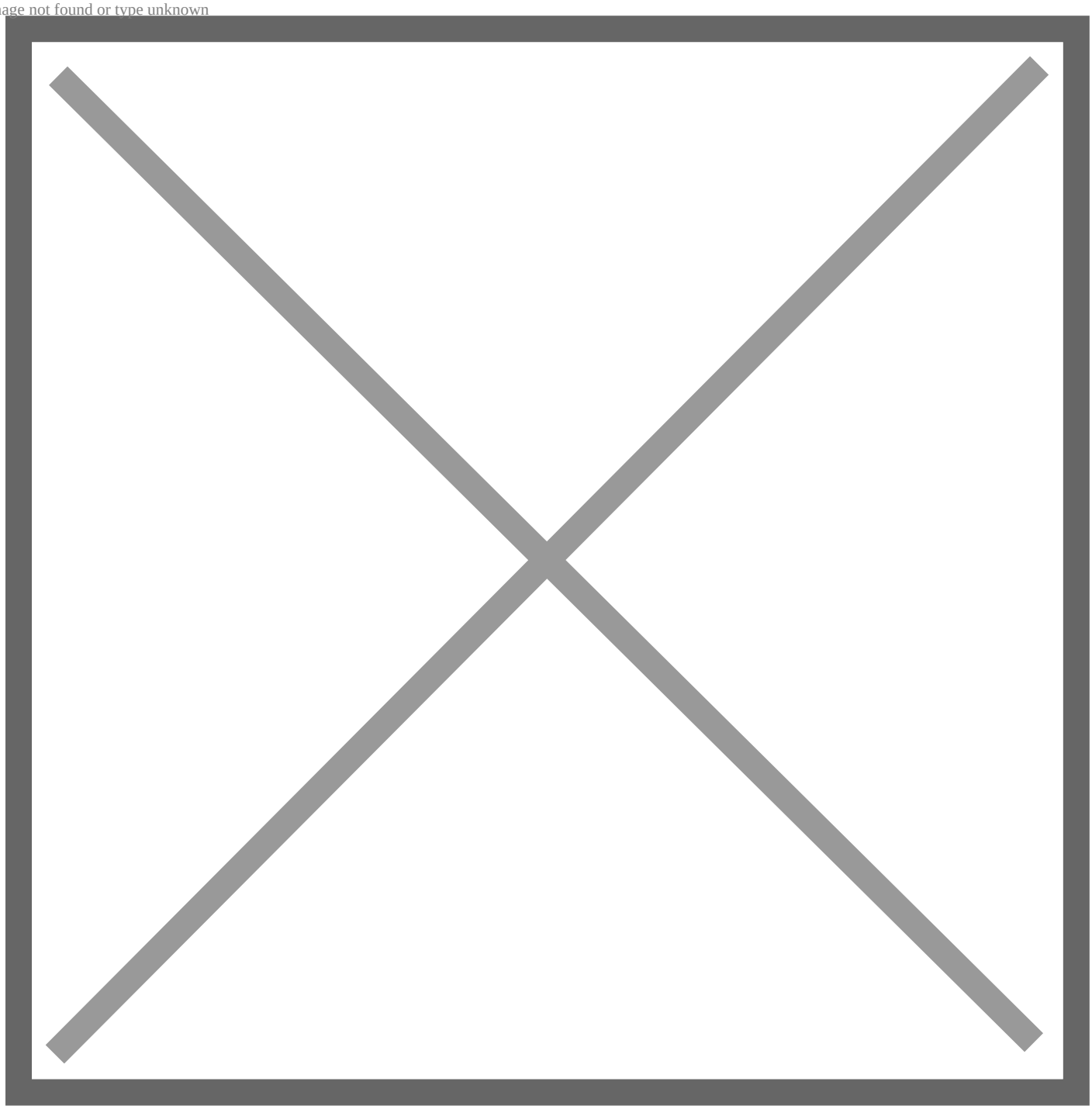
Toyota Aims to Begin Selling U.S. Vehicles in Japan from 2026

December 18, 2025

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TOYOTA CITY, Japan (Dec. 19, 2025) ? Toyota Motor Corporation aims to begin introducing three models produced in the United States—the Camry sedan, Highlander SUV, and Tundra pickup truck—to the Japanese market from 2026. By selling these three popular American models in Japan, Toyota will be able to meet the diverse needs of a broad range of customers, while also helping to improve Japan–U.S. trade relations. As part of preparations to introduce these models to Japan, Toyota will also make use of a new system being considered by the Ministry of Land, Infrastructure, Transport and Tourism following bilateral negotiations.

To view the full release, please click here.