

Four Toyota Models Named Edmunds.com 'Top Rated Vehicles'

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TORRANCE, Calif. (April 16, 2014) – Toyota demonstrated their versatility as four diverse vehicles, the 2014 Prius hybrid, 2014 Avalon full-size sedan, 2014 Highlander mid-size crossover SUV, and 2014 Sienna van were each named “Top Rated Vehicles” by *Edmunds.com*.

Edmunds.com also bestowed top honors to seven Toyota models for being one of the 2014 Most Popular on *Edmunds.com* vehicles in their respective segments. The winners in their segments included:

- RAV4: Compact Crossover SUV
- Tacoma: Compact Truck
- Avalon: Large Car
- Tundra: Large Truck
- Camry: Midsize Car
- Highlander: Midsize Crossover SUV
- Sienna: Minivan

The *Edmunds.com* Top Rated Vehicle Awards are determined by the Edmunds Testing Team, which evaluates about 200 cars each year. Each vehicle is driven on a standardized road-test loop and the *Edmunds.com* test track for instrumented testing in controlled conditions. The test findings are used to develop ratings to grade how a car stacks up against its direct rivals in its size and price class. Vehicles that earn an “A” rating receive an *Edmunds.com* Top Rated Award.

The 2014 Most Popular on *Edmunds.com* Vehicles were determined through monthly evaluations of new vehicle shopping consideration during calendar year 2013. “Consideration” means the number of unique visitors during a calendar month to the research and inventory pages on the *Edmunds.com* desktop site for each new model. The three models in each of 23 vehicle segments with the highest total of monthly car-shopper consideration in calendar year 2013 were named “2014 Most Popular on *Edmunds.com*.”

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