

Toyota Companies Pledge \$500,000 to Haiti Relief Effort

January 15, 2010

January 15, 2010 – New York, NY ? Toyota today announced a total of \$500,000 in donations to be divided equally among the American Red Cross, Save the Children and Doctors Without Borders in support of their relief and recovery efforts for earthquake victims in Haiti. In addition, all Toyota companies will match team member and associate contributions to these organizations.

Commenting on the donations, Yoshi Inaba, president and chief operating officer of Toyota Motor North America, Inc., said, ?All of Toyota?s nearly 34,000 associates and team members in the United States express their sincere condolences to the victims and families affected by the earthquake in Haiti. Our hope is that Toyota?s support will quickly aid those in need, and we thank all three organizations for their courageous efforts in the region.?

About Toyota

Toyota (NYSE:TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants. There are more than 1,400 Toyota, Lexus and Scion dealerships in the U.S. which sold more than 1.77 million vehicles in 2009. Toyota directly employs nearly 34,000 in the U.S. and its investment here is currently valued at more than \$18 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota?s annual purchasing of parts, materials, goods and services from North American suppliers totals nearly \$25 billion.