

Toyota Announces Executive Retirements

December 16, 2009

TORRANCE, Calif. (December 16, 2009) — Toyota Motor Sales U.S.A., (TMS) Inc. today announced the following scheduled retirements:

Irv Miller, group vice president, environmental and public affairs will retire effective February 1, 2010. Since beginning his extensive career at Toyota in June of 1980, Miller has held a variety of key field-office and corporate headquarter managerial positions with both Toyota and Lexus divisions. He began his career as region merchandising/fleet manager in the San Francisco regional office and from there held positions including field operations manager in Denver, assistant general manager in Cincinnati and general manager in Kansas City. Miller was corporate manager, market representation in both the Toyota and Lexus divisions and advertising/merchandising in the Toyota division, vice president, field operations, sales and dealer development in the Lexus division and vice president, office of the web. In 2001, Miller was promoted to his current position and appointed an officer of TMS.

Dave Danzer, group vice president, strategic and product planning will retire effective February 1, 2010. Danzer joined TMS in October 1985 as national advertising programs manager. Serving more than 24 years at Toyota, Danzer has held an array of management and executive positions, including national advertising manager, national merchandising manager, corporate manager, Toyota marketing, corporate manager, product planning, corporate manager, Lexus marketing, vice president, Toyota customer relations, vice president, strategic and product planning. In July 1999, Danzer was promoted to group vice president and appointed an officer of TMS.

Steve Sturm, group vice president of Americas strategic research and planning and corporate communications for Toyota Motor North America, Inc. (TMA), New York, on assignment from TMS, will retire effective January 1, 2010. Sturm started his career with Toyota 28 years ago as parts sales development manager in April 1981. Since that time he has held a variety of management positions with the TMS organization including product development manager, market and price planning manager, national manager, distribution, logistics and sales planning, corporate distribution manager, corporate manager, Lexus marketing, vice president, new era business projects, vice president TMS, marketing, vice president and general manager, Toyota logistics services (TLS) and vice president, north America planning. In January 2007, Sturm was promoted to group vice president, TMA.

Reassignments of their responsibilities will be announced in the coming weeks.

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.toyotanewsroom.com.

CONTACT: Toyota Media Relations

Celeste Migliore
celeste_migliore@toyota.com
(310) 468-4491

Sona Iliffe-Moon
sona_iliffe-moon@toyota.com
(310) 468-6721