

---

**From:** FastFacts  
**Sent:** Tuesday, January 14, 2014 5:51 AM  
**Subject:** Lexus Makes A Statement With 2015 RC F

TOYOTA

*Fast Facts*

Jan. 14, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

#### 1. Lexus Makes A Statement With 2015 RC F At NAIAS

Lexus took another major step in boosting its performance line, unveiling the brand new 2015 RC F this morning at the North American International Auto Show.

Based on the all-new RC coupe revealed at the Tokyo Motor Show last November, the RC F has more than 450 horsepower and the most powerful Lexus V8 ever. It includes:

- an active rear wing
- wider wheels and tires
- air scoops
- cooling ducts
- available carbon fiber components

The RC F also uses the world's first Torque Vectoring Differential (TVD) in a front-engine, rear-drive vehicle that helps proactively manage traction in, through and out of corners. All of which helps the RC F deliver asphalt-grinding performance to go along with its bold head-turning design.

"I've built the RC F to be enjoyed by all enthusiasts – no matter what their level of expertise," said Chief Engineer Yuhikiko Yaguchi.

For more information on the RC F, go to: <http://toyota.us/KVLfLg>

---

**From:** FastFacts  
**Sent:** Thursday, January 30, 2014 7:35 AM  
**Subject:** Seat Heater Non-Compliance Issue Creates Temporary Stop Sale On Certain Toyota Models

TOYOTA

*Fast Facts*

Jan. 30, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

#### **1. Seat Heater Non-Compliance Issue Creates Temporary Stop Sale On Certain Toyota Models**

Toyota has informed the National Highway Traffic Safety Administration (NHTSA) that it has initiated a stop sale of certain Avalon, Avalon Hybrid, Camry, Camry Hybrid, Corolla, Sienna, Tacoma and Tundra vehicles equipped with seat heaters in order to address a non-compliance issue.

In involved vehicles, the seat heater, which is a small portion of the soft materials of the seat assembly, does not meet a provision of U.S. Federal Motor Vehicle Safety Standards (FMVSS) requiring materials to retard flame at a specified rate. Toyota is preparing a modification for this condition, which will be implemented on all covered vehicles in dealer inventory.

There have been no reports globally of any related incidents in the field with units in operation. Per NHTSA regulations, Toyota will file a Non-Compliance Information Report today.

---

**From:** FastFacts  
**Sent:** Wednesday, January 22, 2014 1:08 PM  
**Subject:** IIHS Small Overlap Front Crash Test Yields Tough Results For Subcompact Cars

TOYOTA

*Fast Facts*

Jan. 22, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

---

## 1. IIHS Small Overlap Front Crash Test Yields Tough Results For Subcompact Cars

Only one subcompact car out of 11 achieved an acceptable rating in the Insurance Institute for Highway Safety's (IIHS) small overlap front crash test results announced today.

The 2014 Toyota Prius c and Yaris hatchback were among the 11 tested, and received the top rating of "Good" from IIHS in four out of five crash tests:

- Moderate overlap front,
- Side,
- Roof Strength, and
- Head restraints and seats.

However, Prius c received a "Poor" rating and Yaris a "Marginal" rating in the small overlap front crash test which measures impact when 25 percent of a vehicle's front end driver's side collides with a barrier at 40 mph. The test indicates how a vehicle might react if it clips another car, a tree or another object.

"We're looking at a range of solutions to achieve greater crash performance in this area," said Michael Kroll, national Toyota product communications manager. "This is a more-stringent test, and we will adapt. In fact, we moved very quickly with Camry to make changes that resulted in an improved score."

