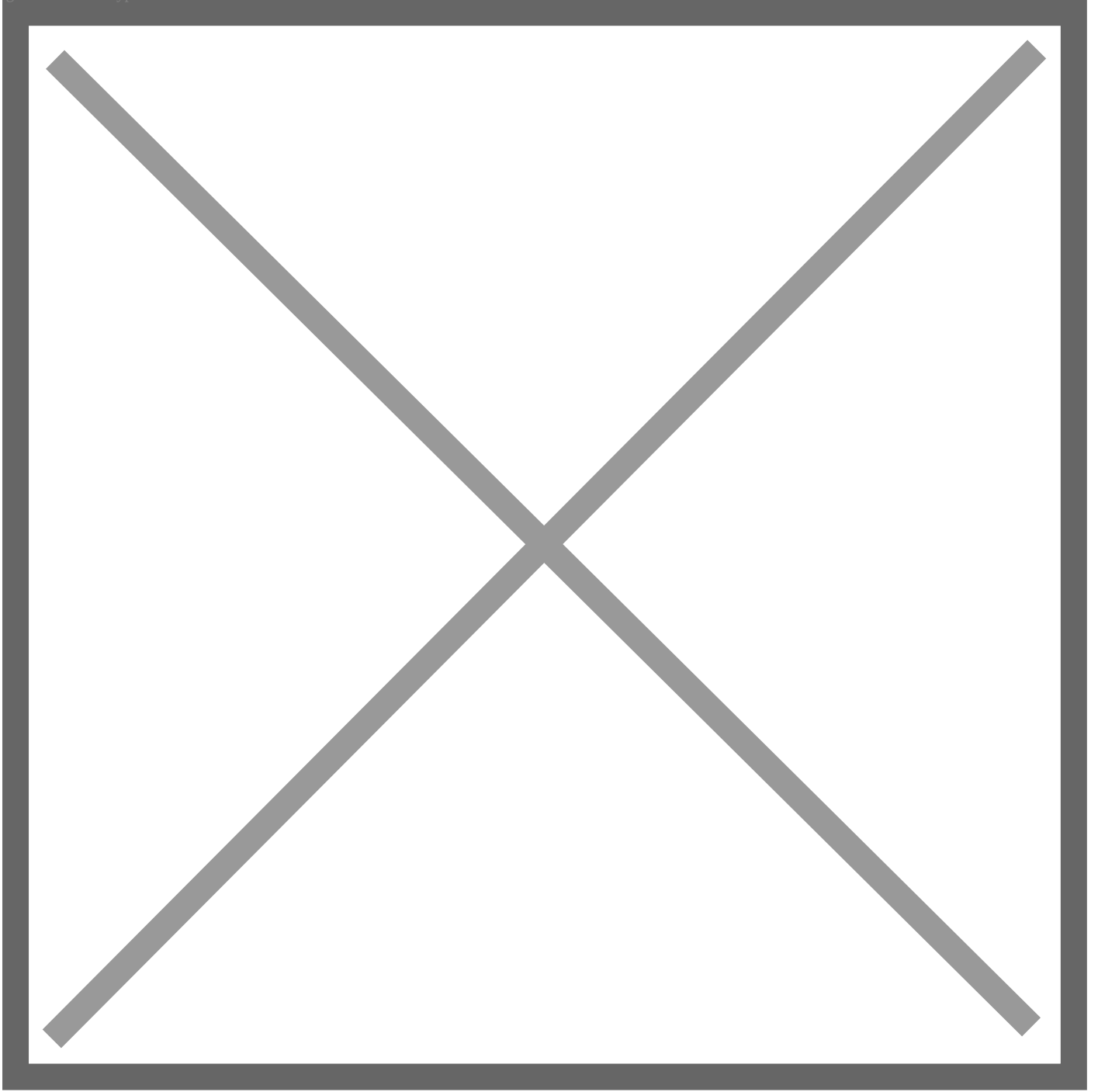


Toyota Becomes IOC TOP Partner

March 13, 2015

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Tokyo, Japan, March 13, 2015 — Toyota Motor Corporation (Toyota) today announced it has entered into a sponsorship agreement with the International Olympic Committee (IOC) to become part of The Olympic Partner (TOP) program.

The agreement runs through to the end of 2024 in the mobility category, which includes vehicles, mobility services and mobility solutions.

The announcement was marked by a ceremony in Tokyo, attended by IOC President Thomas Bach, IOC Marketing Commission Chairman Tsunekazu Takeda (Japanese Olympic Committee President), The Tokyo Organising Committee of Olympic and Paralympic Games President Yoshiro Mori, Toyota President Akio Toyoda and other Toyota and IOC dignitaries.

Toyota's relationship with the Olympic Games and the Olympic Movement is effective immediately, with Toyota granted sponsorship rights in Japan through 2016. Toyota's rights will extend globally beginning 2017.

For more details, go to: <http://newsroom.toyota.co.jp/en/detail/6912320/>