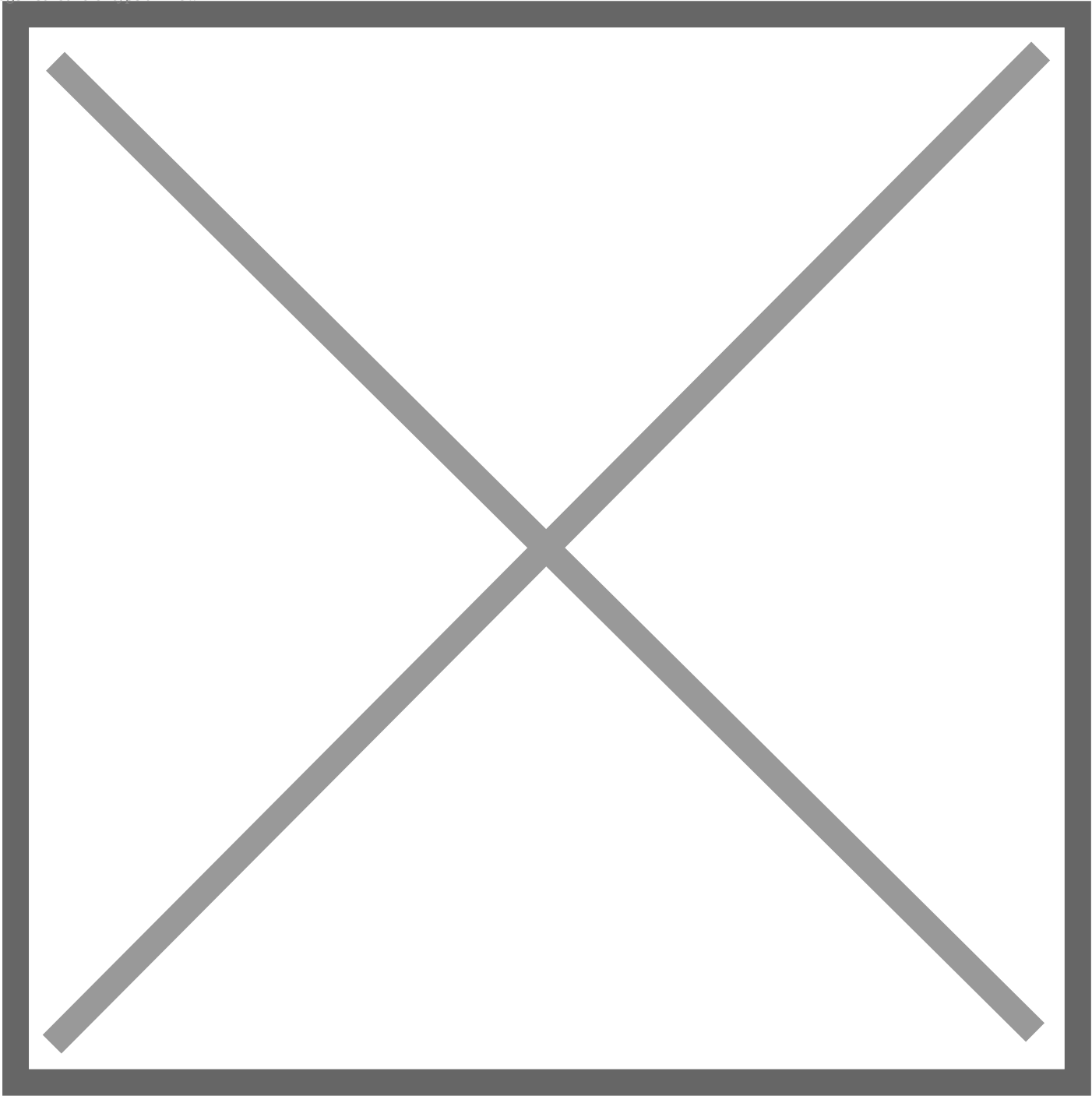


Toyota Exhibit at New York Auto Show Features New RAV4 Hybrid and Tacoma Models, Engaging Activations

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NEW YORK (March 26, 2015) – Want to see what mobility looks like today? Tomorrow? Visitors to the New York International Auto Show will glimpse exactly that when they check out the Toyota exhibit. They'll see the newest hybrid model in the Toyota line-up, the RAV4 Hybrid. The RAV4 Hybrid, the fuel-efficient iteration of one of the company's best-selling, award-winning vehicles, is making its world debut in New York.

Toyota's presence extends to Crystal Palace where the Mirai special exhibit will allow attendees to get up close and personal with Toyota's revolutionary fuel cell hydrogen concept. The Mirai display will include a mock-up of a fueling station to educate consumers on how the vehicle is re-fueled with hydrogen in about five minutes.

The following are also at Crystal Palace, located near the Mirai exhibit:

- FV-2 three-wheel concept vehicle, which is operated by the driver shifting his or her body to intuitively move the vehicle in any direction.
- i-ROAD, an innovative, fun-to-drive three-wheel personal electric vehicle equipped with revolutionary Active Lean technology that emulates the movements of a skier
- FT-1 concept car and FT-1 racing simulators
- New York Yankees graphic-wrapped Prius
- Sleeper Camry, an 850-Horsepower dragster from the 2014 SEMA show, and the Watkins Glen Camry Pace Car, both from Toyota Motorsports
- Toyota Safety Sense display, featured on the new 2015 Avalon
- Special editions of the 2016 Camry and Corolla
- TeenDrive365 Distracted Driving simulator with Oculus Rift. This is the first time the virtual reality technology is being used to educate people – teens and parents alike – about the dangers of distracted driving.

Downstairs in the truck space, Toyota will be celebrating another freshly remodeled vehicle – the all-new 2016 Tacoma, with a new 3.5 liter, V6 engine, a redesigned cab, and for the first time, a GoPro mount to capture all of life's adventures.

Additional vehicles in the lineup of truck display models includes

- TRD-Pro series lineup – Tundra, Tacoma and 4Runner
- Tundra TRD Pro Desert Race Truck, which raced over 1,200 miles to a first place finish at the 47th Tecate SCORE Baja 1000 last November
- Bass Pro Shops Tundra with an ATV
- Sienna:Remix featuring a 360-degree A/V column consisting of two 40" LCD monitors, four 12" subwoofers, 16 speakers and two LED bars that rise out of the roof. There will be a live DJ performance on Saturday, April 4 at 11:30 a.m. and 2:30 p.m.
- "Hiring Our Heroes" Tacoma, which recognizes Toyota's support of the Hiring Our Heroes program that helps returning and veteran military personnel translate their military skills to civilian jobs.

Attendees can also catch Toyota around the Javits Center with other activations throughout the show, including:

- *Camry Driving Experience*: Visitors to the show can get familiar with the bold, new version of America's best-selling car with the Camry Driving Experience. The outdoor ride-along program operates on the streets around the Javits Center from 10:00 a.m. to 9:00 p.m. between April 3 and April 11, and from

10:00 a.m. to 9:00 p.m. on April 12.

- *Commitment to Wounded Warriors Project:* To officially open the auto show on Saturday, April 4, as a small token of appreciation to our service men and women, Toyota will donate a RAV4 to a select veteran through the Wounded Warriors program. New York Governor Andrew Cuomo and the USMMA band will lead a parade of vehicles, including the RAV4, through Crystal Palace