

Toyota Entune Receives Two Prestigious Awards at 2011 Consumer Electronics Show

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TORRANCE, Calif., January 31, 2011 – At the just-concluded Consumer Electronics Show in Las Vegas, the debut of Toyota's Entune™ multimedia system won both a "Best of CES" award from CNET (www.cnet.com) in the Car Tech category, and the *Popular Mechanics* Editor's Choice Award.

"We were amazed by the media's overwhelming reception of Toyota Entune at this year's Consumer Electronics Show," said Jon Bucci, vice president of the Advanced Technology Department at Toyota. "We listened to our customers and we worked hard to develop a truly easy-to-use, upgradeable multimedia system. It looks like our hard work paid off. We are honored to receive these prestigious awards from both CNET and Popular Mechanics."

Toyota Entune brings popular mobile applications, including Bing, iheartradio, MovieTickets.com, OpenTable.com, and Pandora to select Toyota vehicles beginning in 2011. Featuring advanced voice recognition and intuitive in-vehicle controls, Entune is compatible with a wide range of smart phones and features phones. Toyota Entune brings personalized information and data services to the vehicle, and is wirelessly upgradeable, so in-vehicle applications are never obsolete.

The first vehicle to offer Toyota Entune will be the all-new 2012 Prius v, the first in a new line of vehicles in the Prius family. Prius v will be the most spacious dedicated hybrid vehicle on the market, with 50 percent more cargo volume than the Prius sedan, and will achieve a combined EPA fuel economy rating of 40 miles per gallon. The new Prius will also offer Safety Connect, which provides Automatic Collision Notification, Stolen Vehicle Location Assistance, Emergency Assistance, and Roadside Assistance. Safety Connect combined with Toyota Entune offers comprehensive safety services and mobile applications not found in any other vehicle make. Prius v will go on sale in late summer of 2011.

Toyota Entune also includes location-based services, such as personalized traffic, fuel prices, stocks, weather, and sports. These are combined with a fully featured entertainment and communication system, which includes XM radio, HD Radio, CD player, USB connectivity, Bluetooth® streaming and phonebook. A high quality JBL sound system is available as an option as well.