

Toyota Announces Finalists in 100 Cars for Good Program

April 25, 2011

- 500 nonprofits selected as finalists in the Toyota 100 Cars for Good program
- 100 vehicles will be given away over 100 days based on daily voting on Toyota's Facebook page, <http://www.facebook.com/toyota>
- Public voting will begin on May 9, 2011 and will take place for 100 consecutive days

TORRANCE, CALIF. (April 25, 2011) – Toyota today announced the 500 nonprofit organizations selected as finalists in the “100 Cars for Good” program, which will award 100 vehicles over the course of 100 days to 100 deserving nonprofit organizations based on votes from the public.

Toyota's 100 Cars for Good initiative engages the public to determine the 100 organizations to receive a Toyota vehicle for use in the community. The 500 finalists, selected from a pool of applications submitted via Toyota's Facebook page from March 7-21, 2011, were chosen by an independent panel of judges who are experts in the fields of philanthropy and corporate social responsibility. The finalists represent non-profit organizations servicing the community across a broad range of categories including animal welfare, arts, education, environment, health, safety and human services, among others.

Finalists will create an online profile, which may include a video showcasing how the organization plans to use a new Toyota vehicle to do good in their local community. Starting May 9, public voting will begin and take place for 100 consecutive days, with five organizations profiled on Toyota's Facebook page each day. The public may vote for the charity they feel is most deserving based on the created profiles. A vehicle will be awarded daily through August 16 for a total of 100 vehicles. Voters may place one vote per day, each day, over the course of the program. Winning organizations can choose from the following vehicles: Toyota Prius, Tacoma, Tundra, Highlander Hybrid, Sienna, or Sienna Mobility. With each vehicle, Toyota Financial Services will provide a six-year 100,000 mile Toyota Vehicle Service Agreement to help provide extended protection from mechanical breakdowns beyond the vehicle warranty.

For a complete list of finalists, please visit www.facebook.com/toyota.

Quote

“Congratulations to the non-profits selected as 100 Cars for Good finalists, and to all those who applied for consideration,” said Jim Lentz, president of Toyota Motor Sales, U.S.A., Inc. “We look forward to seeing the public voting and the end result – these vehicles being used to help local communities across the country in the weeks, months and years to come.”