

Toyota Captures Top Spot in Four Categories in Edmunds.com's Lowest 'True Cost To Own' Awards for 2010

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TORRANCE, Calif., June 7, 2010 – – Four Toyota vehicles today took the top spot in Edmunds.com's lowest True Cost to Own® vehicle awards for 2010. The Toyota Yaris sub-compact took home two awards, for Coupes under \$25,000 and for Sedans under \$15,000. The Tacoma won in the Compact Truck category and the Sienna in the Minivan/Van segment.

Edmunds.com determines the lowest 'True Cost to Own' vehicles by estimating the total vehicle ownership costs over a five-year period. Calculations include projected average depreciation, financing, taxes, fees, insurance premiums, fuel costs, regional variances, maintenance and repairs for each model. The editors at Edmunds.com also analyzed months of historical data to identify which vehicles were the consistent leaders in low ownership cost.

There were 21 total award categories. Toyota's four segment wins accounted for nearly 20 percent of all segment winners.

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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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