

CROWN MOTORS LTD.

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Press Release

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Toyota's sales volume & market share
remains No. 1 position in the first quarter for 2010

Crown Motors Limited (CML) is very pleased to announce a highly successful first quarter for 2010. When comparing to Q1 2009, Toyota sales in the Passenger Car segment have increased by a staggering 77% (an increase of 84% including commercial vehicles). Toyota's share of the Passenger Car segment has improved 4 percentage points, extending the wide margin between them and competing brands.

The above improvement in sales volume reflects an increase in consumer confidence due to a healthier economic environment and, furthermore, it shows the untainted popularity of the Toyota brand. The CML sales strategy, providing value for money, has been a key contributor to their success.

In the coming 9 months, we can expect to see CML introducing more stylish models equipped with environmentally friendly technology, promoting the younger image of Toyota customers; those who convey the "Live Young" Philosophy.

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