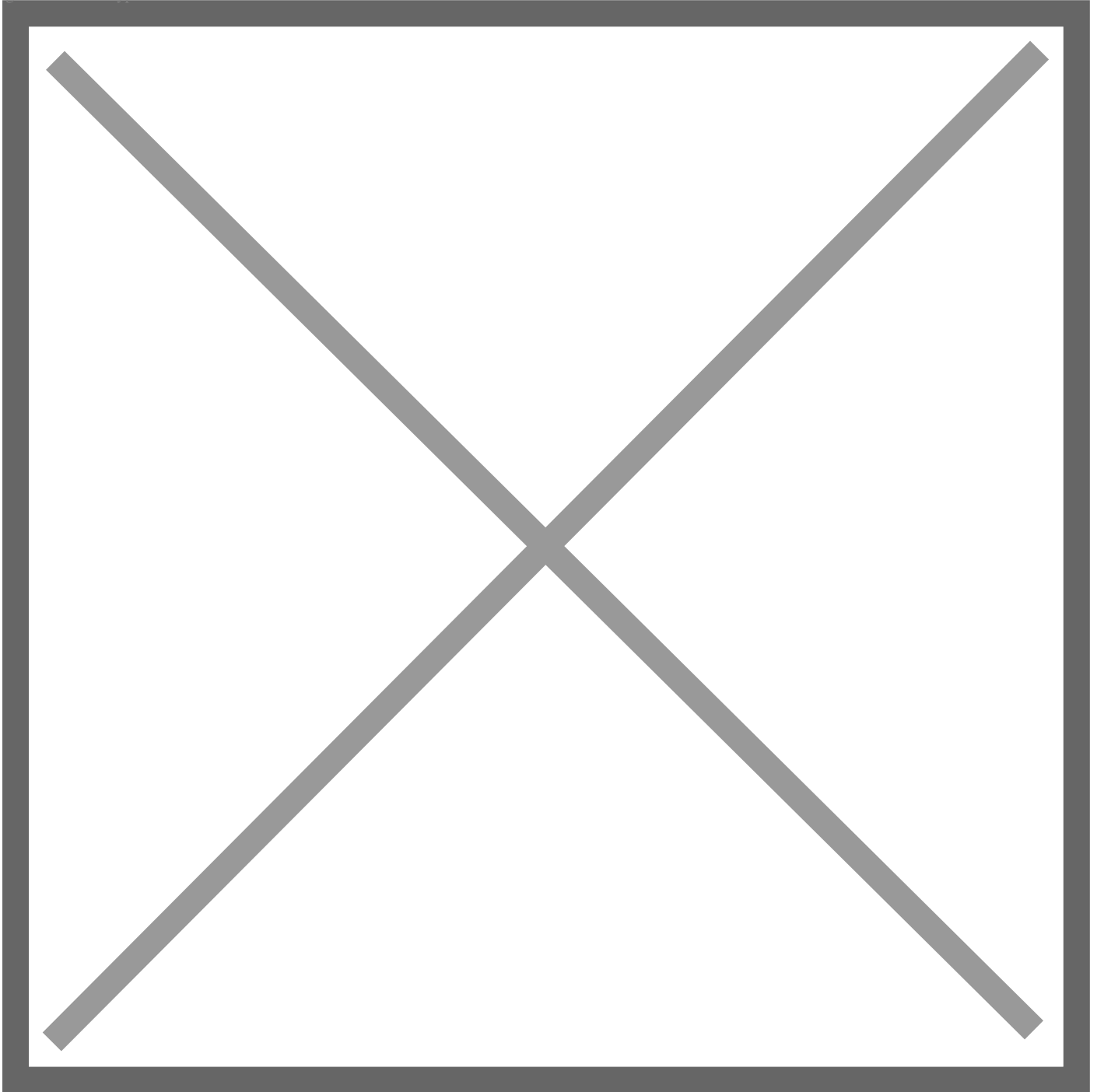


Toyota Helps Alabama Residents Switch On Energy Savings

February 20, 2014

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Feb. 20, 2014 – Alabama residents may end up with more cash in their pockets, thanks to support from Toyota. Toyota Motor Manufacturing Alabama recently donated \$25,000 to Nexus Energy's AlabamaWISE, a community energy program that empowers families to take control of their energy costs. Through resources such as home improvement advice, contractor referrals and affordable loans, AlabamaWISE helps residents lower monthly utility bills while raising energy savings. The average homeowner sees a 20-30% savings in energy costs after participating in AlabamaWISE.

Saving energy is a recurring theme around Toyota. Since 2002, manufacturing energy use has been reduced by 22 percent per vehicle produced, and the cumulative cost savings at Toyota's 14 North American plants have totaled more than \$410 million. The total energy saved would power 30,000 average households for 10 years.

Toyota Alabama is one of two model plants for environmental sustainability in North America. Programs to improve environmental performance, implement innovative technologies and strengthen community partnerships are part of day-to-day operations at the plant.

The donation was part of a milestone celebration for Toyota Alabama – expansion of the all-new V6 engine line and reveal of the plant's three millionth engine produced. In addition to the AlabamaWISE donation, Harris Home For Children, a Huntsville-based foster care institution and child placement agency, also received a \$25,000 gift.

Toyota Alabama is the only Toyota plant globally to produce four-cylinder, V6 and V8 engines under one roof. It produces engines for seven North American-built Toyota models: Camry – America's best-selling passenger car, Highlander, RAV4, Sequoia, Tacoma, Tundra and Venza.

For more information on AlabamaWISE, please visit <http://www.alabamawise.org/>

*Savings through March 2013 (FY13)

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