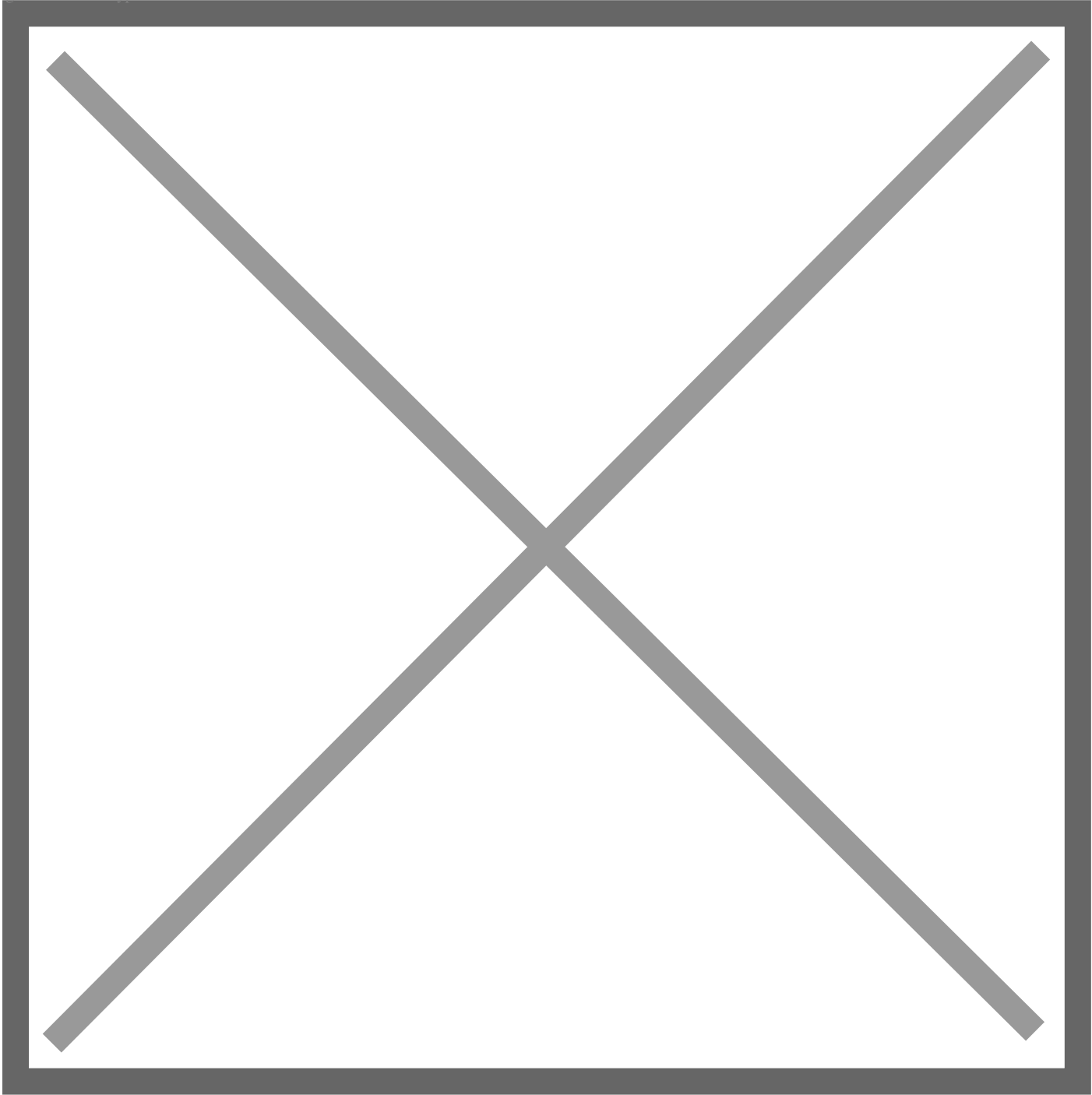


Toyota to Reveal more of its New Mobility Ecosystem Strategy at 2020 CES®

December 19, 2019

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PLANO, Texas (December 19, 2019) – Toyota will be at 2020 CES® to provide additional information pertaining to its new mobility ecosystem strategy. The company’s press conference will be on January 6, 2020 at 1:00pm PST, to be live-streamed on Vimeo, in the Mandalay conference center, Oceanside A. From January 7-10, Toyota will have a display booth (#6919) in the North Hall of the Las Vegas Convention Center. Visitors attending the booth will experience a visual depiction of Toyota’s ecosystem plans along with mobility products including, e-Palette, micro-Palette, LQ and Walking Area BEVs.

Also included in the booth will be two innovation areas:

- Toyota AI Ventures, Toyota’s US based venture capital firm, will feature several portfolio companies along with an overview of its investment direction.
- Toyota IP Solutions, Toyota’s newly formed patent team will provide information about the benefits of licensing the impressive IP from Toyota’s accomplished R&D efforts.

Click on the following link on January 6 at 1:00pm PST to view the press conference:

<https://livestream.com/Toyota/2020CES>