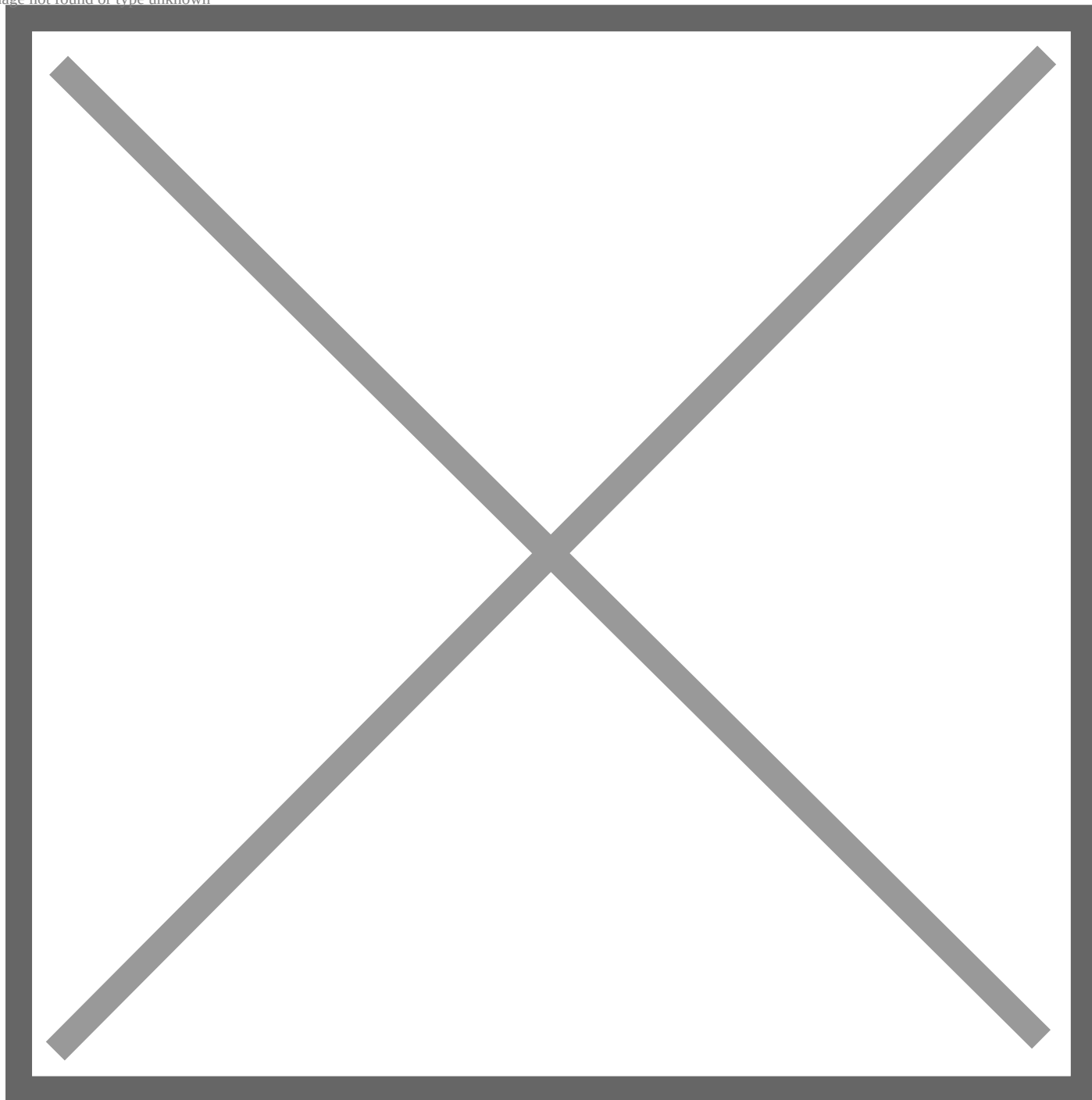


Who Says It's Not Easy Being Green?

October 30, 2014

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HUNTSVILLE, Ala. (Oct. 30, 2014) – Not only is Toyota Alabama a global leader in building world-class engines, but it has also become a leader in environmental excellence. The Huntsville plant received recognition for five environmental awards this week, further demonstrating the facility's commitment to minimize its

environmental footprint.

- EPA ENERGY STAR Challenge for Industry – reduction of energy use by 14 percent (per unit produced) in one year.
- Three Toyota North America Environmental Awards – outstanding performance in energy and water management plus overall environmental improvement unit plant. The reduction in water use is equivalent to 75 million water bottles. The plant has received this award for eight consecutive years.
- City of Huntsville Air Pollution Control Achievement Award – reduction of electric usage by 4.3 gigawatt hours per year (enough to power 400 average households for a year).

The EPA has also recognized Toyota and its 14 vehicle assembly, engine and parts plants across North America – including Toyota Alabama – with its ENERGY STAR Partner of the Year – Sustained Excellence Award for its continued leadership in protecting the environment through superior energy efficiency.

It's Toyota's 10th consecutive ENERGY STAR Partner of the Year – Sustained Excellence Award and it is the most among any automaker that assembles vehicles in the United States.

Over an 11-year period at Toyota's 14 plants, total cost savings from energy improvements has totaled more than \$500 million, and energy use has been reduced by 22 percent per vehicle produced. That's enough energy to power 400,000 average households for a year.

As one of two model Sustainable Plants in North America, the Alabama plant is implementing two unique projects: rainwater harvesting to use in the manufacturing process and using end-of-life hybrid vehicle batteries to power operations and provide back-up power during emergencies.

Another key component of the company's environmental initiatives is future sustainability. Projects like afforestation and the fact that Toyota Alabama is a zero waste-to-landfill facility are examples of these sustainable actions.

“At Toyota we believe that when good ideas are shared, great things can happen. Through continuous improvement and collaborative efforts, we strive to find new ways to reduce the environmental impact of our operations,” said Jim Bolte, Toyota Alabama president. “Our environmental achievements are a result of the ongoing teamwork shown by our outstanding team members.”