

Toyota Tundra and Tacoma Pickup Trucks Win U.S. News & World Report's '2013 Best Cars for the Money' Awards

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TORRANCE, Calif., Feb. 21, 2013 – – Toyota swept the pickup truck segments in the annual *U.S. News & World Report* “2013 Best Cars for the Money” awards. The Tacoma won “Best Compact Truck for the Money” for the second-consecutive year while the Tundra took top honors as the “Best Full Size Truck for the Money.” The awards recognize the top vehicles in their respective segments for their “outstanding value and critical acclaim.”

“Sweeping the pickup truck segment as ‘Best Cars for the Money’ from *U.S. News & World Report* is a great honor and reflects Toyota’s commitment to quality, durability and reliability, all key ingredients for great value,” said Bill Fay, group vice president and general manager, Toyota Division. “These awards are a tribute to our truck engineering and design teams in Michigan, California, and Japan, and every team member at our Toyota Motor Manufacturing Texas plant in San Antonio, where all Tundra’s and most Tacoma’s are assembled.”

According to *U.S. News & World Report*, the “Best Cars for the Money” awards are based on a methodology that combines quality and value over 21 categories, with the highest composite scores winning each vehicle segment. Quality is measured through U.S. News car rankings, which compare vehicles on the basis of safety, reliability and a consensus of industry expert’s opinion. Value is measured by a combination of a vehicle’s five-year total cost of ownership and the average price paid for the vehicle.