

Press Release

1<sup>st</sup> September, 2010

**All-new “TOYOTA Rent-A-Car in Japan”**  
**Enjoy Driving Holidays in Japan**

Nowadays more and more local drivers enjoy driving holidays in Japan, however, when the booking systems are only available in Japanese, they have to tackle the language barrier problem or pay additional costs for agency services. With the birth of the all-new “TOYOTA Rent-A-Car in Japan” online booking service, reservations can be easily made, customers can relax and enjoy their driving holidays in Japan with Toyota vehicles.

This online booking service is definitely user-friendly, convenient and time-saving. It is available in both Traditional Chinese and English, and reservation and payment are made easy. Apart from the local best-selling models such as Corolla, Prius, etc., Toyota fans are also given the chance to experience the Japan domestic models like WISH, Noah, etc., even the presale item, Vellfire, is available for selection. The value-added services are also provided for different personal needs including automatic or manual transmission, non-smoking or smoking car, equipment for driving in snow as well as child seats. Drivers can experience a happy journey with a personalized Toyota.

Customers can also use the cash coupons redeemed from their rental fees to enjoy discounts at Crown Motors Limited for car purchases, after sales and car rental services\*. As an exclusive privilege to our Toyota & Lexus customers, a complimentary Japan mobile phone will be provided during their stay in Japan\*\*. Meanwhile, a special offer is recently available for Asia Miles members who can enjoy the above car rental services in Japan by redeeming with their “Asia Miles”\*\*\*.

For the latest offers, please visit [www.crown-motors.com](http://www.crown-motors.com) and click on “Rental at Japan”, or call our service hotline at 2880 1515.

\*Terms and conditions apply.

\*\*Limited offers while stocks last.

\*\*\* Terms and conditions apply. Please visit Asia Miles website ([www.asiamiles.com](http://www.asiamiles.com)) for more details.

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**Photo Caption :**

*The all-new “TOYOTA Rent-A-Car in Japan” is definitely user-friendly, convenient and time-saving, providing value-added services and useful information such as “First Time User” and “Driving Tips” as well as hot offers for travel packages.*