

New Toyota Advertising Campaign Reminds Consumers Why It's the Best-Selling Brand in America

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TORRANCE, Calif., February 18, 2011 — Toyota will launch a new advertising campaign on Monday highlighting the brand's leadership position as the best-selling retail brand in America. The "#1 For A Reason" campaign will remind people why Toyota continues to be the top brand consumers turn to when buying a new vehicle.

"For three consecutive years, people have purchased more Toyota vehicles than any other brand," said Bob Carter, group vice president and general manager of Toyota Division for Toyota Motor Sales, U.S.A., Inc. "We look forward to maintaining this momentum in 2011 as we continue to focus on fuel efficiency, value, quality and safety."

The "#1 For A Reason" campaign will highlight some of the sales accomplishments Toyota vehicles have achieved throughout the years, as well bring attention to some of the notable third-party awards Toyota has received for its leadership in safety and overall value. Featured in the commercials will be Toyota's segment leading products—Camry, Corolla, Prius, RAV4 and Tacoma.

With a full lineup of passenger cars, SUVs and trucks, the Toyota brand offers something for everyone, including Camry, the number-one selling car in America. Camry has retained its sales leadership crown for nine straight years, with more than 90 percent of Camrys sold over the past 15 years still on the road today.

The mid-size Corolla sedan holds the title of best-selling car of all time with more than 8.6 million sold in the U.S. since it launched in 1968. Equipped standard with the advanced safety features of the STAR Safety System, Corolla and four other Toyota vehicles, including Avalon, Venza, Highlander and Sienna, were named as Top Safety Picks by the Insurance Institute of Highway Safety for 2011.

With more hybrids on the road than all other manufacturers combined, Toyota is no stranger to fuel efficiency. The best-selling hybrid in the world, the Toyota Prius, achieves an average of 50 miles per gallon, helping make Toyota the most fuel-efficient lineup of any full-line manufacturer.

For consumers that need cargo and towing capacity, Toyota also offers the best-selling compact truck, Tacoma. IntelliChoice named Tacoma the Best Overall Value in its segment for 2011 along with six other Toyota vehicles, including Tundra, 4Runner, RAV4, Sienna, Prius and Avalon.

The "#1 For A Reason" campaign will begin running at the end of the holiday weekend and continue throughout the month of March. Broadcast commercials and online media will roll out nationally on February 21, with print ads beginning in March. Regional-specific broadcast spots will also run during the same timing and will call out some of the special interest rates and zero-percent financing offers customers can take advantage of throughout the month.

About Toyota Motor Sales, U.S.A., Inc.

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 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com or www.toyotaneewsroom.com.

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