Toyota Motor Corporation Outperforms Industry in the J.D. Power and Associates 2012 Initial Quality Study

June 20, 2012

TORRANCE, Calif., June 20, 2012 – Toyota and Lexus vehicles captured five segment awards and five Toyota manufacturing facilities in Japan and North America won plant awards, including one Gold, in the 2012 Initial Quality Study (IQS), more than any other automaker in both categories.

The study also found:

- Toyota has fewer problems than the premium brands industry average;
- 15 Toyota, Lexus, and Scion models ranked in the top three of the segments they compete in;
- Corolla is the highest performing non-premium model, it also ranks fifth overall;
- The all-new Prius *v* garnered second place in a closely contested segment; and
- The redesigned Camry scores even better than last year's model

"We are very pleased with this year's Initial Quality Study honors", said Ray Tanguay, Senior Vice President and Chief Quality Officer Toyota Motor North America, Inc. "These accolades echo our enduring commitment to quality, value, and customer satisfaction."

2012 Initial Quality Study performers by segment

Segment	Ranking	Model	PP/100
Sub-Compact Car	**1**	**Toyota Yaris (total)**	**79**
Compact Car	**1**	**Toyota Corolla**	**59**
	2	Toyota Prius (total)	75
Compact Crossover SUV	2	Toyota RAV4	84
	3	Toyota FJ Cruiser	86
Compact Multi-Purpose Vehicle	2	Prius *v*	100
	3	Scion xB	103
Compact Sporty Car	3	Scion tC	127
Entry Premium Car	**1**	**Lexus ES350**	**69**
Midsize Crossover SUV	3	Toyota Highlander (total)	86
Midsize Pickup	3	Tacoma	95
Midsize Van	3	Toyota Sienna	106
Midsize Premium Crossover SUV	**1**	**Lexus RX (total)**	**67**
Large Car	2	Toyota Avalon	87
Large Premium Car	**1**	**Lexus LS (total)**	**50**
Lexus	**1**		**75**
Toyota	**8**		**88**
Scion	**26**		**117**

Premium Brands Industry Average	**91**
Non-Premium Brands Industry Average	**103**
Industry Average	**102**

2012 Plant Awards

Region	Award	Assembly Line	Model(s)	PP/100
Americas	Gold	Cambridge South, Ontario (TMMC)*	Lexus RX350	24
	Bronze	Woodstock, Ontario (TMMC)*	Toyota RAV4	27
Asia	Silver	Kyushu 2, Japan (TMK)	Lexus ES, IS, RX	24
	Bronze (tie)	Fujimatsu, Japan (TABC)	Toyota Prius	28
	Bronze (tie)	Tsutsumi 2, Japan	Toyota Prius	28

* Toyota Motor Manufacturing Canada (TMMC) has received more J.D. Power and Associates plant awards (11), including more gold awards (6), than any other North American plant in the industry.

Additional examples of Toyota's commitment to the highest standards for quality, safety, reliability and retained value include:

- Eight Lexus, Toyota, and Scion models captured segment awards in the 2012 J.D. Power and Associates Vehicle Dependability Study, a performance equal to all other vehicle brands combined and more than twice as many as the runner-up nameplate.
- Lexus ranked highest in customer satisfaction among luxury brands and led the industry in the J.D. Power and Associates 2012 Customer Service Index (CSI) Study for the fourth consecutive year.
- 17 Toyota, Lexus and Scion models were named 2012 "Top Safety Picks" by the Insurance Institute for Highway Safety: Toyota Avalon, Camry, Corolla, Highlander, Prius, Prius *c*, Prius *v*, Sienna, Tundra (crew cab), Venza and Yaris (4-door hatchback); Scion tC, xB and xD; and Lexus CT 200h, GS and RX.
- The 2012 Camry, Camry Hybrid, Prius, and Scion tC earned five stars for Overall safety from the National Highway Traffic Safety Administration (NHTSA), the highest rating possible.