

Toyota Introduces Updated Next Generation Entune® Audio on 2014 Tundra

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TORRANCE, Calif., July 30, 2013- -The 2014 Toyota Tundra marks the first appearance of an improved and updated next generation of Entune® multimedia and telematics system. This updated Entune® system offers a streamlined hardware strategy with four (4) audio head units packing enhanced features and capability to offer improved user interface, enhanced voice recognition, improved navigation, and easier upgradability.

For this next generation of Entune® Audio, the Entune® brand is also repositioned to align with customer preconceptions. Entune® will now encompass the audio area center display stack and all multimedia functionality (audio, phone, navigation, etc), not just the apps and data services that the Entune brand had represented when launched in 2011. The next generation Entune® Audio will now be represented by a simplified four tier head unit strategy. The functions of AM/FM/CD, iPod®, USB 2.0, AUX, Bluetooth, Apps, Data Services, Navigation, HD Radio™, Sirius XM Radio, AM/FM Cache Radio, Text-to-Speech, Voice recognition, and within the four levels of the Entune Audio banner.

The next generation of Entune® audio systems will also offer the expanded convenience of the available Entune® App Suite that adds Yelp, Facebook Places, along with upgraded HD data services with hybrid predictive traffic and hybrid weather forecast with Doppler map feature (hybrid referring to either cellular and HD data services). This builds upon the capability of the previous Entune® system that included Bing, iHeartradio, MovieTickets.com, OpenTable, Pandora, fuel prices, sports, and stocks. Also, next generation Entune® audio head units will offer enhanced phone contact capability with storage capacity of up to 2,500 contacts (was 1000 prior), up to 4 phone numbers per contact, the ability to sort contacts by first or last name, and an image display of the contact available on some head units. Additional contact list and phone customization features include easier marking of contact “favorites”, the ability to adjust the sound level of outgoing calls that recipients hear, and the ability to change the view for incoming call notifications.

Toyota is also going to offer customers the Entune® App Suite on a subscription-free basis. Effective immediately, Toyota customers who already own or purchase vehicles equipped with the Entune® App Suite will now enjoy access to their favorite apps and not have to worry about renewing their subscription. In addition, the new Entune® App Suite includes HD Radio™ with traffic and weather and those data services also will now be provided subscription-free. For existing Entune® customers, most will also have their data services covered by Toyota, but on a few models* the data services for Weather, Traffic, Sports, Stocks and Fuel Prices are provided as part of a three-year complimentary SiriusXM trial and require a paid subscription to continue services following the trial period.

Visually, the next generation of Entune® audio systems will include a color touchscreen ranging from 6.1 inches up to 8.0 inches depending on the model. The new touchscreen on Entune® Premium Audio with Navigation and App Suite will also offer the capability to customize the home screen into two or three sections. In addition, the touchscreen offers a reorder function that allows users to customize the arrangement of the apps and audio menu screens. The Entune® Premium Audio with Navigation and App Suite will also offer a Driver Settings capability that links system settings to a recognized paired phone. Such settings would include language, units of measurement, radio presets, navigation history, color theme, voice prompt settings, auto navigation guidance settings, and voice recognition speaker adaption profile. The Entune® Premium Audio with Navigation and App Suite also includes the convenience of a Cache Radio feature that allows users to “pause” live AM/FM broadcasts

for up to 20 minutes. With Cache Radio, the user can manage the 20 minute window of live radio with a fast forward, rewind or “Live” function that returns them to the real time broadcast. The Entune® Premium Audio’s Navigation capability has been enhanced with features that include landmark icons, My Traffic Routes display, Mexico Support, Tollbooth Guidance, Speed Limit Display, Traffic Event list, Low Fuel display with filling station list, Improved ETA Calculation, Swipe Map Scrolling, Double Junction display, Traffic Detour Preview, and Predictive Traffic display.

The next generation of Entune® Audio systems will roll out on select 2014 models over the next six months beginning with Tundra, Sequoia, 4Runner, Tacoma, RAV4, Highlander, Corolla, and Camry. The rest of the product line-up will incorporate the next generation of Entune® audio at model change timing over the next year.

2013CY Entune Audio Snapshot

Entune Audio	Entune Audio Plus	Entune Premium Audio with Nav and App Suite	Entune Premium JBL Audio with Nav and App Suite
<p>Basic system includes Entune Multimedia bundle:</p> <p>6.1” Touchscreen Display AM/FM/CD Bluetooth/Streaming USB 2.0 offering increased charging capability with iPod connectivity Aux Plug Phonebook Advanced Voice Recognition Text to Speech+ + Limited Capability</p>	<p>Adds Hi-res 6.1” Touchscreen HD radio HD Weather HD traffic map SXM radio</p>	<p>Adds: Navigation Gracenote Music Database Hybrid Predictive Traffic Hybrid HD weather forecast with Doppler Map Entune App Suite</p> <ul style="list-style-type: none"> • Bing • iHeartradio • MovieTickets.com • OpenTable • Pandora • Yelp (new) • Facebook Places (new) • Fuel prices • Sports • Stocks <p>Entune Plug-in Hybrid Advanced and Rav4 EV Apps</p> <ul style="list-style-type: none"> • Charge management • Remote climate • Vehicle Finder • Charging Station App <p>ECO Dashboard</p>	<p>Adds: Digital Amplifier and JBL speakers.</p>