

Toyota Launches New Global Corporate Advertising Campaign

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NEW YORK ? Toyota has launched a new global corporate advertising campaign, highlighting the company's leadership in developing environmental technologies now and for the future.

Over an image of a Toyota Prius, the television commercial states:

It's earned the love of millions of Toyota owners.

And has saved an estimated billion gallons of gas.

And it's paving the way for the next generation of vehicles.

*Like cars charged at home, or that run solely on electricity,
or consume hydrogen and emit only water.*

Even more solutions and the shape of ideas to come, from Toyota

Additionally, a print advertisement highlights the positive effects of Toyota's hybrid vehicles since 1997 and looks to the future of plug-in hybrids, pure electric cars and hydrogen vehicles.

The television campaign will run on national news, Sunday morning and cable networks. The print campaign will appear in national magazines.

The campaign was created in collaboration with advertising agency Dentsu America, Inc. in New York.

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants. There are more than 1,800 Toyota, Lexus and Scion dealerships in North America which sold more than 2.5 million vehicles in 2008. Toyota directly employs more than 42,000 in North America and its investment here is currently valued at more than \$21 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$30 billion.

For more information about Toyota, visit <http://www.toyota.com/> or <http://www.toyotaneewsroom.com/>

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