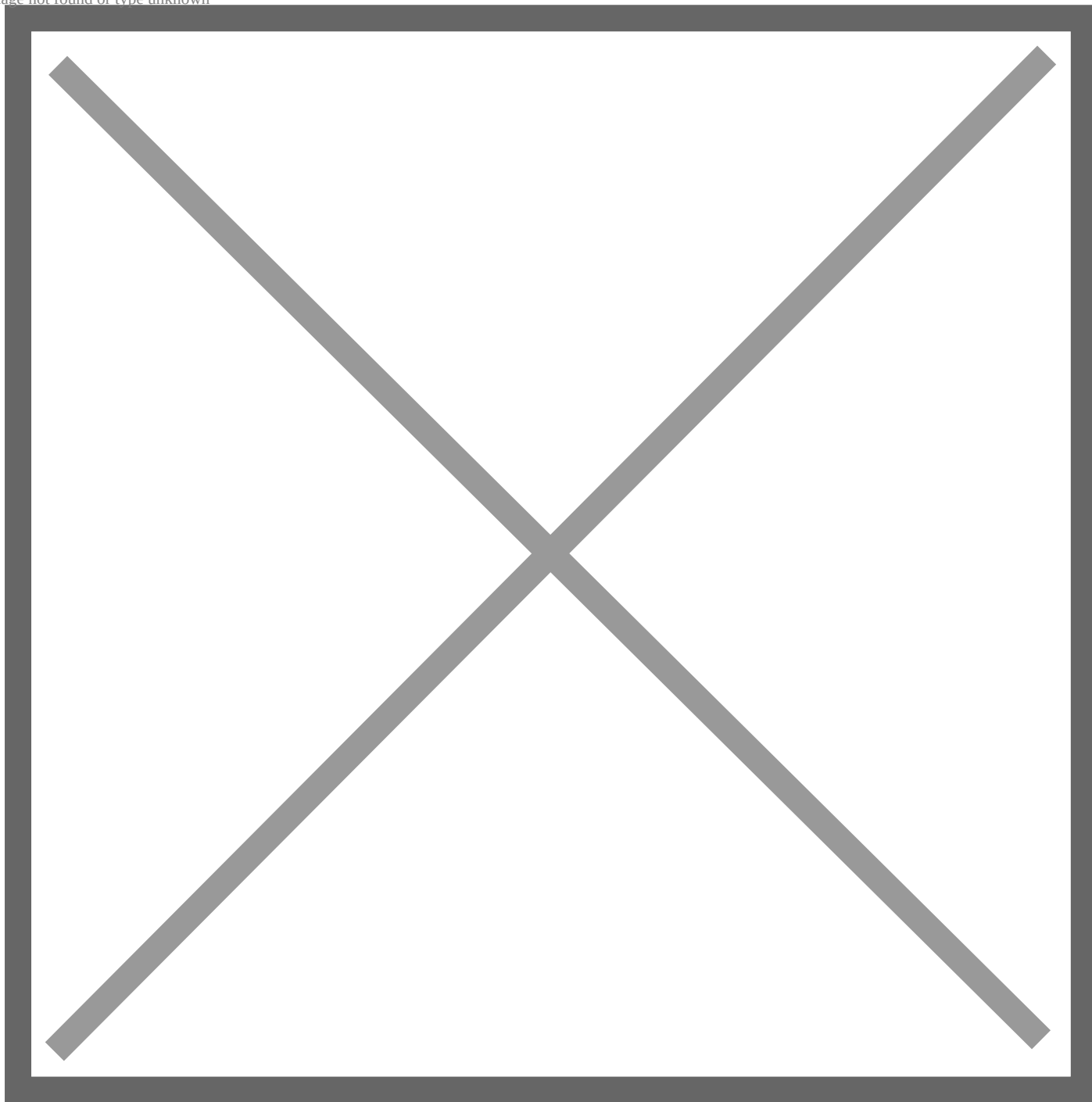


Toyota's Kentucky Plant Revs Past Eight-Million Engines

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GEORGETOWN, Ky. — Toyota Motor Manufacturing Kentucky, Inc. (TMMK) reached a significant milestone when its powertrain facility produced its eight-millionth engine on July 27, 2010.

“Eight million engines is a hard number for me to grasp,” said David Cox, General Manager of TMMK’s powertrain operations. “But to put it in perspective, if you placed them end to end, they would stretch nearly 2,800 miles – or from New York to San Diego.”

Of the eight million engines produced, five-and-a-half million were four-cylinder engines and two-and-a-half million were six cylinder engines. TMMK employs about 6,600 full-time team members with about 900 of them dedicated to its powertrain facility.

Currently, TMMK produces three different engines—a 2.4 liter four-cylinder engine, a 2.5 liter four-cylinder engine, and a 3.5 liter six-cylinder engine. Those engines are used in all of the plant’s vehicles it produces including Camry, Camry Hybrid, Avalon and Venza. In addition, TMMK engines are used in the Sienna minivan and Corolla. TMMK’s powertrain facility is part of a \$5.3 billion investment in Kentucky.

In August 1988, construction began on TMMK’s powertrain plant. Its first engine (4-cylinder) was built in November 1989. In August 1994, TMMK began production of six-cylinder engines. Toyota also produces engines at its plants in Huntsville, Ala., and Buffalo, W.Va.

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. Toyota currently produces 12 vehicles in North America, including the Avalon, Camry, Corolla, Highlander, Matrix, RAV4, Sienna, Sequoia, Tacoma, Tundra, Venza and the Lexus RX 350. For more information about Toyota, visit www.toyota.com or www.toyotanewsroom.com

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