TOYOTA Fast Facts

December 19, 2012

Toyota Fast Facts is an update on Toyota and industry news. Please feel free to share this information with family and friends. For more news, visit www.toyotanewsroom.com.

1. Toyota Comments on 'Poor' Rating for Camry, Prius *v* in New IIHS Crash Test

The Insurance Institute for Highway Safety (IIHS) today gave the 2013 Camry and Prius *v* a "poor" rating in its new small overlap test. Introduced in 2012, the IIHS said the small overlap test seeks to replicate what happens when the front corner of a car collides with another vehicle or an object like a tree or utility pole. In the test, 25 percent of a car's front end on the driver side strikes a 5-foot-tall rigid barrier at 40 mph.

In response to the rating, Toyota issued the following statement:

"The Insurance Institute for Highway Safety (IIHS) periodically develops new, more severe or specialized tests which go beyond federal requirements. With this new test, the Institute has raised the bar again and we will respond to the challenge. We are evaluating the new test protocols and can say that there will not be one single solution to achieve greater crash performance in this area.

"Toyota has 19 Toyota, Lexus and Scion models named 2012 IIHS "Top Safety Picks", including the Camry and Prius v, more than any other automaker. We're also proud of the Camry's 5 Star Safety rating in the National Highway Traffic Safety Administration's New Car Assessment Program (NCAP)*

*The Prius *v* has not been rated by the NHTSA at this point."

The 19 Toyota, Lexus and Scion models that earned 2013 Top Safety Picks awards are: Toyota Avalon, Camry, Corolla, Highlander, Prius, Prius c, Prius v, Sienna, Tundra (crew cab), Venza and Yaris (4-door hatchback); Scion tC, xB, xD and FR-S; and Lexus CT 200h, ES, GS and RX.

To qualify for a Top Safety Pick award, vehicles must have "good" ratings for occupant protection in the moderate overlap frontal test, side impact, rollover and rear tests, regardless of their small overlap rating.

2. Toyota Named One of the World's Top 100 Innovators

Toyota Motor Corporation has been named by Thomson Reuters to its list of the "2012 Top 100 Global Innovators." The list is based on four principle criteria: overall patent volume, patent grant success rate, global reach of the portfolio and patent influence as evidenced by citations.

"Innovation is the foundation for economic prosperity and technological advancement," said David Brown, managing director of Thomson Reuters IP Solutions. The research firm added that "these organizations outperformed the S&P 500 by three percent in their market cap weighted revenue (15 percent versus 12 percent). This year's winners also added 124,214 new jobs over their prior year employment figures."

3. Scion FR-S on *Car and Driver's* '10Best' Cars of 2013

Car and Driver Magazine has named the Scion FR-S to its "10Best" cars list for 2013.

"Making the *Car and Driver* 10Best list in its first year is another example of the energy and enthusiasm building around the FR-S and the fun driving experience it offers," said Doug Murtha, vice president,

Scion. "The success of the FR-S reflects the Scion mission to give drivers vehicles that fit their lifestyles and express their individuality."

The 2013 *Car and Driver* 10Best awards list and FR-S commentary will be featured in the January issue, on newsstands now and online at www.caranddriver.com/features/2013-10best-cars-feature-2013-scion-fr-s-subaru-brz-page-10.

---

4. Scion FR-S Wins First-Ever AutoGuide.com Car of the Year Award

AutoGuide.com judges have bestowed the consumer resource website's first Car of the Year Award on the Scion FR-S. All new vehicles were evaluated against their competitors, new class benchmarks set and their importance to the automaker, consumers and industry. Describing the FR-S as "driving bliss," AutoGuide.com called out the sport car's agility and balance, in addition to its driver responsiveness.

To read more, please click on http://is.gd/lLnvUa