

Toyota Signs New Three-Year Deal with AFC Champion Indianapolis Colts

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INDIANAPOLIS, Ind., March 11, 2010 ? After a successful one-year partnership this past football season, the AFC champion Indianapolis Colts and Toyota have signed a new three-year contract which maintains the automaker's status as ?Official Vehicle of the Indianapolis Colts.?

The contract was signed earlier this week and expires at the conclusion of the Colts' 2012-13 football season.

?Our Central Indiana Toyota dealers are excited to be extending this partnership with the Indianapolis Colts,? said Michael Rocco, General Manager of Toyota's Chicago Region. ?This past season was fantastic for Toyota because we were given the opportunity to promote our world-class vehicles and manufacturing presence in the state of Indiana, while supporting the Colts' historic march to the Super Bowl.?

?We are absolutely thrilled to extend our partnership with Toyota,? added Indianapolis Colts Owner and CEO Jim Irsay. ?We take pride knowing that Colts fans are helping manufacture several Toyota models right here on our home turf in Princeton and Lafayette, Indiana.?

Mirroring elements of the 2009-10 program, this new sponsorship contract includes Toyota vehicles being displayed at all entrances to Lucas Oil Stadium, as well as a special Toyota Zone seating area in the stadium's Northeast corner. During the season, Colts fans will have the opportunity to win Toyota Zone tickets by registering at any of the 11 Central Indiana Toyota dealers. In addition, fans attending each home game will have the chance to win two tickets to the next home game in a text-to-win contest that will highlight Toyota's economic and philanthropic contributions.

Other promotional elements of the program include sponsorship of the starting line-up announcements, as well as Tri-vision, Jumbotron and concourse signage. Toyota advertisements will also be aired during the full season on radio and pre-season on television.

Toyota has a large manufacturing presence in Indiana, with a plant in Princeton (Gibson County) that produces the Highlander, Sienna and Sequoia. The Toyota Camry is assembled in Lafayette by SIA.

About Toyota

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.77 million vehicles in 2009. Toyota directly employs 34,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotanewsroom.com.

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