

Toyota Statement Regarding Delay of Prius Derivative in Japan; Prius v in U.S.

March 23, 2011

Toyota Motor Corp. announced today that it decided to postpone launch of the Japan-market Prius-derivative vehicle originally scheduled for launch in late April. No decision has been made at this time on when the launch will be rescheduled.

As announced at the North American International Auto Show (Detroit) in January, the Prius v – as the vehicle is known in the U.S. market – is scheduled to launch the end of summer 2011. No decision has been made in regards to a possible need to change the launch timing.

We're making every effort to minimize disruptions to our overall operations.

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