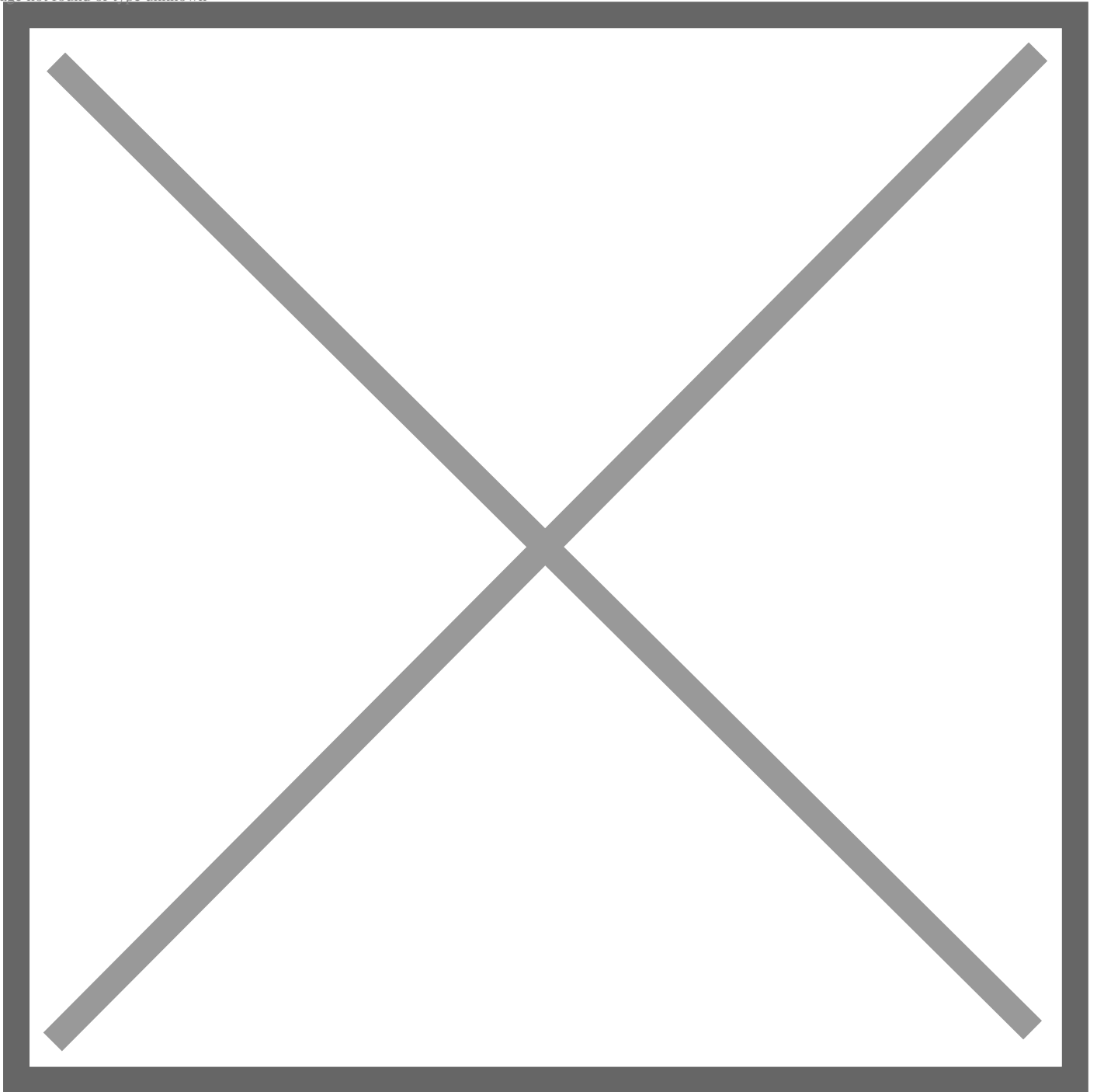


Toyota to Debut Dedicated Hybrid Concept at 2010 North American International Auto Show

December 14, 2009

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2010 NAIAS Hybrid Concept 001

TORRANCE, Calif., December 14, 2009 – – Toyota Motor Sales, USA, Inc. will stage the world debut of a new dedicated hybrid concept vehicle during the 2010 North American International Auto Show in Detroit. The vehicle will be revealed during a news conference held on Monday, January 11th in the Riverview Ballroom at COBO Hall. News conference schedules are being finalized and exact timing will be revealed in the coming weeks.

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NOTE TO EDITORS: Photography to accompany this story is available and can be retrieved in digital form by media at www.toyotanewsroom.com

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