

Toyota Announces Facebook Contest to Celebrate 10th Anniversary of Prius

August 02, 2010

Toyota Facebook Contest Seeks Most Passionate Prius Fan to Host 10th Anniversary Celebration

TORRANCE, Calif. (August 2, 2010) – The Toyota Prius is celebrating its first decade in the U.S. market this year. In a nod to the technological innovation heralded and led by the introduction of the Prius to the automotive market, Toyota is announcing an online contest to find the most passionate Prius fan in the United States* to host the official 10 Years of Toyota Prius Anniversary Celebration.

In 2000, the Prius debuted modestly in the U.S. marketplace. Since that time, the Prius has become the leader of an industry-wide shift towards lower emissions and greater fuel efficiency, the exemplar of environmentally-conscious technological innovation. As a result, this car with the singularly recognizable silhouette has attracted a uniquely loyal customer base, a true community of shared pride and purpose. To celebrate everything that the Prius has become, Toyota will honor this community of like-minded buyers by holding an online contest to find the most passionate Prius fan.

Are you a fuel-efficient hyper-miler, an eco-warrior or tech-savvy gadget guru? Do you volunteer in your community? Toyota wants to hear from you! Submit a video or several photos demonstrating your Prius passion for a chance to host the official 10 Years of Toyota Prius Anniversary Celebration in your hometown. Toyota will select the Top 10 finalists and leave it to the Prius community to decide who should be crowned the most passionate Prius fan.

How do you enter and sign up for more information? Visit Toyota Prius on Facebook (<http://www.facebook.com/prius>). ?Like? the page and we?ll keep you posted on when and how you can enter.

? Submission period will run from 07.28.10 – 08.13.10

? Users will vote from among the top 10 finalists 08.18.10 – 08.27.10

? The winner will be announced on 08.31.10

? The winner will host the 10 Years of Toyota Prius Anniversary Celebration in HIS/HER HOMETOWN on 10.10.10!

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 more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs more than 34,000 people in the U.S. and sold more than 1.77 million vehicles in 2009.

For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotanewsroom.com.

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* Contest applicable to the 48 continental United States. Visit the Toyota Prius Facebook page for official contest rules. No purchase necessary.

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