

Toyota Donates \$100,000 to Tornado Relief Efforts

March 09, 2012

March 9, 2012 – New York, NY – Toyota today announced a \$100,000 donation to the American Red Cross and other nonprofit organizations to support relief efforts for victims of the recent outbreak of tornados in the Southern and Midwestern regions of the United States. Toyota will also match employee contributions made to the American Red Cross and other non-profits doing relief and recovery work in affected communities.

The donation is intended to provide aid and assistance for families and communities devastated by the recent tragedy. Funds will be divided among the American Red Cross and other nonprofits to be identified at a later date and used to assist those organizations with disaster recovery and rebuilding efforts.

Steve St. Angelo, Executive Vice President of Toyota Motor Engineering & Manufacturing North America, Inc. (TEMA), Inc., said, “When a disaster such as this occurs, we have to come together and do our part to help our neighbors. We express our sincere condolences to the families and communities affected. Thanks to the generosity of our team members who are volunteering their personal time and donations, Toyota’s giving will go even further to help families and neighborhoods in need.”

In May 2011, Toyota and its North American employees donated \$1 million dollars to the American Red Cross for tornado relief efforts in all affected states and regions across the country.