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Press Release

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Toyota's April Sales Climb a Significant 93%
MPV Sales More Than Double

It is with great pleasure that Crown Motors Limited (CML) can report an exceptional sales performance for the month of April '10. Toyota's passenger car sales have seen 93% improvement over that same month a year earlier; a total of 436 vehicles sold.

A significant amount of this boost has come from MPV sales, which have risen from 134 to 279, a 109% increase when compared with April '09. Non-MPV sales have risen from 92 to 157 vehicles sold, a 71% improvement over the same period.

Since their launch during April this year, the Japanese Domestic Versions of the Toyota MPVs, Previa and Noah, have been very popular. Due to their recent release, this popularity is not illustrated in the sales figures. However, as the public finds out more about the benefits of these cars – the all-rounded features, the new transmission, and the government tax incentives – we are confident that sales will continue to rise in this segment.

These results provide more evidence of growing consumer confidence in the general market and of the Toyota brand, and an appreciation of the CML sales strategy of providing great value for money. In the future, we will introduce more stylish models equipped with environmentally friendly technology, promoting the younger image of Toyota customers, those who convey the "Live Young" Philosophy.

Toyota April Sales Figures

	April 2010	April 2009	Variance
Passenger Car Sales Volume	436	226	93%
MPV Sales Volume	279	134	109%
Non-MPV Sales Volume	157	92	71%

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