

Toyota Announces Launch of mLot on Mobile Shopping Tool App

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mLot? Feature to Enhance Consumer Shopping Experience

Torrance, Calif., October 13, 2010 ? Toyota Motor Sales (TMS), USA, Inc. today announced the launch of its revolutionary mLot? feature for its mobile Shopping Tool App. An industry first, mLot? enables users to scan Vehicle Identification Numbers (VINs) for new Toyota vehicles and pull vehicle information directly onto their mobile device, making it easier to request a quote and keep specific vehicle details on your phone.

?We saw a need within the market and sought to address it through the creation of mLot?,? said Michael K. Nelson, Interactive Communications Marketing Manager, Toyota Motor Sales, USA, Inc. ?By listening to our customers and understanding their shopping behavior, we were able to create a tool that facilitates an easier, more efficient shopping process.?

After downloading the Toyota Shopping Tool App for iPhone and Android mobile devices, with a version for BlackBerry devices launching shortly hereafter, users are able to use the all-new mLot? tool to get instant vehicle information by either taking a picture of or typing in the VIN for a specific vehicle. The feature gives users the option to save the vehicle as a favorite, share favorites with friends via Facebook or e-mail, review key features, append photos and notes, request a quote and compare their favorites to see how they measure up against each other. Most importantly, mLot? offers consumers the ability to shop for a Toyota vehicle anywhere at anytime.

The app, along with the new mLot? feature, is meant to be an extension of the sales associate. The feature provides one data source and allows for a common language between dealers and consumers. The app also has the ability to go beyond the dealership and can be utilized by product specialists at auto shows.

By design, Toyota's mobile properties exist to provide a seamless shopping experience for the consumer on their mobile devices. Toyota has a two-pronged mobile approach?mobile browser and Shopping Tool App (m.toyota.com)?specifically designed to allow consumers to research vehicles, find dealers and request quotes. To date, Toyota is the only automotive manufacturer with content available on three mobile platforms. This broad offering, coupled with Toyota?s comprehensive mobile strategy, allows consumers more choice in their experience.

The Shopping Tool App, powered by Toyota.com, was released to the iTunes store June 2, 2010. It offers consumers the power and performance of Toyota.com on their mobile devices and gives users access to the full Toyota model lineup of 16 cars, trucks hybrids, SUVs and minivan in all colors and at all trim levels. Additionally, users can access competitor comparison data from R.L. Polk & Co. (the premier provider of global automotive information and marketing solutions).

For more information on Toyota Shopping Tool App, mLot? or any of the mobile platforms listed above, please visit www.toyota.com/mobile.

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 1.77 million vehicles in 2009. 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, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.

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