

Toyota Captures Top Non-Luxury Brand Award in Edmunds.com 'Best Retained Value Awards'

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TORRANCE, Calif., (June 18, 2015) – Toyota was named the top non-luxury brand in the fifth annual *Edmunds.com*’s Best Retained Value[®] Awards. The awards “recognize the brands and 2015 models that have the highest projected residual values after five years based on their average *Edmunds.com* True Market Value[®] (TMV[®]) price when sold new.”

“Earning the *Edmunds.com* ‘Best Retained Value[®]’ award is a great honor and a testament to Toyota’s commitment to quality, durability and reliability, all key ingredients for great value,” said Bill Fay, group vice president and general manager, Toyota Division.

Four Toyota models also took home the top prize in their segments for best resale value, more than any other brand. They were:

- Tacoma Pickup – Midsize Truck
- Tundra Pickup – Large Truck
- Highlander – Midsize SUV
- Avalon – Large Car