

Toyota Continues Support of Cincinnati Police Department

October 30, 2009

Media Invited to K-9 Demonstrations at Cincinnati Regional Sales Offices on Nov. 2

CINCINNATI, Ohio, October 30, 2009 – A long-time supporter of the Cincinnati Police Department, Toyota Motor Sales (TMS), U.S.A., Inc. will be helping bolster local law enforcement by providing two, new hybrid sport utility vehicles.

The Cincinnati Police Department will soon be adding a pair of Highlander Hybrid SUVs, a vehicle renowned for its fuel efficiency, power and spaciousness. The 270-horsepower Highlanders will be converted into K-9 units, supporting bomb-sniffing dogs and counter-terrorism specialists. With the addition of these SUVs, the Cincinnati Police Department will have a total of eight Highlander Hybrids in its vehicle fleet.

Toyota has a special connection with Cincinnati's K-9 team. A couple of years ago, the automaker helped the police department acquire and train a patrol dog. The dog, affectionately named "Tundra," after Toyota's full-size pickup, is considered one of the best canines of its kind in the country. In 2004, the Cincinnati Police Department hosted the 2004 United States Police Canine Regional Trials, and Toyota contributed \$15,000 in support of the local competition.

"We are extremely pleased that the Cincinnati Police Department trusts our Highlander Hybrids to the point of adding two more vehicles to their fleet," said Clyde Dyson, general manager of TMS' Cincinnati Regional Sales Office. "Toyota has been a strong advocate of local law enforcement for many years, and we feel privileged to be helping them protect and serve the people of the greater Cincinnati area."

In appreciation to Toyota, the Cincinnati Police Department will be conducting K-9 demonstrations for company employees at the Cincinnati Regional Sales Office on Monday, November 2. These demos are open to the Media and begin promptly at 11:30 a.m. During this event, K-9 officers will conduct simulated scenarios for dogs specially trained in bomb and drug detection and standard patrol situations. A few converted, police-owned Highlander Hybrids will also be on display.

Toyota's Cincinnati Regional Sales Office is located at 4550 Creek Road, Cincinnati, (513) 745-7500.

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 more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs nearly 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.