---

**From:** FastFacts  
**Sent:** Friday, January 03, 2014 12:08 PM  
**Subject:** TMS Sales in 2013 Exceed 2.23 Million Vehicles; Toyota Prius Awarded 4-Star Overall Rating

TOYOTA

*Fast Facts*

Jan. 3, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

---

#### 1. **TMS sales in 2013 exceed 2.23 Million Vehicles; TMS Hybrids Set All-Time Sales Record**

Toyota Motor Sales U.S.A., Inc. (TMS) reported its best sales year since 2007 with more than 2.23 Million vehicles sold in 2013, an increase of more than 150,000 units, up 7.4 percent over last year. Sixty percent of the sales growth was driven by the introduction of 9 all-new or updated models including:

- Toyota RAV4, Tundra and Corolla
- Lexus IS and GX
- And full year of sales for:
  - Toyota Avalon
  - Scion FR-S
  - Lexus LS, ES and RX

#### **TMS Highlights Include:**

- Toyota Division was the number one retail brand in 2013
- Camry was the best-selling car in America for the 12th consecutive year
- Lexus Division sales of more than 273,000 were up 12.2%, outperforming the industry for the year
- The all-new IS posted triple-digit gains in December; up 26.4 percent for the year
- The RX remains the best-selling luxury SUV
- TMS hybrids set an all-time record with nearly 345,000 units, about 60% of all industry hybrid sales

“The auto industry was a consistent bright spot in the economic recovery throughout 2013,” said Bill Fay Toyota Division group vice president and general manager. “We expect the economy will continue to gain strength in 2013, with car sales rising to pre-recession levels.”

To read more, please click on: <http://toyota.us/1dtDOFu>

---

## **2. Toyota Prius Awarded 4-Star Overall Rating in NHTSA Crash Tests**

The 2014 Toyota Prius has received a 4-Star overall rating from the National Highway Traffic Safety Administration (NHTSA). NHTSA measures frontal, side and rollover crashworthiness as part of its New Car Assessment Program.

To learn more about NHTSA's assessment of the Prius, go to: <http://1.usa.gov/1q43LLF>

---

**From:** FastFacts  
**Sent:** Tuesday, January 14, 2014 8:44 PM  
**Subject:** Worldwide Sales of Toyota Hybrids Top 6 Million Units

TOYOTA

*Fast Facts*

Jan. 14, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

---

#### 1. **Worldwide Sales of Toyota Hybrids Top 6 Million Units**

Toyota reached a major milestone with global sales of more than 6 million hybrid vehicles as of Dec. 31, 2013. The latest million-unit milestone was achieved in the fastest time yet for Toyota, taking just nine months.

In 1997, TMC launched its first hybrids in Japan – the Coaster Hybrid EV and the Prius. Since then, TMC hybrid vehicles have received tremendous support from consumers around the world.

TMC estimates that its hybrid vehicles have resulted in approximately 41 million fewer tons of CO<sub>2</sub> emissions than would have been emitted by gas-powered vehicles of similar size and driving performance.

Here are a few more facts about Toyota's hybrid sales:

- Toyota sells hybrid vehicles in about 80 countries. The Prius alone is sold in 68 countries.
- Hybrids make up 14 percent of Toyota's worldwide sales.
- There are currently 24 Toyota and Lexus hybrid passenger car models and one plug-in hybrid model globally; 12 in the U.S.
- Toyota plans to introduce 15 new hybrid models worldwide in the next two years.
- It took 16 years, four months for Toyota to sell 6 million hybrid cars.

For more information, go to: <http://toyota.us/LOhFUT>

---

**From:** FastFacts  
**Sent:** Monday, January 13, 2014 6:08 AM  
**Subject:** Toyota FT-1 Sports Car Debuts at NAIAS; Toyota Calty Design Studio Celebrates 40 Years

**TOYOTA** *Fast Facts*

Jan. 13, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

---

## 1. Toyota FT-1 Sports Car Brings Passion, Buzz To Detroit

A labor of love came to fruition today when Toyota unveiled the FT-1 sports car concept at the North American International Auto Show in Detroit.

The concept car began as a passion project two years ago at the CALTY Design Center and the finished product is a fond tribute to Toyota's rich history of sports cars.

"The FT-1 is a dream-project for a designer and car enthusiast like myself," said Alex Shen, Calty's chief designer. "Our team was heavily influenced by Toyota's sports car past, especially Celica and Supra, and we sought to capture some of that history. It is an aggressive, track-focused sports car concept with a presence that has been amplified for shock and awe."

