

All-New 2010 Toyota 4Runner Earns Highest Frontal Crash Test Rating from IIHS

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TORRANCE, Calif., March 9, 2010 – The Insurance Institute for Highway Safety (IIHS) today announced that the all-new Toyota 4Runner mid-size sport utility vehicle (SUV) has earned its highest ranking of “good” in their frontal offset high-speed crash ratings.

IIHS frontal crashworthiness evaluations are based on results of 40 mph frontal offset crash tests. A vehicle’s overall frontal evaluation is based on measurements of intrusion into the occupant compartment, driver seat test dummy injury severity, and the level of restraint system dummy movement during the test. By comparison, frontal crash testing by the National Highway Traffic Safety Administration (NHTSA) is performed at 35 mph.

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

All Toyota and Lexus models meet or exceed the safety requirements of the federal government and the 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>.

CONTACTS:

Toyota Division Communications

Greg Thome (310) 468-3279 or greg_thome@toyota.com

David Lee (310) 468-2077 or david_lee@toyota.com

Sam Butto (310) 468-2077 or sam_butto@toyota.com

Media Web site: <http://www.toyotaneewsroom.com>

Public Web site: <http://www.toyota.com>