Toyota and Lexus Dominate '2011 Best Overall Value of the Year Awards' from IntelliChoice

February 05, 2011

• Toyota Leads All Brands With Seven Awards
• Lexus Leads All Luxury Makes Taking Four Trophies

SAN FRANCISCO, February 5, 2011 – – Seven Toyota vehicles and four Lexus models today took the top spot in *IntelliChoice*'s "2011 Best Overall Value of the Year (BOVY) Awards" at the 2011 National Automobile Dealers Association (NADA) convention here. With 21 total awards handed out, Toyota and Lexus combined garnered over half of the trophies presented with 11 top honors.

"Dominating the IntelliChoice's 2011 Best Overall Value Awards is another example of how Toyota and Lexus continue to produce vehicles that retain their outstanding value," said Don Esmond, senior vice president of Automotive Operations for Toyota Motor Sales, USA. "In a tough economy, finding a dependable vehicle that also holds its value over an extended period is one of the most important aspects of buying a new car."

IntelliChoice determines the winners of the BOVY Awards based on the top vehicles in 21 categories that represent the best overall value. Each winner is determined by analysis of ownership costs, including depreciation, maintenance, repairs, fuel, fees, financing and insurance.

Toyota Segment Winners
Passenger Car – Prius
Premium Passenger Car – Avalon
Compact Crossover/Wagon – RAV4 four-cylinder
Minivan – Sienna
SUV – 4Runner
Compact Pickup – Tacoma
Full-Size Pickup – Tundra

Lexus Segment Winners
Premium Compact Passenger Car – IS 250
Premium Convertible – IS 250C
Premium Crossover/Wagon – RX 350
Premium Full-Size SUV – GX 460

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at http://www.toyotanewsroom.com.