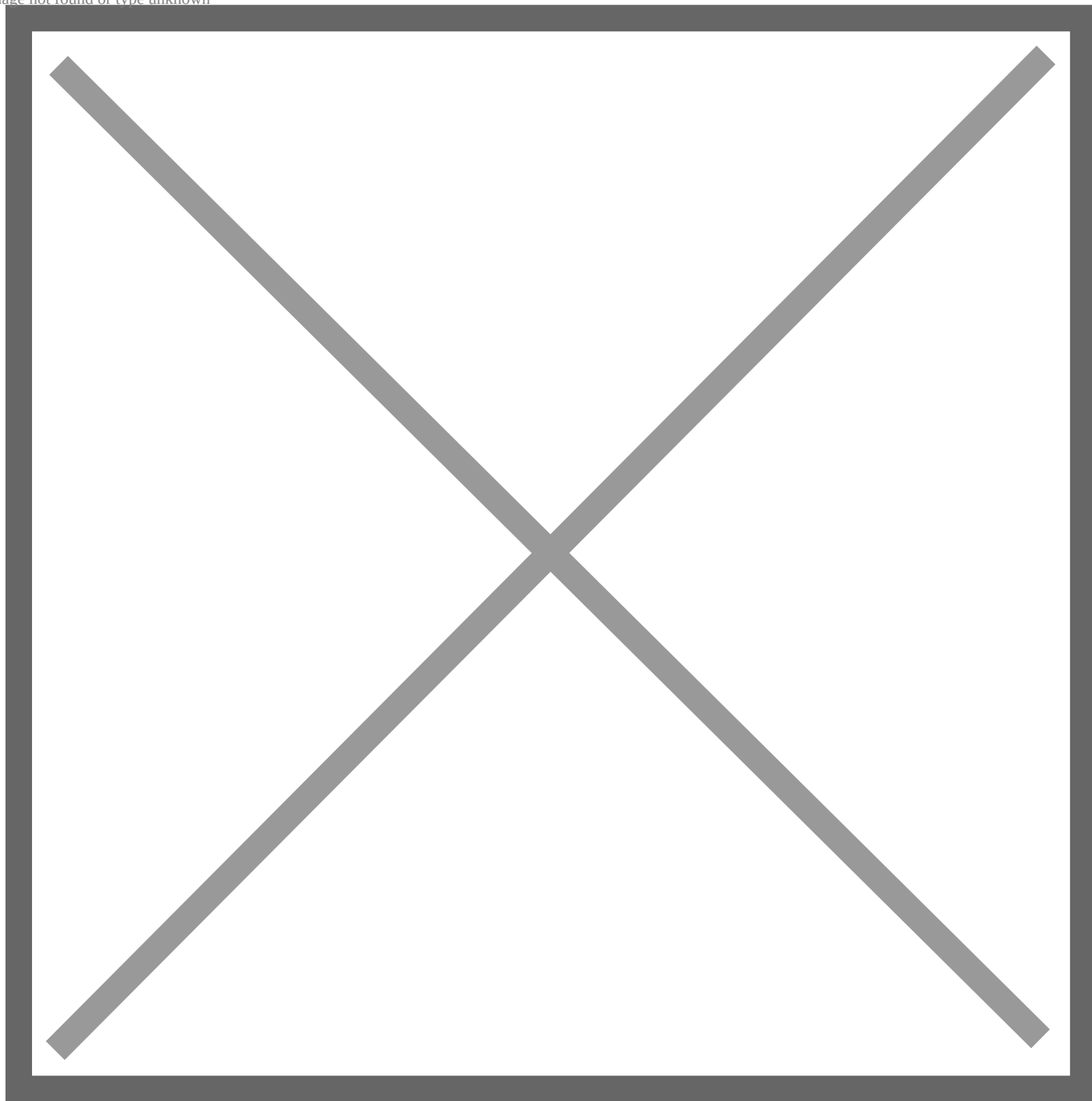


Rich Product Portfolio to be on Display in Toyota's NAIAS Exhibit

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DETROIT, Mich., (Jan. 10, 2014) – Toyota’s standing as the world’s most progressive full-line manufacturer will be on display at the 2014 North American International Auto Show (NAIAS).

The 35,000-square-foot exhibit features 38 vehicles, including 2014 editions of the new Corolla, Highlander, 4Runner and Tundra. There will be an assortment of displays that highlight the automaker’s recent successes and promising future technologies. Among the headliners during Media Days and Industry Days will be the FCV – a fuel cell-powered concept that kicked off the recent Consumer Electronics Show (CES) in Las Vegas. The FCV represents a major engineering achievement for Toyota as the automaker prepares to launch a fuel cell sedan in 2015.

Another unique concept vehicle coming to NAIAS this year is the Toyota FV2, a future mobility car operated by the driver shifting his or her body to intuitively move the vehicle in any direction. By using intelligent transport system technology to connect with other vehicles in the area and traffic infrastructure, the Toyota FV2 helps enable safe driving by providing a wide variety of safety information, including advance warning about vehicles in blind spots at intersections.

Toyota’s prowess in hybrid technology will be featured with all four members of the Prius “family” on display, as well as hybrid versions of the Avalon, Camry and Highlander. Charging stations for the environmentally-lauded Prius Plug-In and RAV4 EV can also be found in the exhibit.

Motorsports fans are guaranteed to enjoy the “Toyota Racing Zone,” an area that pays homage to the manufacturer’s involvement and success in NASCAR. A Camry stock car and NASCAR Tundra “cutaway” are featured in this zone, as well as a Toyota/NHRA Funny Car.

“This year’s exhibit illustrates Toyota’s deep product portfolio,” said Don Johnson, Auto Show Engagement Manager at Toyota Motor Sales, U.S.A., Inc. “Toyota has demonstrated success in every vehicle segment, and the company’s leadership in hybrid and fuel cell technologies is helping propel the industry toward a more sustainable future. Toyota’s product diversity will be evident to anyone attending NAIAS.”

The Toyota exhibit was designed and constructed by Michigan-based George P. Johnson.

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