

CROWN MOTORS LTD.

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Press Release

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Significant Sales Performance of Japan Domestic Versions
Makes Toyota as the No. 1 in Passenger Cars Market again

Crown Motors Limited (CML) is pleased to announce that following the incredible sales performance in the first half 2010, the number of sales of CML has continued its growth trend for 7 consecutive months when comparing to the same month a year earlier. In the past 7 months, the number of sales of Toyota's passenger cars is 2,919 and a total of 5,803 were sold when including commercial vehicles. This significant sales record has ensured CML to hold a No. 1 position in the market.

Up till July, the best selling passenger car models were Noah and Previa, of which 570 and 561 units have been sold. That is almost 20% of the total number of sales. The newly launched Japan domestic versions of Noah and Previa are also very popular and have gained an excellent reputation in the market. Besides, the accumulative order of the all-new WISH Japan domestic version has reached 200 within two months.

These results provide more evidence of growing consumer confidence in the general market and the Toyota brand, and an appreciation of the models that CML introduces. In the future, we will launch more leading-edge models equipped with various features to satisfy customers with different needs. With our "Customer First" philosophy, we are confident that CML's sales will hit a new record again.

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The all-new Toyota WISH Japan Domestic Version: