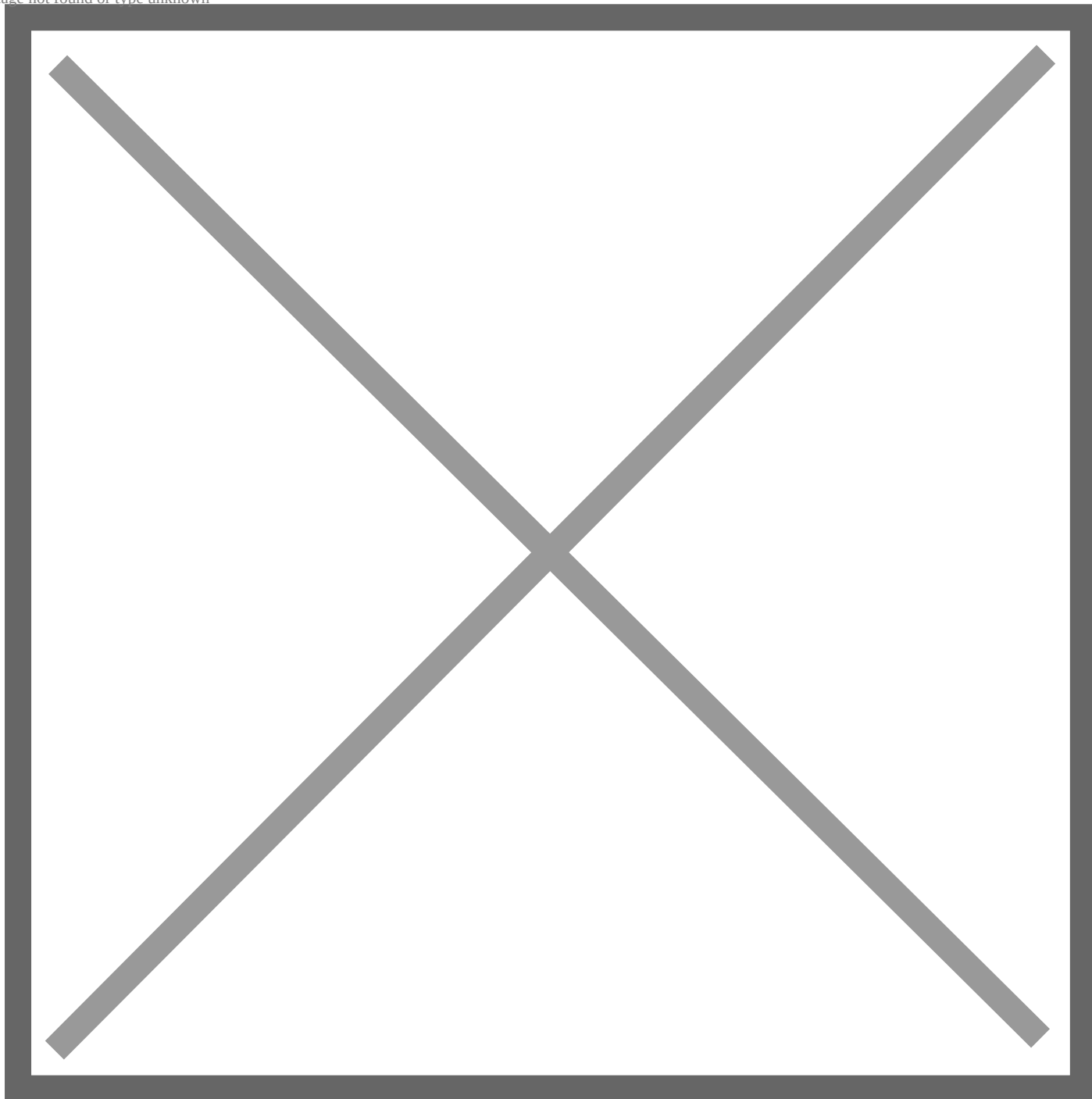


Toyota Supports Critical Red Cross Assistance as Natural Disasters Push Thousands from Their Homes

January 07, 2016

Image not found or type unknown



Plano, Texas, Jan. 7, 2016 — As communities across the South and the Great Plains face a barrage of natural disasters, Toyota is supporting the American Red Cross's critical relief efforts in affected regions, such as North Texas and the Dallas area, including Plano, which is the site of the company's new North American headquarters. Toyota's support is also advancing relief efforts in other hard-hit regions where it operates, such as Alabama, Mississippi and Missouri. As a member of the American Red Cross Disaster Responder Program since 2014, Toyota has been making annual contributions of \$250,000 so that the nonprofit organization is poised to provide immediate assistance to those affected by disasters, including food, shelter and emotional support, as well as help during the recovery process.

In the wake of this most recent spate of disasters, Toyota will also sponsor a matching gift campaign, where the company will match team member donations to the American Red Cross during the month of January. Toyota has supported the organization over the last decade through corporate giving and matching gift programs for a total of approximately \$8 million in contributions. The company has also donated vehicles for ongoing support in disasters large and small, which have become part of the Red Cross's fleet.

"At Toyota, we know that when disaster strikes, every minute counts," says Latondra Newton, Group Vice President and Chief Social Innovation Officer, Toyota Motor North America. "That's why we joined the Red Cross Disaster Responder Program to help ensure that vital support and services are at the ready when disasters happen. Our thoughts are with all those affected by these terrible events as they work to recover and rebuild."

"We have been out helping people affected by these massive storms since before Christmas and will continue to support them as long as we are needed," said Brad Kieserman, Vice President, Disaster Services Operations and Logistics for the Red Cross. "We depend on generous financial donations to provide comfort and hope to people in need. This is especially true right now when so many have lost everything and holiday celebrations for so many families were tragically interrupted."

Hundreds of trained Red Cross disaster workers opened shelters for those affected, providing meals, distributing comfort kits and clean-up supplies and meeting with those affected to help them plan their next steps. More than 2,000 homes have been damaged by storms across the affected areas and the number could increase.

The Red Cross will be helping people affected by this storm for weeks and months to come, while responding to other emergencies. The public can help by donating to Red Cross Disaster Relief to support disasters big and small by visiting redcross.org, calling 1-800-RED CROSS or texting the word REDCROSS to 90999 to make a \$10 donation.

In addition to supporting the relief efforts of the American Red Cross, Toyota Financial Services (TFS) and Lexus Financial Services (LFS) are offering the possibility of several payment relief options to customers in affected areas. Customers can find out if they are eligible by calling customer service (800-874-8822 for TFS customers and 800-874-7050 for LFS customers).