

# Toyota Is the First Automotive Manufacturer to Incorporate Clear Channel's iheartradio

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## *Mobile App Support Marks Toyota's Entry into the Mobile Market*

TORRANCE, CALIF., Nov. 15, 2010 ? Toyota Motor Sales (TMS) U.S.A., Inc. today announced that it will be working with Clear Channel Radio's iheartradio, incorporating more than 750 of America's favorite radio stations and other exclusive content into select Toyota vehicles beginning in 2011. This is the first partnership Toyota is announcing for mobile application integration. More details will be released at the Consumer Electronics Show (CES) in January 2011.

"Personalization is important to our customers. Delivering iHeartradio in the vehicle will allow our owners to customize their drive-time experience", said Jon Bucci, vice president advanced technology, TMS. "I have always felt Toyota provides one of the best audio platforms and this partnership takes it even further."

"Using our digital expertise to further enhance the driving experience, and make the car the next digital audio and information platform for consumers, it is great to work with a leading automotive partner in Toyota," said John Hogan, president and CEO, Clear Channel Radio. "Our iheartradio service is a perfect fit for the car, offering literally hundreds of radio stations and dozens of programming genres to choose from ? whether that is your hometown favorite you grew up with, a station in the city you are driving in, or a category of music or information that engages you. You'll be able to have your favorite entertainment, nationally or locally, with real time traffic updates."

Toyota will be working closely with Clear Channel's iheartradio to integrate its mobile app into select Toyota vehicles starting next year. With more than 10.5 million consumers using the mobile app, iheartradio will allow Toyota customers to access more than 750 of America's favorite local radio stations, as well as unique celebrity-hosted channels from Christina Aguilera, Eagles, and Weezer, local traffic reports and commercial-free shows from Ryan Seacrest, Elvis Duran and the some of the best DJs and hosts from across the country.

### **About Toyota**

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](http://www.toyota.com), or [www.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

### **About Clear Channel Radio**

Clear Channel Radio is a leading radio company focused on serving local communities across the U.S. with an audience of more than 110 million choosing Clear Channel Radio programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, at iheartradio.com and on the iheartradio mobile application on iPods and smart phones, and used via navigation systems from TomTom, Garmin and others. Clear Channel Radio's iheartradio app delivers over 750 of America's favorite local radio stations, celebrity-hosted channels, local traffic reports & exclusive videos. The company's operations include

radio broadcasting, syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc. (OTCBB:CCMO), a leading global media and entertainment company.

More information on the company can be found at [www.clearchannel.com](http://www.clearchannel.com).

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