For more on the Toyota FT-1, go to: <http://toyota.us/1ez4tiA>

---

## 2. Toyota's Calty Design Studio Going Strong After 40 Years

What began as a tiny experiment in 1973 has become a central hub of Toyota's worldwide designs.

Recently, the Caltex Design Studio in Southern California celebrated its 40<sup>th</sup> anniversary. Originally, Caltex opened in El Segundo, Calif., with just a handful of employees and was the first auto design center opened by a Japanese automaker in the United States. Since then, it has moved to Newport Beach, Calif., and opened another center in Ann Arbor, Mich.

Over the years, Caltex has helped bring many of Toyota's sports car designs to life, including the:

- 1978 Celica
- Lexus SC400
- Supra
- FT-HS
- Lexus LF-LC concept

Significant aspects of other vehicles were designed at Caltex as well, including the 2007 Tundra, every Avalon model and the Scion Fuse concept.

For more on Caltex's 40th anniversary, click on: <http://toyota.us/1ez6g78>

---

**From:** FastFacts  
**Sent:** Thursday, January 23, 2014 9:40 AM  
**Subject:** Toyota Is The World's Top-Selling Car Maker For Second Year

**TOYOTA**

*Fast Facts*

**Jan. 23, 2014**

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

---

**1. Toyota Is The World's Top-Selling Car Maker For Second Year**

For the second year in a row, Toyota remains the top automaker in global vehicle sales, beating General Motors by about 270,000 units in 2013. Toyota Motor Corporation reported worldwide sales, including subsidiaries, Daihatsu and Hino, of 9.98 million vehicles, up 2 percent from the previous year.

To read more click on: <http://bloom.bg/1cXQznV>

---

**From:** FastFacts  
**Sent:** Monday, January 06, 2014 1:29 PM  
**Subject:** Toyota's 'Car of the Future' at CES; Bob Carter Talks About What's Ahead for Toyota

TOYOTA

*Fast Facts*

Jan. 6, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

---

## 1. Toyota's 'Car of the Future' Opens Hugest 2014 Consumer Electronics Show

At the opening of the 2014 Consumer Electronics Show (CES), the world's largest trade show in Las Vegas, Senior Vice President Automotive Operations, Bob Carter, shared the stage with Toyota's latest concept fuel cell electric vehicle, the FCV.

"We aren't trying to re-invent the wheel; just everything necessary to make them turn," said Carter. In extensive testing and extreme on-road testing in North America for more than a year, the FCV prototype consistently delivered:

- a driving range of about 300 miles
- zero-to-sixty acceleration of about 10 seconds, with no emissions, other than water vapor
- refueling of its hydrogen tanks taking three to five minutes

Carter admitted there are significant challenges facing hydrogen powered vehicles. "The first is building the vehicle at a reasonable price for many people. The second is doing what we can to help kick-start the construction of convenient hydrogen refueling infrastructure. We're doing a good job with both and we will launch in 2015."

To read more about the FCV and to see photos, click on: <http://toyota.us/1iaJg14>

---

2. **Bob Carter Talks About the Auto Industry Boom and What's Ahead for Toyota**

In a recent interview with Fox Business, Senior Vice President Automotive Operations, Bob Carter, wraps up 2013 and discusses the future for Toyota.

To view the interview video, click on: [The auto industry boom | Fox Business Video](#)

---

**From:** FastFacts  
**Sent:** Monday, January 27, 2014 3:15 PM  
**Subject:** NHTSA Opens Preliminary Probe of Brakes for 2007 and 2008 Camry Hybrids

TOYOTA

*Fast Facts*

Jan. 27, 2014

*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.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

**1. NHTSA Opens Preliminary Probe of Brakes for 2007 and 2008 Camry Hybrids**

The U.S. National Highway Traffic Safety Administration (NHTSA) has begun a preliminary evaluation into the Camry hybrid sedans from model years 2007 and 2008 after receiving consumer complaints of braking problems.

The evaluation is the first step in a process that can lead to a recall if regulators determine that a safety problem exists.

A Toyota spokesman said, "We are cooperating fully with NHTSA in this preliminary evaluation."

To read more information about NHTSA's investigation, click here: <http://yhoo.it/M6kjc6>