

Toyota Announces Marketing Campaign for New 2011 Highlander

October 25, 2010

Stylish Redesign Earns Nathan James' Seal of Approval

Torrance, Calif., October 25, 2010 – Toyota Motor Sales (TMS), USA, Inc. along with its advertising agency Saatchi & Saatchi LA today announced the marketing campaign for the new 2011 Highlander. The campaign, "Just because you're a parent, doesn't mean you have to be lame," positions the Highlander as the cool, stylish vehicle choice for parents—one that kids aren't embarrassed to be seen in.

The fully integrated Highlander marketing campaign is aimed at parents with kids ages seven to twelve. During those early child-rearing years, these parents were preoccupied with the needs of their children. They were focused on functionality first, style second—after all, it's difficult to fit a baby stroller in a sports car. Now their kids are a little older and a little more independent. They're easily embarrassed, especially by their parents. The last thing they want is to be picked up from school in the old family hauler.

With its sophisticated design update for 2011, the Highlander is the epitome of cool. New front fascia, hood and fenders, with redesigned headlights, tail lamps and 17-inch alloy wheels, give the crossover sport utility vehicle a more dynamic, contemporary presence. Upgraded equipment and technology features, such as 50/50 split third-row seating, rear climate control and enhanced audio system, are among the improvements that further add to the 2011 Highlander's blend of sophistication and style.

"The Highlander marketing campaign takes advantage of the vehicle's stylish design update," said Tim Morrison, corporate manager of marketing communications for TMS. "It's a vehicle that resonates with parents while still earning a stamp of approval from kids."

The campaign includes three lighthearted, comedic TV spots, starting with "Rolling Up" premiering on October 25. The commercials feature Nathan James, an eight-year-old boy on a mission to "un-dork" his parents. A purveyor of cool, Nathan uses the 2011 Highlander to demonstrate how not to be lame. He has tips and tricks for dealing with not-so-hip parents which he shares in the additional "Kid Cave" and "Scatter" commercials.

Highlander spots will air during notable TV shows including Modern Family, The Good Wife, and The Big Bang Theory, as well as both Sunday and Monday Night Football broadcasts. Other broadcast highlights include integration in several high profile shows, including Top Chef, Bones, Parks and Recreation, In Plain Sight, and the new comedy Mixed Signals. Each commercial drives viewers to YouTube, where they can enjoy a series of webisodes, additional Highlander TV spots and "The Nathan James Show."

Nathan will host "The Nathan James Show" Web series on the Toyota YouTube brand channel at www.youtube.com/highlander. The video content features Nathan interviewing and serving up advice to family members, friends and neighbors in a late-night show format as a means to remedy their "dorky" behavior. It's slated to launch in early November.

In addition to the content on YouTube, Nathan James will host movie reviews on Fandango and a photo competition on Photobucket. The campaign also includes partnerships with properties such as Martha Stewart Living, Yahoo! Who Knew? and XBOX.

Highlander will also appear in a variety of print outlets including TIME, People, Family Circle, Men's Health, Real Simple, Parade, Sports Illustrated, More, Cooking Light and O the Oprah Magazine.

Nathan James' voice will be present in all elements of the campaign. Similarly, the look and feel of the creative will be showcased on the Highlander index page at www.Toyota.com/Highlander. The fun, quirky animations and the Nathan James seal of approval will all be displayed.

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 or www.toyotaneewsroom.com.

About Saatchi & Saatchi LA

Saatchi & Saatchi LA is a full-service agency with both traditional and non-traditional capabilities, including media, creative, strategic planning, 3D asset creation, design and event marketing. The agency was awarded a prestigious Gold Effie for its highly effective launch of the Toyota Tundra full-size truck. Saatchi LA is agency of record for Toyota Motor Sales, U.S.A., and it also serves Toyota Dealer Associations and Toyota Financial Services. The LA office is the third largest in the global network of ideas company Saatchi & Saatchi, part of Publicis Groupe. For more information, go to www.saatchila.com.

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