Toyota Debuts Newly Designed Facebook Page as One of Selected Brands for Launch

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TORRANCE, Calif. (February 29, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc. unveils its newly designed Facebook® Page layout today, as one of the premiere brands that were selected to participate in the initial phase of the new Pages for brands. The new Page timeline feature aims to give consumers a unique insight into Toyota's rich U.S. history of product and people, which spans back to1957, as well as provide updates on Toyota's current happenings and future announcements that will encourage people to comment and share information. The updated Toyota Facebook Page can be accessed at https://www.facebook.com/toyota.

"Our Facebook Page has always been a way for Toyota to engage owners and fans, and the new Page timeline allows us to offer even more streamlined content to our community," said Kimberley Gardiner, National Digital Marketing and Social Media Manager, Toyota Motor Sales, U.S.A. "We're especially excited to tell Toyota's U.S. history and heritage in a compelling way on the new timeline and to enhance the experience on our page by sharing about the people behind the brand. The new format allows us to continue to add more visual and emotional elements to the experience we share with the people who engage with our Page timeline."

Visitors to the Page will be able to view content that provides a deeper look into Toyota's rich history in America, ranging from plant openings to vehicle debuts, as well continuously stay up-to-date on programs, product news and company information. As one of the first brands to launch with the new Page format, TMS is continuing to support their existing goals of growing fan engagement in social media that leads to integration with the brand. In addition, apps will be added in the future to make the page even more interactive and specific to information people want to receive in their News Feed.