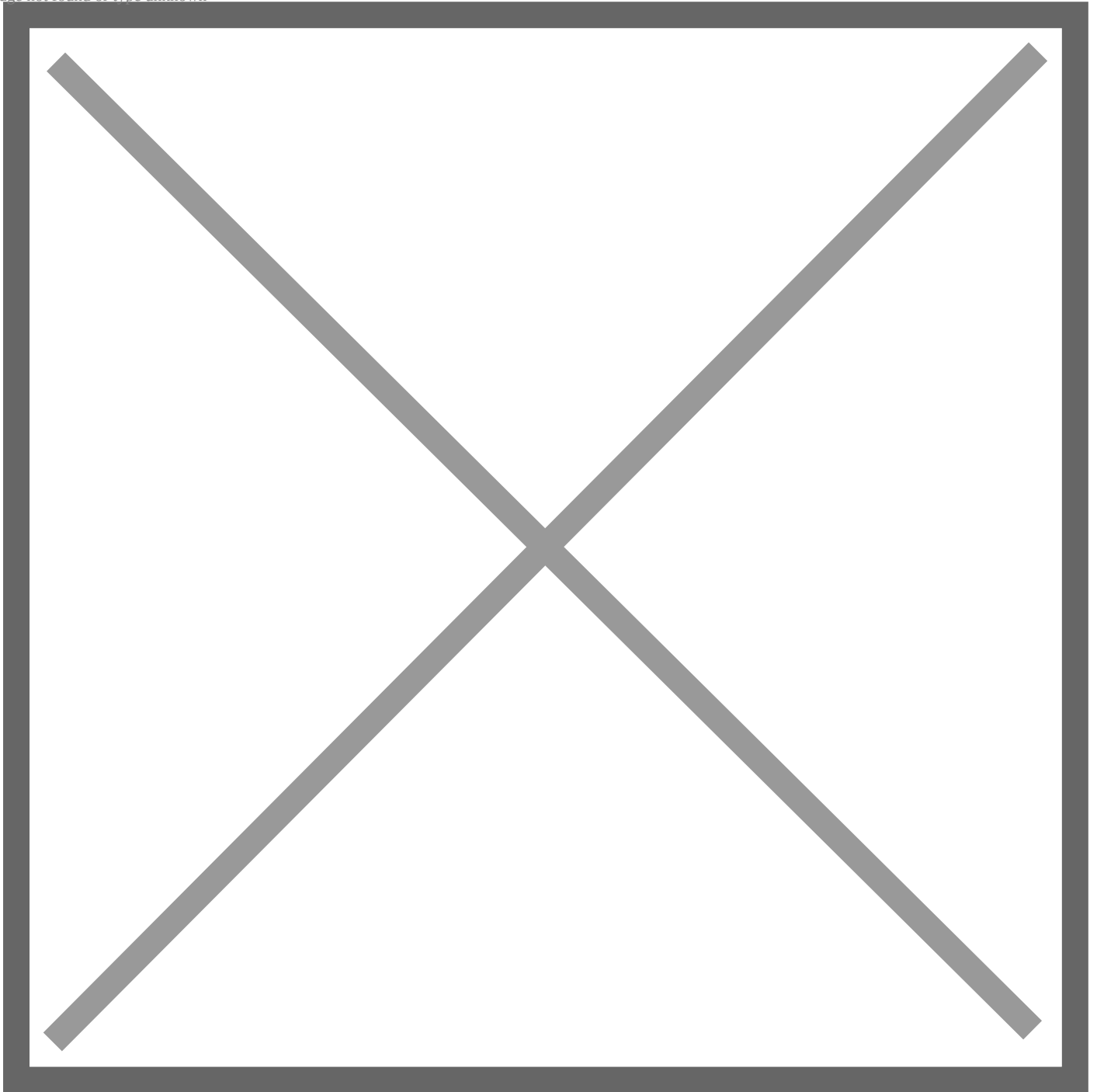


Toyota User Experience (UX) Seizes the Consumer Electronics Show Stage

December 14, 2016

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TORRANCE, Calif. (Dec. 14, 2016) – Toyota will showcase a new concept vehicle at the 2017 Consumer Electronics Show in Las Vegas, Nevada that highlights the critical importance of UX in the development of highly automated vehicles and robots. The vehicle will be featured during Toyota’s press conference on Wednesday, January 4th at 1:00 pm PT at the Mandalay Bay Convention Center.

Separately, CES 2017 will introduce Toyota’s next-generation framework for connected vehicle and telematics systems.

Media website: <http://www.toyotanewsroom.com>

Public websites: <http://www.toyota.com>

<http://www.lexus.com>