

Toyota and Lexus Honor The Entertainment Industry's Environmental Excellence at the 22nd Annual Environmental Media Awards

September 28, 2012

TORRANCE, Calif., (Sept. 28, 2012) – Toyota and Lexus are once again celebrating the entertainment industry's environmental efforts as the presenting sponsors of the Environmental Media Awards on Saturday, Sept. 29. In its 22nd year, the annual event honors film and television productions that communicate environmental messages in creative and influential ways. This year marks Lexus and Toyota's 11th year as the presenting sponsors.

This year's honorees include environmentalist and activist Kelly Meyer, Tesla CEO Elon Musk, actress Jessica Alba and actor Ian Somerhalder. The nominees include films such as Big Miracle, Disneynature Chimpanzee and 21 Jump Street, and TV programs such as Harry's Law, Happy Endings, Rizzoli & Isles, Real Time with Bill Maher and Dallas.

"More than a decade ago, Hollywood made driving a hybrid stylish and cool. By embracing hybrid technology, the Hollywood community helped Toyota and Lexus reach significant volumes and create a positive impact," said Bob Carter, senior vice president, automotive operations, Toyota Motor Sales, U.S.A., Inc. "We congratulate the nominees and special honorees, and we thank you for continuing to convey environmental messages and actions in creative and influential ways."

The Toyota and Lexus line-up of hybrid vehicles will be featured at the ceremony at Warner Bros. Studios in Burbank, Calif. Attendees will get a preview of the Toyota Avalon Hybrid before it goes on sale. The 2013 Lexus ES 300h and 2012 all-electric RAV4 EV will also be on display. Sales of the RAV4 EV started this week in California and customers can visit www.toyota.com/rav4ev for more information on the only all-electric SUV on the market.

Toyota Motor Sales, U.S.A., Inc. is a member of the Environmental Media Association's Corporate Board.

For more information on Toyota and Lexus environmental initiatives, please visit www.toyota.com/about/environment.

The Environmental Media Awards will be livestreamed at www.facebook.com/EMAOnline and www.ema-online.org.

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