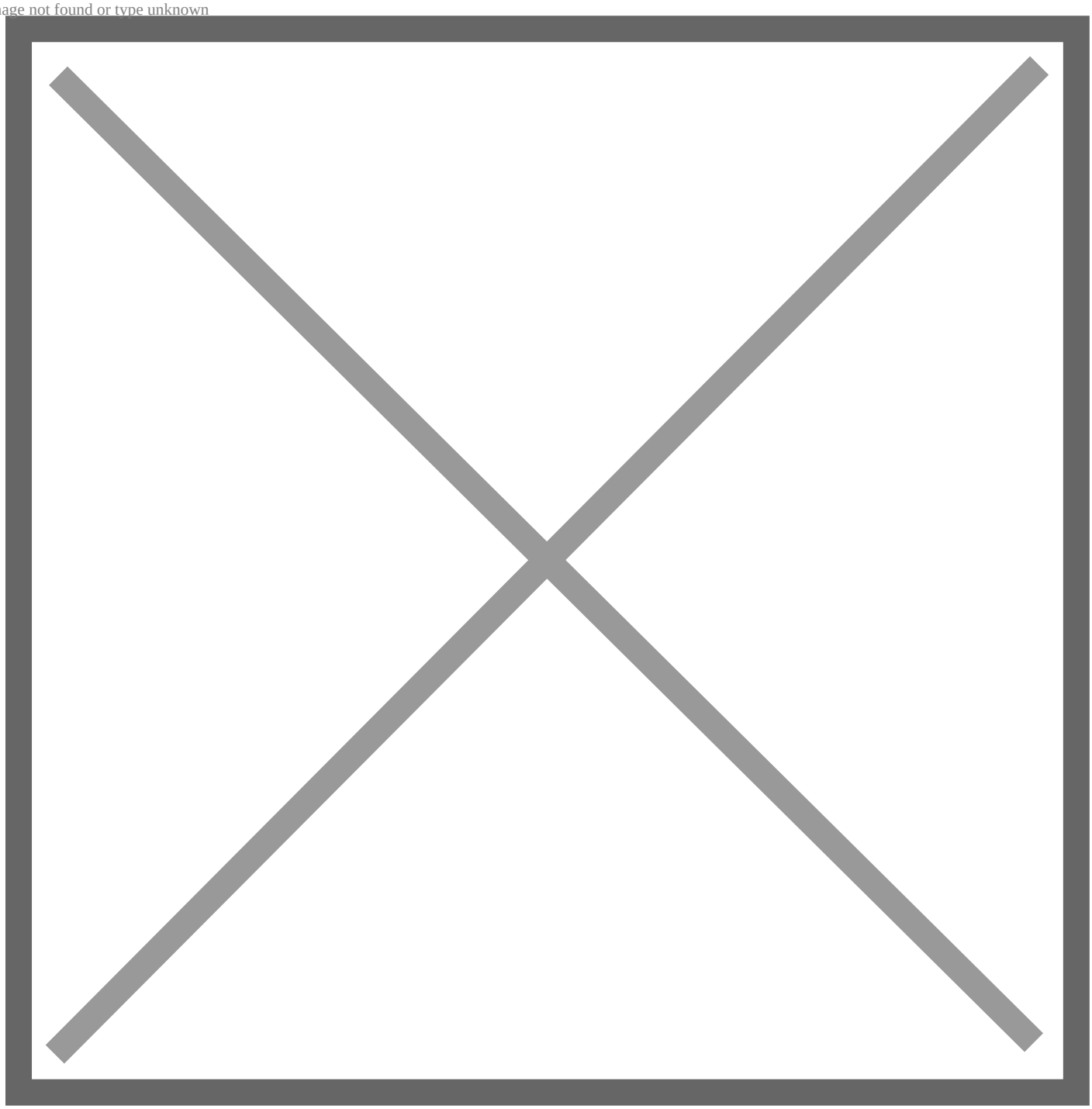
The All-New 2020 Toyota Highlander and New Fuel-Efficient Vehicles Showcased at the Washington Auto Show

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WASHINGTON (Jan. 23, 2020) – Toyota's 2020 Highlander and new fuel-efficient vehicles, the 2021 Mirai and 2021 RAV4 Prime will make their appearance at the Washington Auto Show, held January 24 – February 2 at the Walter E. Washington Convention Center. Highlander, the best-selling mid-size SUV in America, will showcase its fourth-generation model, featuring a bold, distinctive new design with the familiar safety, comfort, and reliability of its predecessors. Additionally, the second-generation Mirai will make its Washington DC debut, highlighting Toyota's latest effort in hydrogen-powered full cell electric vehicles (FCEVs).

