

Statement from Toyota Motor Sales, U.S.A., Inc., Regarding 2011 J.D. Power and Associates' Sales Satisfaction Index

December 01, 2011

We are pleased with the improvement of all three of our brands in the 2011 J.D. Power and Associates Sales Satisfaction Index (SSI) study. The Lexus brand improved its score over last year and ranked as the top premium nameplate. Both Toyota and Scion showed significant improvement and each placed higher in the rankings and above the industry average.

Credit must go to our dealer body for their investment in upgrading many of their facilities and their dedication to satisfying their customers.

Sales satisfaction is more important than ever and we will continue work with our dealers to find ways to increase the quality of the sales experience for all of our customers.