

New Prius Experience App Now Available From App Store

October 26, 2009

Torrance, CA. – October 26, 2009 – Toyota Motor Sales (TMS), USA, Inc., along with its advertising agency Saatchi & Saatchi LA, today announced The Prius Experience App is available for free from the App Store. The Prius Experience App has four modes to help educate and entertain iPhone™ users interested in learning more about the EPA-rated 50 MPG 2010 Toyota Prius hybrid.

“The Prius Experience App gives iPhone users a dynamic, in-depth experience of the third-generation Prius in the palm of their hands,” said Tim Morrison, corporate manager of marketing communications for TMS.

Notably, The Prius Experience App takes advantage of the iPhone’s built-in accelerometer to give users a 360-degree interior tour of the Prius. The app has four modes:

- **Tour** – Rotate your iPhone for a 360-degree interior view of the Prius, then explore the features that make the car so unique.
- **Interact** – Use your iPhone camera to interact with the Prius ads you see in your favorite magazines.
- **Draw** – Touch the innovative Multi-Touch user interface to draw directly into the environment of the Prius, then watch it react to your shapes and objects.
- **Play** – Think your way through 10 levels of a force-based game that utilizes the accelerometer.

The Prius Experience App is available for free from the App Store on iPhone or at www.itunes.com/appstore/.

Additionally, iPhone users can see their tree drawings created in “Draw” displayed on the Reuters digital billboard in Times Square October 26 to 28. Street teams will work with participants in Times Square. Remote participants can view the event at <http://www.reuters.com/news/us>.

The app is part of the third-generation Prius “Harmony Between Man, Nature and Machine” marketing campaign. In addition to print ads, The Prius Experience App is being promoted on the Prius mobile site at m.toyota.com/prius, the Prius Facebook fan site at www.facebook.com/prius and mobile banners.

About Toyota Motor Sales, U.S.A., Inc.

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 more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs more than 34,000 people in the U.S. and sold more than 2.2 million vehicles in 2008. For more information about Toyota, visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.

About Saatchi & Saatchi LA

Saatchi & Saatchi LA is a full-service agency with both traditional and non-traditional capabilities, including media, creative, strategic planning, 3D asset creation, design and event marketing. The agency was awarded a prestigious Gold Effie for its highly effective launch of the Toyota Tundra full-size truck. Saatchi LA is agency

of record for Toyota Motor Sales, U.S.A., and it also serves Toyota Dealer Associations and Toyota Financial Services. The LA office is the third largest in the global network of ideas company Saatchi & Saatchi, part of Publicis Groupe. For more information, go to www.saatchila.com.

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