Toyota's North American Production Up 18 Percent in 2010

January 27, 2011

ERLANGER, Kentucky (January 27, 2011) – Toyota Motor Engineering & Manufacturing North America, Inc. (TEMA) announced today that the company's assembly plants produced 1,456,887 vehicles in 2010, an 18 percent increase compared to 2009.

Toyota's North American facilities assemble the Avalon, Camry, Corolla, Highlander, Matrix, RAV4, Sequoia, Sienna, Tacoma, Tundra, Venza and Lexus RX 350.

"The challenges presented by the economic downturn and our recalls made Toyota an even stronger company," said Tetsuo Agata, president and COO of TEMA. "By retaining our team members and continually improving during the worst of times, we are well positioned for 2011 and beyond. We thank all team members and our hundreds of suppliers for their tireless efforts."

In 2010, the following milestones, projects and initiatives were accomplished:

- The Canadian operation in September assembled its four-millionth vehicle.
- The Kentucky plant in July produced its eight-millionth engine.
- The Indiana plant successfully ramped up production of the Highlander and the all-new Sienna after a $450 million investment upgrade. Toyota's total investment in Princeton is nearly $4 billion and total employment is 4,100.
- The Texas plant began production of the Tacoma, representing a $100 million investment and an additional 1,000 jobs. Toyota's total investment in San Antonio is $1.4 billion and total employment is now 2,800.
- TEMA named four new American plant presidents and the Toyota Technical Center named three American chief engineers. This increased local leadership provides greater regional autonomy.

2010 Toyota North American Vehicle Production

Manufacturing Site	**Model**	**2009**
Toyota Motor Manufacturing, Kentucky, Inc. (TMMK)	Avalon	27,513
	Camry	225,524
	Camry Hybrid	19,304
	Venza	75,896
	Total	**348,237**
New United Motor Manufacturing, Inc. (NUMMI)*	Corolla	172,888
	Tacoma	67,435
	Total	**240,323**
Toyota Motor Manufacturing Canada, Inc. (TMMC)	Corolla	138,650
	Matrix	38,538
	RX 350	64,282
	RAV4	78,077
	Total	**319,547**
Toyota Motor Manufacturing, Indiana, Inc. (TMMI)	Highlander	17,503
	Sequoia	18,376

Sienna	72,205	132,780
Total	**108,084**	**243,992**
Toyota Motor Manufacturing de Baja California (TMMBC)	Tacoma	42,696
	Total	**42,696**
Toyota Motor Manufacturing, Texas, Inc. (TMMTX)	Tundra	86,000
	Tacoma	0
	Total	**86,000**
Subaru Indiana Automotive, Inc. (SIA)	Camry	87,926
	Total	**87,926**
Total North American Vehicle Production*	**Grand Total**	**1,232,813**

Toyota's North American vehicle production – five year history:

Year	Vehicle Production	YOY Change
2010	1,456,887	18%
2009	1,232,813	(15%)
2008	1,454,958	(13%)
2007	1,671,009	8%
2006	1,553,790	(0.3%)

Toyota North American Engine Production		
Manufacturing Site	**Engine**	**2010**
Toyota Motor Manufacturing, Kentucky, Inc. (TMMK)	4-cylinder	272,833
	V6	187,167
	Total	**460,000**
Toyota Motor Manufacturing, West Virginia, Inc. (TMMWV)*	4-cylinder	327,447
	V6	236,431
	Total	**563,878**
Toyota Motor Manufacturing, Alabama, Inc. (TMMAL)	V6	88,973
	V8	133,803
	Total	**222,776**
Total 2010 North American Engine Production		**1,246,654**

**TMMWV's total automatic transmission production for 2010 was 284,543.*

In addition to the above mentioned plants, Toyota subsidiary Bodine Aluminum, Inc., in Tennessee and Missouri, casts aluminum parts such as cylinder heads, intake manifolds, engine brackets and engine blocks. TABC, Inc. in Long Beach, California, manufactures truck beds, catalytic converters, stamped parts, coated substrates and steering columns. Canadian Autoparts Toyota, Inc. (CAPTIN) in Delta, British Columbia, produces aluminum wheels.