

Toyota Motor Sales, U.S.A., Inc. Announces Executive Appointments

May 04, 2010

TORRANCE, Ca. (May 4, 2010) — Toyota Motor Sales, (TMS) U.S.A. Inc. today announced the following executive appointments within the Toyota Division.

Bill Fay is appointed group vice president, Toyota marketing. Formerly group vice president, sales administration, Fay will succeed Randy Pflughaupt and be responsible for all Toyota brand marketing activities as well as a new product communications activity outlined below. Fay will report to Bob Carter, group vice president and general manager of the Toyota Division.

Randy Pflughaupt, formerly group vice president Toyota marketing, is appointed group vice president, sales administration. He will succeed Bill Fay and be responsible for sales administration, Toyota Logistics Services and TMS international operations. Pflughaupt will report to Don Esmond, senior vice president, automotive operations.

Jim Colon is appointed vice president, Toyota product communications. Colon was formerly vice president, Toyota Division sales. In this newly created position Colon will be responsible for creating, gathering, and managing information and promotion initiatives for Toyota brand vehicles. He will also be responsible for product and sales training for Toyota dealers. Colon will report to Bill Fay.

Jeff Bracken, formerly Los Angeles Region general manager, is promoted to vice president, sales in the Toyota division replacing Jim Colon. Bracken will report to Bob Carter.

Kevin Cour is appointed general manager, Los Angeles Region to replace Jeff Bracken. Cour was formerly general manager, New York Region and will report to Bracken.

Alec Hagey is appointed general manager, New York Region to replace Cour. Hagey was formerly general manager, Denver Region and will also report to Jeff Bracken.

Chris Schultz, formerly assistant general manager, Chicago Region is promoted to general manager of the Denver Region to replace Alec Hagey and will report to Jeff Bracken.

These appointments will be effective immediately.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.77 million vehicles in 2009. Toyota directly employs nearly 34,000 people in the U.S. and its investment here is currently valued at more than \$18 billion.

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