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Press Release

18th September, 2009

TMC's Hybrid Vehicles sold 1 million units worldwide within 2 years
Global Cumulative Sales have topped over 2.01 Million

TOYOTA MOTOR CORPORATION (TMC) announces today that on May 31, 2007, the global cumulative sales of TMC's hybrid vehicles topped 1 million and the global cumulative sales of its hybrid vehicles have topped the 2-million mark, with more than 2.01 million units sold worldwide as of August 31, 2009.

In December, 1997, TMC launched the Prius—the world's first mass-produced hybrid vehicle. Sales of the Prius began in North America, Europe and elsewhere in 2000. Next came the second-generation Prius in 2003 and the expanded use of TMC's hybrid system to such vehicles as minivans, SUVs and rear-wheel-drive sedans.

This year, TMC continued to expand its hybrid vehicle lineup, launching the Lexus RX450h in April and the third-generation Prius in May. Both have been well received and are expected to contribute to the popularization of hybrid vehicles.

As of August 31, 2009, TMC calculates that TMC hybrid vehicles, since 1997, have led to approximately 11 million fewer tons of CO2 emissions—considered to be a cause of global warming. TMC currently sells 13 hybrid vehicle models in approximately 50 countries and regions around the world and is committed to augmenting this lineup even further and increasing the number of countries and regions in which it sells hybrid vehicles.

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