

2010 Toyota Highlander and Venza Earn Insurance Institute for Highway Safety 'Top Safety Pick'

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The Insurance Institute for Highway Safety (IIHS) has announced that the 2010 Highlander and Venza have each earned "Top Safety Pick" status.

The "Top Safety Pick" is the highest safety designation awarded by the IIHS. To qualify for the award, a vehicle must earn the highest rating of "good" in the IIHS' front, side, rollover, and rear impact tests and be equipped with electronic stability control. The IIHS testing was made more stringent in 2010 with the addition of the rollover test.

To earn a "good" rollover rating, a roof must be able to support the equivalent of four times the vehicle's weight compared with the current federal standard of 1.5. In the IIHS testing, the Highlander roof withstood a force equal to 4.74 times its vehicle weight. The Venza's roof withstood 4.70 times its vehicle weight.

The IIHS is an independent non-profit research and communications organization funded by auto insurance companies.

All Toyota models meet or exceed the safety requirements of the federal government and the National Highway Traffic Safety Administration (NHTSA).

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotaneewsroom.com>.

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