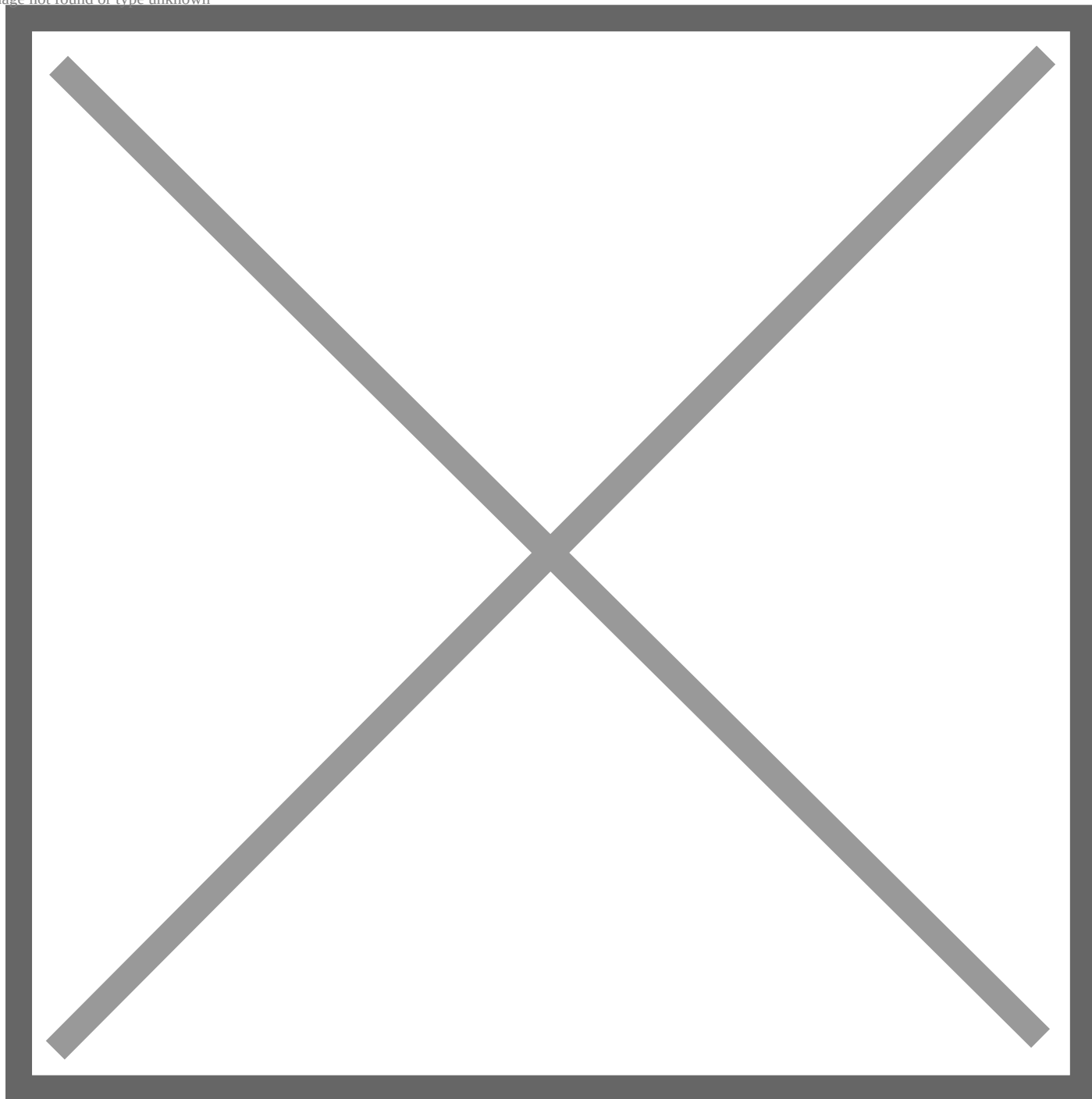


Environmental Innovation and Safety Leadership at Core of Toyota's Auto Show Exhibit in Detroit

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Toyota Sienna Swagger Wagon

DETROIT, Mich., January 5, 2011 ? Toyota is putting the finishing touches on its exhibit for the 2011 North American International Auto Show (NAIAS) that showcases the automaker's standing as both an environmental innovator and safety leader.

Toyota's 32,700-square-foot exhibit will blend environmental and technological imagery in support of its new and existing vehicles. At the heart of the exhibit will be the "Prius Zone," an area that demonstrates the iconic hybrid's growth from fuel-sipping marvel to developing sub-brand. This area will feature the contemporary, third-generation Prius, a Prius Plug-in Hybrid Vehicle (PHV), the first all-new addition to the Prius "family" and a Prius concept vehicle. All four vehicles will make an appearance at Toyota's press conference on Monday, January 10, in the Riverview Ballroom of Cobo Center.

The exhibit will also include a "Safety Zone," which features the elements of Toyota's Star Safety System. Toyota's standard safety equipment can be experienced interactively via a driving Safety Simulator and a contestant-focused Safety Game Show.

Complementing Toyota's full lineup of cars, trucks and SUVs on the show floor is a large, 14-foot-wide, interactive, touch screen video wall that interfaces with visitors about Toyota's innovations, culture and products offerings. Racing fans will enjoy the "Toyota NASCAR Garage," an actual shop located within the exhibit that features a Denny Hamlin No. 11 Toyota Camry race car, along with a NASCAR Edition Camry modified by RK Motors of Charlotte, N.C.

For aftermarket enthusiasts, Toyota will be bringing the ultimate "Swagger Wagon," a Sienna minivan modified specifically for the 2010 Specialty Equipment Market Association (SEMA) Show. The 2011 Sienna has been stretched an additional four feet for additional length and its interior customized with all the comforts of home.

Tech-savvy visitors will also find they can get Toyota vehicle information with just the click of a mobile phone camera. The automaker has teamed with SpyderLink whose SnapTag technology allows consumers with smart phones or standard camera phones to snap and send a picture of a car logo in order to gain vehicle information, a cost quote and specifics about the Toyota Care program.

"This year's exhibit breaks new ground in interactivity for Toyota," said Ruslan Polinovsky, Auto Show Engagement Manager at Toyota Motor Sales, U.S.A., Inc. "With features such as simulators, kiosks, vehicle cutaways and interactive displays, visitors will be engaged at every juncture of the exhibit. Toyota vehicles are the stars of the show and these elements allow our guests to learn more about them while creating fun, memorable experiences."

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

About Toyota

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.7 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotanewsroom.com.

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