

Toyota Pledges \$1 Million to Tornado Disaster Relief Efforts

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May 5, 2011 – New York, NY – Toyota today announced a \$1 million contribution to the American Red Cross to support relief efforts for victims of the recent outbreak of tornados in the Southern, Midwestern and Eastern regions of the United States. In addition, Toyota will match employee contributions to the American Red Cross. The company will also provide additional support and assistance to those Toyota employees who have lost their homes.

Commenting on the donation, Yoshi Inaba, president and chief operating officer of Toyota Motor North America, Inc., said, “All of us at Toyota express our sincere condolences to the families affected by these devastating storms. Since we have manufacturing plants, suppliers and many dealerships in the regions that were hit the hardest, we felt a special responsibility to lend a hand. In addition to this financial support, many Toyota employees are already involved in volunteer activities to support those in need. We very much appreciate their personal engagement.”