

TMS Announces Annual Subscription Pricing for Safety Connect - Available on 2010 Prius

July 28, 2009

TORRANCE, Calif. (July 28, 2009) ? Toyota Motor Sales (TMS), USA, Inc. today announced today the annual subscription price for its all-new, proprietary telematics system, Safety Connect. The system will soon be an available option on the all-new MY10 Prius.

A complimentary one-year trial subscription of Safety Connect is included on all purchases of new Toyota Prius vehicles equipped with the service. One-year renewal subscriptions to Safety Connect will be available for \$139.95, with multi-year subscriptions also available.

Safety and Security Features

Safety Connect is designed to help Toyota drivers feel even more secure on the road, and the designated Safety Connect response center operates 24 hours a day, 7 days a week?every day of the year. Using the system?s embedded cellular and GPS technology, subscribed Prius vehicles will provide these four safety and security features:

Automatic Collision Notification (ACN)

Helping drivers receive the necessary response from emergency services, in case of either airbag deployment or severe rear-end collision, the system is designed to automatically call the response center. The responding agent receives the vehicle?s location and attempts to speak with the vehicle occupants to assess the level of emergency. If the occupants are unable to communicate, the agent automatically treats the call as an emergency, contacts the nearest emergency services provider to describe the situation, and requests that assistance be sent to the location.

Stolen Vehicle Location (SVL)

If a subscribed Safety Connect?equipped vehicle is stolen, Safety Connect can work with local authorities to help them in the attempt to locate the vehicle. After filing a police report, the owner can call the Safety Connect response center to initiate this service.

Emergency Assistance Button (SOS)

In the event of an emergency on the road, a push of the ?SOS? button will initiate a call to the Safety Connect response center. The answering agent can determine the vehicle?s location, assess the emergency, and request a dispatch of the necessary assistance.

Roadside Assistance

Via the ?SOS? button, Safety Connect response-center agents can help drivers with a wide range of needs, such as: towing, jump start, flat tire, fuel delivery, etc.

Safety Connect will be available on MY10 Prius vehicles manufactured after August 1, 2009.

###

Note to Editors: Full press releases, specifications, optional package information and high-resolution images are available at www.ToyotaNewsroom.com.

Contact:

Audra Ruzich

310.468.5972

audra_ruzich@toyota.com

TMS, Advanced Technology Department

Greg Thome

310.468.3279

Toyota Public Relations

Bill Kwong

310.468.3764

Toyota Public Relations