2020 Highlander

With a new bold, yet functional shape stemming from the Toyota New Global Architecture (TNGA-K), the 2020 Highlander enables greater capability, comfort and safety than ever before. The all-new 2020 Highlander offers the choice between a powerful V6 or new-generation hybrid powertrain, with the gas version offering an EPA-estimated 23 MPG combined fuel economy and the Hybrid offering a manufacturer-estimated 36 MPG combined fuel economy. Like recent models, the 2020 Highlander features a third row for even more family adventures.

Available in five grades, the Highlander starts with a new L grade, then layers amenities and technology in the LE, XLE, Limited and the top-of-line Platinum. Cutting-edge entertainment and connectivity is provided through the vehicle's intuitive and versatile multimedia system, including a new largest in segment 12.3-inch multimedia display on the Platinum grade and 8-inch on all other models. The available new JBL Premium Sound System delivers a whopping 1,200 watts of power to turn any music source into a mobile concert.

2021 RAV4 Prime

The most powerful and quickest RAV4 ever, the Toyota 2021 RAV4 Prime will arrive at dealerships in summer 2020. Build on the popularity of the RAV4 Hybrid, currently the best-selling hybrid vehicle on the market with sales up 72 percent over last year, the RAV4 Prime amplifies both performance and efficiency, reflecting Toyota's more than 20 years of hybrid vehicle leadership.

Notably, the RAV4 Prime uses regular-grade gasoline — just not much of it. With more powerful motor-generators, a newly developed high-capacity Lithium-Ion battery and a booster converter, the 2021 RAV4 Prime yields an 83-horsepower jump in total system output over the RAV4 Hybrid and has the most horsepower in its segment, with an estimated 302-horsepower, advanced all-wheel drive, sport-tuned suspension and exclusive design features. Toyota projects 0-60 mph acceleration in 5.8 seconds, which is quicker than the RAV4 Hybrid (7.8 sec.) and in a league with luxury and performance SUVs that come nowhere near this remarkable fuel economy.

2021 Mirai Sedan Concept

Toyota first began developing fuel cell technology at the same time as hybrid-electrics and unveiled its first fuel cell vehicle with the Mirai's launch in 2015. Rebooted as a premium sedan with cutting-edge design, technology and driving performance, the all-new second-generation Mirai will make a splash at this year's show. Built on Toyota's premium rear-wheel drive platform, the vehicle debuts a dramatic yet refined coupe-inspired design with improved passenger room and comfort and uses a sustainable powertrain to meet a broad range of mobility needs with zero emissions. In addition to the latest FCEV advancements, Toyota is working to develop a line of battery electric vehicles (BEVs) in its electrification roadmap. The second-generation Mirai will go on sale in late 2020.

In addition, Toyota will have several mobility prototypes and concepts on display, including the LQ Concept, the Micro-Palette, Human Support Robot and FV2 Concept. Each will offer a glimpse into what Toyota envisions is to come as a leader in the mobility space.

U.S. News & World Report 2020 Best Cars for the Money Awards

For outstanding value, three Toyota vehicles received a 2020 Best Cars for the Money award from U.S. News & World Report during a ceremony held at the Washington Auto Show.

2020 marks the third year in a row that Camry has won the Best Car for the Money award in its class. “The Toyota Camry offers a base model that’s loaded with features, making it a good value the day you buy it. It’s fuel economy and low repair costs make it a good value every day that you own it,” said Jaime Page Deaton, U.S. News & World Report executive editor.

2020 Toyota Camry	Best Midsize Car for the Money
2020 Toyota Corolla Hybrid	Best Hybrid and Electric Car for the Money
2020 Toyota RAV4 Hybrid	Best Hybrid and Electric SUV for the Money

For more information, visit Toyota.com.