

Toyota Earns Number One Spot as Most Considered Brand by Kelley Blue Book

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TORRANCE, Calif., Dec. 13, 2010 – – Toyota returned to the top spot in the latest Kelley Blue Book www.kbb.com Q3 2010 Market Intelligence Brand Watch™ study as the most considered auto brand overall among new-car shoppers. Toyota sat atop the Market Intelligence Brand Watch Study from its inception in 2007 through the third-quarter of 2009. After placing second for the past three quarters Toyota has regained its number one perch for the third-quarter of 2010.

Toyota also took top honors as the most considered brand in the non-luxury sedan/coupe/hatchback and non luxury SUV/CUV segments.

“Regaining the number one position by Kelley Blue Book as the most considered auto brand among shoppers is a strong indication that consumers recognize our commitment to earn their confidence in the safety, quality and value of our vehicles,” said Bob Carter, group vice president and general manager, Toyota Division. “Toyota has worked extremely hard to deliver the finest cars and trucks consumers have come to expect for more than 50 years and will continue to do so.”

Kelley Blue Book noted that new-car shoppers, regardless of segment, ranked durability/reliability, fuel efficiency, driving comfort, driving performance and safety as the top five importance factors while shopping for their next new vehicle.

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com>.

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