safety and peace of mind of our customers,” said Dino Triantafyllos, Toyota's North American Chief Quality Officer. “We are proud that our commitment to developing safe and reliable vehicles resulted in such a strong showing in 2017 TOP SAFETY PICK+ awards”.

According to IIHS, automakers were required to meet tougher criteria to be considered for the top 2017 awards, including headlight evaluations launched in 2016. Among this year's TOP SAFETY PICK+ recipients, the IIHS recognized the updated Toyota Corolla for improved small overlap crash protection and front crash prevention, as well as the Toyota Prius for its improved headlights.

To receive a 2017 Top Safety Pick award, vehicles were required to earn good ratings in five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as an advanced or superior rating for front crash prevention. 2017 Top Safety Pick+ award winners, must also have good ratings in the five crashworthiness tests, an advanced or superior rating for front crash prevention and an acceptable or good headlight rating.

2017 Toyota and Lexus TOP SAFETY PICK+ winners:

- Toyota Prius (*built after August 2016*),
- Toyota Corolla
- Toyota Camry
- Toyota Prius v
- Lexus RC
- Lexus ES 350
- Toyota RAV4,
- Lexus NX
- Lexus RX

2017 Toyota and Lexus TOP SAFETY PICK winners:

- Toyota Yaris iA
- Toyota Avalon
- Lexus CT 200h