

Toyota Named One of DiversityInc's Top 50 Companies for Diversity

March 10, 2010

March 10, 2010 – New York, NY – Toyota has been named one of DiversityInc's Top 50 Companies for Diversity®, finishing 36th overall in the publication's tenth annual survey.

Toyota's 2010 inclusion marks the fourth time the company has been recognized by DiversityInc and an improvement from the 2009 survey, where it ranked 40th overall.

A total of 449 companies vied for the honor this year, and awards were entirely driven by metrics obtained in a detailed survey. DiversityInc's Top 50 companies demonstrate consistent strength in four areas: CEO Commitment, Human Capital, Corporate and Organizational Communications, and Supplier Diversity.

Commenting on the DiversityInc survey, Dian Ogilvie, senior vice president and chief diversity officer at Toyota Motor North America, said, "At Toyota, we believe continued growth toward a more inclusive culture is necessary for business success. We thank DiversityInc for recognizing our efforts and pledge to continue to strive for diversity in every aspect of our business."

Luke Visconti, CEO of DiversityInc, added, "Toyota clearly recognizes that a diverse workforce changes the character and culture of a company for the better. The fact that Toyota moved up in our annual survey, in a very competitive environment, underscores their commitment to diversity management as a driver of business goals."

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants. There are more than 1,800 Toyota, Lexus and Scion dealerships in North America which sold more than 2.05 million vehicles in 2009. Toyota directly employs more than 40,000 in North America and its investment here is currently valued at more than \$23 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$25 billion.

For more information about Toyota, visit www.toyota.com or www.toyotanewsroom.com.

About DiversityInc

DiversityInc was founded in 1998 as a web-based publication, and a print publication was launched in 2002. To see the full ranking of the 2010 DiversityInc Top 50 Companies for Diversity as well as more information on the methodology, visit www.DiversityInc.com/top50.

Contact:

Mira Sleilati

Toyota Motor North America, Inc.

212-715-7435

msleilati@tma.toyota.com

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