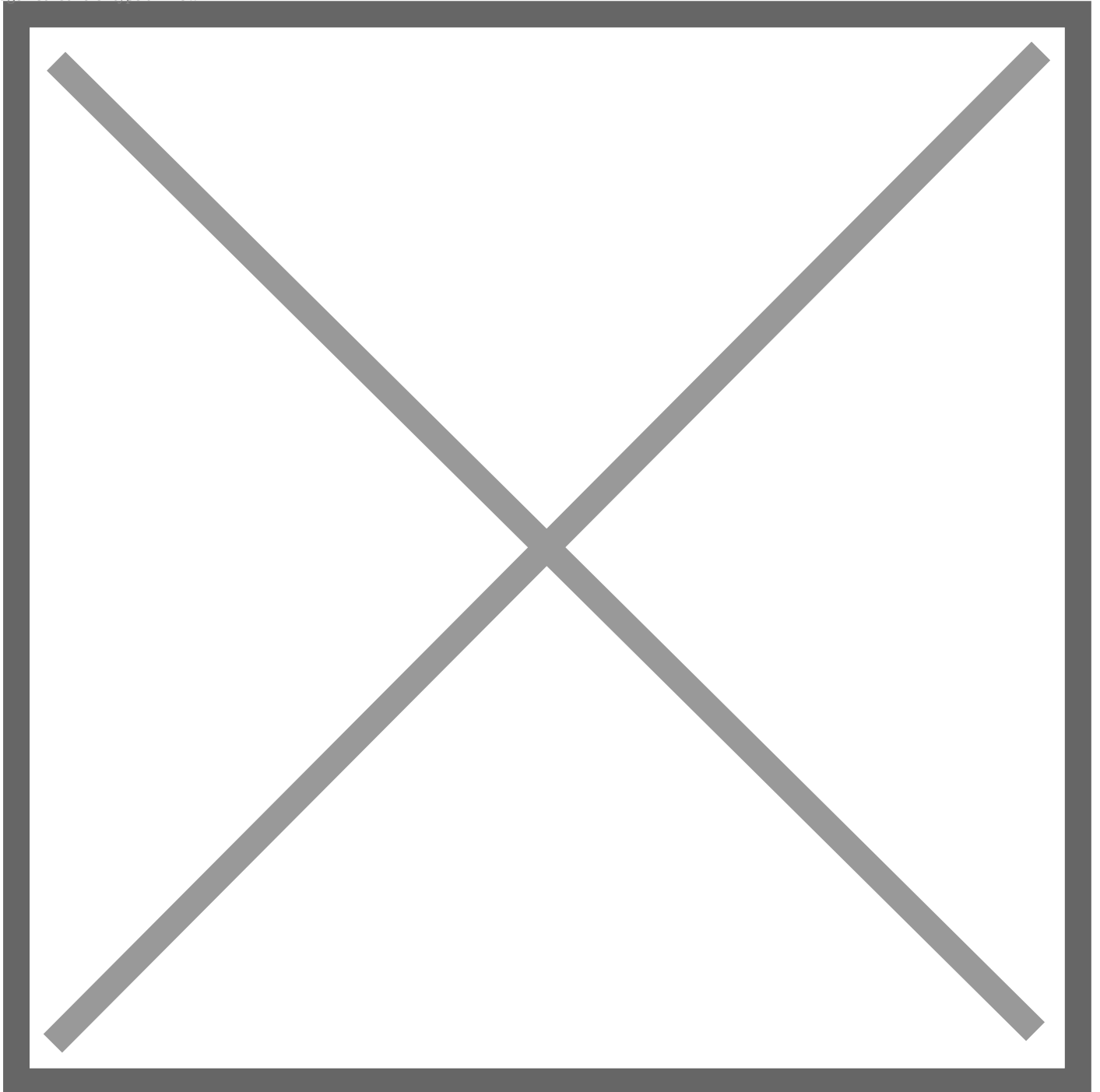


Toyota Hosts Second Annual North Texas Supplier Diversity Event for Local Women- and Minority-Owned Businesses

March 16, 2016

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Frisco, Texas (March 16, 2016) — Toyota today hosted its second annual supplier diversity event in North Texas at the Embassy Suite Dallas Frisco Convention Center & Spa. “Power of Exchange 2016” offered local Minority Business Enterprises (MBEs) and Women Business Enterprises (WBEs) a valuable forum to network and connect with Toyota’s Tier I suppliers, and provided access to Toyota’s sales, marketing, and professional services.

“We are so pleased to be hosting another extremely successful Power of Exchange event in North Texas,” said Bonnie Clinton, Chief Procurement Officer for Indirect Procurement at Toyota Motor Sales, U.S.A., Inc. “This dynamic forum is an important affirmation of Toyota’s commitment to diversity and inclusion as we work with our supplier partners to achieve their diverse business development goals. We are committed to having a supplier base which closely reflects the diversity of both our customers and our team members who build Toyota vehicles in North America. It is also very important for Toyota as we continue to develop meaningful new relationships in our new home in the Dallas-Fort Worth Metroplex.”

The day-long event began with a morning session of panel discussions that included representatives from MBE suppliers who gave accounts of how they won business from Toyota. It also included discussion from Toyota executives on the importance of supplier diversity to the Company. The afternoon session put these learnings into practice and gave attendees a chance to network through a reverse tradeshow that featured Toyota’s indirect Tier 1 suppliers showcasing their companies and discussing their respective contracting requirements.

Keynote speakers at this year’s event included Albert Shen, National Deputy Director of the U.S. Minority Business Development Agency, and Texas State Senator Royce West.