

# Toyota, Lexus Earn 10 Segment Awards in J.D. Power and Associates 2009 Initial Quality Study

June 22, 2009

## Lexus Regains Top Nameplate Ranking, LX 570 and LS 460 Finish One-Two

TORRANCE, Calif., June 22, 2009 ? Toyota Motor Sales (TMS), U.S.A., Inc., today earned 10 segment awards in the 2009 J.D. Power and Associates Initial Quality Study (IQS). The Lexus nameplate finished first overall, with the LX570 capturing the top spot as the most problem-free vehicle.

?We're quite pleased to lead 10 segments and Lexus' top position overall,? said TMS President Jim Lentz. ?The dependability of our vehicles has always been a major factor in the company?s success. The IQS 90-day feedback is just one measurement ? along with warranty claims, long-term durability, resale value and buyer loyalty ? that helps us gauge our overall quality.?

### Lexus

Lexus received awards in all five segments in which it had eligible vehicles, and it finished first overall with 84 problems per 100 (PP100), a 15 PP100 and two-ranking position improvement over last year. Lexus LX 570 ranked first among all segment winners and in the Premium Large Multi-Activity Vehicle (MAV) category with the fewest PP100, at 52. The LX570?s score was the best ever for a segment-leading model since the IQS was redesigned, and it was half of the Premium Luxury average of 104 PP100. The LS 460 was the Large Premium Car segment winner with 59 PP100, and it was the ninth time in 12 years that the LS earned that achievement.

### Toyota

The Toyota nameplate finished sixth overall with 101 PP100 and had a three PP100 improvement. It also earned four segment awards overall. 4Runner was tied for the top Midsize MAV, the Sienna was highest in the Mid-size Van segment, the Yaris topped the Sub-compact Car segment, and the Tundra was tied in the Large Pickup segment.

### Scion

Scion nameplate moved up in the study to 20th overall from 27th in 2008 with 118 PP100, a 20 PP100 improvement. The Scion tC sports coupe led the Compact Sporty Car segment.

### Production

Toyota production facilities took the top three Asia Pacific honors including the Platinum Award, a global award that goes to the best plant overall regardless of region, which went to the Higashi-Fuji, Japan, plant (Lexus SC and Toyota Corolla). The Fujimatsu, Japan, plant (Toyota Prius) earned the Silver Award and the Kyushu, Japan, plant (Lexus ES 350, IS 250/350, RX 350/400h, and Toyota Highlander/Highlander hybrid) won the Bronze. The Georgetown, Ky., plant (Camry, Camry Hybrid, Avalon and the all-new Venza) earned the Bronze Award in the North/South America region.