

Toyota Readies for Its 21st Opportunity Exchange

October 25, 2010

Event Connects Minority Businesses with Toyota Suppliers

ERLANGER, Ky. (October, 25 2010) — Toyota Motor Engineering & Manufacturing North America's (TEMA) [Opportunity Exchange](#) (OE) will take place on November 9th & 10th at the Duke Energy Center in downtown Cincinnati. Now in its 21st year, the event serves as a business development opportunity for minority business center. [Toyota's Kentucky plant](#), and a 20-year Toyota veteran, in addition to remarks by special guest Reverend Jesse Jackson. Participants are welcome to attend free of charge, but must register in advance by Friday, October 29th by visiting: www.toyotaopportunityexchange.com.

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants, including one under construction. There are more than 1,800 Toyota, Lexus and Scion dealerships in North America which sold more than 2.05 million vehicles in 2009. Toyota directly employs more than 35,000 in North America and its investment here is currently valued at more than \$23 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$25 billion. Toyota currently produces 12 vehicles in North America, including the Avalon, Camry, Corolla, Highlander, Matrix, RAV4, Sienna, Sequoia, Tacoma, Tundra, Venza and the Lexus RX 350. For more information about Toyota, visit www.toyota.com or www.toyotaneewsroom.com.

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