

Five Toyota and Lexus Models Earn Consumer Guide's 2010 Best Buy Awards

February 22, 2010

Nine Additional Toyota/Lexus/Scion models Earn "Recommended" Status

The automotive editors of *Consumer Guide* have recognized Toyota and Lexus with five prestigious "Best Buy" honors in their 2010 "Best Buy and Recommended Awards." The Toyota Prius mid-size hybrid, Avalon full-size sedan and Tacoma pickup took "Best Buy" honors in their respective segments, while the Lexus LS premium luxury sedan and RX premium mid-size SUV also captured top prizes.

Nine additional Toyota, Lexus and Scion models achieved "Recommended" awards. Winners of both "Best Buy" and "Recommended" status reflect their overall value for the money compared to the competition. The "Best Buy" and "Recommended" picks are determined by taking into account vehicle performance, economy, reliability, ease-of-use, comfort, and price in 18 vehicle categories.

For more than 42 years, *Consumer Guide* has been one of the leading consumer publications for car shoppers. Each year, their staff of experienced automotive editors review over 200 new vehicles, providing in-depth evaluations to help allow car buyers to shop with confidence.

Listed are 2010 "Best Buy" and "Recommended" winners for Toyota, Lexus and Scion.

2010 Best Buy Winners

Toyota Prius – Midsize Car
Toyota Avalon – Large Car
Toyota Tacoma – Compact Pickup
Lexus LS – Premium Large Car
Lexus RX – Premium Midsize SUV

2010 Recommended Winners

Toyota Camry – Midsize Car
Toyota RAV4 – Compact SUV
Toyota Highlander – Midsize SUV
Toyota Sequoia – Large SUV
Toyota Tundra – Large Pickup
Toyota Sienna – Minivan
Lexus ES – Premium Midsize Car
Scion xB – Compact Car
Scion tC – Sporty/Performance Car

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

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