

Toyota Recognizes Top Suppliers in Launch of Sienna

August 25, 2010

Three North American Suppliers Received Excellent Awards at Toyota's Annual Executive Business Meeting

ERLANGER, Ky. (August 25, 2010) – Toyota Motor Engineering & Manufacturing North America, Inc. (TEMA) today presented awards for its top performing suppliers in the recent launch of the 2011 Toyota Sienna.

These suppliers received the Excellent Award for Launch Performance: KEIPER LLC, TAC Manufacturing Inc. and Tenneco, Inc.

The awards were presented at Toyota's Executive Business Meeting at the Northern Kentucky Convention Center in Covington, bringing together more than 500 North American suppliers. Toyota hosts this annual event to communicate objectives for the coming year, recognize supplier performance, and build and enhance relationships.

TEMA collaborates hand in hand with each of its U.S. based suppliers in order to build Toyota's vehicles with the highest quality, safety and value," stated Atsushi Kume, senior vice president of TEMA. "Today's supplier winners, have particularly shown their unwavering commitment to Toyota's business practices and we thank them for their ongoing efforts to assure the successful launch of the Toyota Sienna."

Toyota currently has six vehicle manufacturing plants and seven engine/component plants in North America. In the fall 2011, the Blue Springs, Mississippi plant will begin to produce the Toyota Corolla with capacity for 150,000 vehicles.

Current and potential suppliers can visit www.ToyotaSupplier.com for information on Toyota's purchasing policies, newsworthy articles and learn more about Toyota's purchasing principles.

Excellent Awards

Supplier Name	Headquarters/Plant Location	Commodity	Award Level	A
KEIPER LLC	Eldon, Mo.	Rear Seat Assembly Lock	Excellent	
TAC Manufacturing Inc.	Jackson, Mich.	Shift Lever Knob	Excellent	
Tenneco, Inc.	Smithville, Tenn.	Exhaust	Excellent	

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants, including one under construction. There are more than 1,800 Toyota, Lexus and Scion dealerships in North America which sold more than 2.05 million vehicles in 2009. Toyota directly employs more than 35,000 in North America and its investment here is currently valued at more than \$23 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$25 billion.

For more information about Toyota, visit www.toyota.com or www.toyotanewsroom.com.

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