Toyota Motor Sales Earns Six Segment Awards to Lead All Manufacturers in J.D. Power and Associates 2010 Initial Quality Study

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- *Lexus Ties for Most Segment Awards of Any Nameplate*
- *Production Facilities Earn Top Honors in Asia and North America*
- *Recent Recalls Impact Overall Toyota Ranking*

TORRANCE, Calif., June 17, 2010 — Toyota Motor Sales (TMS), U.S.A., Inc., today announced that its Toyota, Lexus and Scion brands received a combined six segment awards in the 2010 J.D. Power and Associates Initial Quality Study (IQS), more than any other manufacturer.

"We are very pleased to have earned the six segment awards and by the strong showing of our Lexus brand and the Scion xB in the 2010 IQS," said Jim Lentz, president and chief operating officer, TMS. "However, the 2010 study was conducted at the height of intense media coverage of Toyota's and Lexus' recalls earlier this year, so we anticipated an impact on this specific ranking of these vehicles."

Lentz continued: "The IQS 90-day feedback is one measurement – along with warranty claims, long-term durability, resale value and buyer loyalty – that helps us gauge the overall quality of our products. We stand behind our strong performance in these and other areas and remain firmly committed to ensuring the superior quality, safety and long-term value of our cars and trucks."

Lexus LS Shows Fewest Quality Problems in the Industry

Lexus ranked fourth among all nameplates in the 2010 IQS with 88 problems per 100 vehicles (PP100). Among individual models, the Lexus LS earned the distinction of fewest quality problems in the industry, with just 55 PP100.

Lexus also captured three segment awards to tie for the most awards of any nameplate in this year's study. These include the Lexus GS for Midsize Premium Car, the Lexus GX 460 for Midsize Premium Crossover/SUV, and the Lexus LS 460 for Large Premium Car. This is the third year in a row that the LS had placed first in its segment and the 10^{th} time in 13 years that the LS has been at the top of its segment.

Toyota Receives Two Segment Awards, but Recent Recalls Impact Overall Rank

Reflecting heightened customer awareness of Toyota's recent recalls, the Toyota nameplate PP100 increased in this year's study by 16 PP100 to 117 PP100 resulting in a ranking of 21.

At the same time, the FJ Cruiser received the segment award for the Compact Crossover/SUV, while the Sienna ranks highest in the Midsize Van segment for the second year in row.

With the exception of the Highlander, all of the TMS models involved in the company's recent recalls experienced an increase in reported issues, while those not involved in the recalls, taken together, showed an overall improvement over 2009.

Scion Continues to Rise in the Ranks

The Scion nameplate moved up again in this year's study, from 20th to 18th with 114 PP100, an improvement of four PP100. The Scion xB earned the 2010 segment award for Compact Multipurpose Vehicle, while the Scion tC improved by 10 PP100 to 109 PP100.

Production Facilities Earn Top Honors

Toyota production facilities once again took the top three honors in the Asia Pacific region for 2010. The Kyushu 2 plant (IS line, ES 350, RX line) earned the Gold Award with 32 PP100; the Tahara 3 plant (GS line, IS sedans, LS 460) earned the Silver Award with 33 PP100; and the Kyushu 1 plant (HS 250h, RX line) earned the bronze award with 37 PP100.

For the North and South America region, the Cambridge, Ontario, Canada, plant (RX 350) earned a Gold Award with 30 PP100.

Toyota Segment Awards Chart

Model	**IQS Segment**	**Problems per 100**
Lexus LS 460	Large Premium Car	55
Lexus GS	Midsize Premium Car	75
Toyota FJ Cruiser	Compact Crossover/SUV	83
Lexus GX 460	Midsize Premium Crossover/SUV	84
Toyota Sienna	Midsize Van	102
Scion xB	Compact Multipurpose Vehicle	108

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Note to Editors: Electronic images of Toyota, Lexus and Scion products are available online via our news media website www.toyotanewsroom.com.

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