

Toyota 100 Cars for Good Program Puts the Public in the Driver's Seat of a Corporate Philanthropic Effort

March 01, 2011

- 100 vehicles will be given away over 100 days based on daily voting on Toyota's Facebook page, <http://www.facebook.com/toyota>
- Registered 501c(3) organizations are invited to apply online and tell us how they plan to use the vehicle to do good in their community
- Applications will be accepted beginning March 7, 2011

TORRANCE, CALIF. (March 1, 2011) – Toyota today announced its “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.

Beginning March 7, 2011, registered 501c(3) non-profit organizations can apply online through Toyota's Facebook page at www.facebook.com/toyota for a chance to win a Toyota Prius, Tacoma, Tundra, Highlander Hybrid, Sienna, or Sienna Mobility. A six-year 100,000 mile powertrain warranty will also be provided for each vehicle awarded. Applications submitted by March 21, 2011 will be reduced to 500 finalist organizations that will be in the running to win a vehicle. These final organizations will be selected by an independent panel of judges who are experts in the fields of philanthropy and social responsibility. Finalists can submit videos, create their own online profiles and rally their friends and supporters to encourage voting for their organization.

Public voting begins on May 9 and will take place for 100 consecutive days. Each day, five organizations will be profiled on Toyota's Facebook page and voters may vote for the charity they feel is most deserving of the vehicle. A vehicle will be awarded each day through August 16 for a total of 100 vehicles. Voters may place one vote per day, each day, over the course of the program.

100 Cars for Good is the first Toyota initiative that engages the public to determine how corporate philanthropic donations will be awarded.

Quote

“Over the past two decades, Toyota has contributed more than half a billion dollars to philanthropic programs in the United States, and now 100 Cars for Good will put the public in the driver's seat for one of our philanthropic efforts,” said Jim Lentz, president of Toyota Motor Sales, U.S.A., Inc. “We wanted to engage the community and the supporters of thousands of worthy organizations in this process— allowing their voices to be heard as we award 100 vehicles based on their votes.”

About Toyota

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. Toyota directly employs nearly 30,000 in the U.S. and its investment here is currently valued at more than \$18 billion, including sales and manufacturing operations, research and development, financial services and design.

Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than \$500 million to philanthropic programs in the U.S.

For more information on Toyota's commitment to improving communities nationwide, visit <http://www.toyota.com/community>.

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