

Media Advisory - Toyota President Akio Toyoda to Make Production Announcement

April 17, 2013

New York, NY, April 17, 2013 – Toyota's global president and other senior executives will make a special announcement.

WHAT: Production Announcement

WHEN: Friday, April 19, 2013
9:30 a.m. EDT / 8:30 a.m. CDT / 6:30 a.m. PDT

WHERE: New York City

SCHEDULED SPEAKERS INCLUDE:

- Akio Toyoda, President, Toyota Motor Corporation
- Jim Lentz, Chief Executive Officer, North America Region

Registration is required and seating is limited. To register, please contact Katie Clark-AlSadder at kclark@shiftcomm.com.

If you are unable to attend, please consider joining by live webcast.

LIVE WEBCAST: At 9:00 a.m. EDT, go to www.toyotanewsroom.com for a link to the live webcast that begins at 9:30 a.m. EDT.