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TOYOTA

*Fast Facts*

March 3, 2014

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**1. Frigid February Slows Sales: Toyota Down 5.8 Percent, Remains #1 Retail Brand; Lexus Sales Up 8.7 Percent**

Winter conditions continued to affect car buying in the month of February. Toyota Motor Sales reported 159,284 vehicles sold this month, a decrease of 4.3 percent from last year on both a daily selling rate and raw-volume basis.

Toyota division posted 140,429 sales, down 5.8 percent from last year; while Lexus had its best February since 2008 with sales of 18,855 units, an 8.7 percent increase year-over-year.

TMS Highlights:

- Toyota division is #1 retail brand
- RAV4 had its best-ever February with sales up more than 23 percent
- The all-new Highlander had its best-ever February with sales up nearly 30 percent
- Sales of the all-new Tundra were up more than 8 percent
- Lexus IS sales posted triple-digit gains
- GS sales were up more than 42 percent
- The new GX posted triple digit-gains

"February auto sales emerged from a chill in the second half of the month, poising the industry for a strong March," said Bill Fay, Toyota division group vice president and general manager.

For more details click on: <http://toyota.us/1gNjn5S>

## 2. Toyota and Cincinnati Children's Hospital Bring 'Buckle Up For Life' To Phoenix

Toyota and the Cincinnati Children's Hospital Medical Center have partnered with the Phoenix Children's Hospital to bring *Buckle Up For Life* (BUFL), a national injury prevention program, to the greater Phoenix area.

BUFL is designed to educate the entire family on critical car safety behaviors and provides free child car seats to families in need.

As part of Toyota's ongoing commitment to provide safety programs to passengers and drivers of all ages, the company increased funding of BUFL last September by six million dollars over the next three years to help expand the program from the current eight cities to a total of 17 cities by 2016. This is on top of the two and a half million dollars in support Toyota has provided since the inception of the program in 2004.

The results of BUFL speak for themselves. To date, the program has provided more than 40,000 child car seats to families in need, and in one city, program participants use of proper child seats nearly tripled.

To read more about the *Buckle Up for Life* program click on: <http://toyota.us/MzNuEt>

For more tips on keeping kids safe go to the National Highway Traffic Safety Administration's website: <http://www.safercar.gov/parents/index.htm>

March 5, 2014

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### **Toyota Collaborates With Apple On In-Car iPhone Technologies**

Toyota is one of 16 automotive companies working with Apple on CarPlay, a new system introduced earlier this week to bring popular iPhone functions into its vehicles.

"CarPlay mirrors your iPhone's screen in a driver-friendly format, filling your center-console touchscreen with large buttons for key functions like maps, music, text messaging and phone calls," *USA Today* noted of the new system. Drivers can use steering wheel-mounted controls to call up Apple's digital assistant, Siri, to perform functions ranging from making calls and reading text messages to dictating message responses.

Other automakers involved in the CarPlay collaboration include: Ferrari, Mercedes-Benz, Volvo, BMW, Ford, General Motors, Honda, Hyundai, Jaguar Land Rover, Kia, Mitsubishi, Nissan, Peugeot Citroen, Subaru and Suzuki.

Toyota continues to work closely with Apple, but at this time, the company has not announced a CarPlay rollout strategy. TMS currently offers "Siri Eyes Free Mode" on several models and will continue to roll out more this year.

To read more about CarPlay, please visit: <http://usat.ly/1cxsCoc>

March 19, 2014

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### **Toyota Reaches Agreement with U.S. Attorney in New York to Resolve UA Investigation**

Toyota today announced that it reached an agreement with the U.S. Attorney's Office for the Southern District of New York to resolve its more than four-year investigation into the communications and decision-making processes related to the company's 2009-2010 recalls to address potential "sticking" accelerator pedals and floor mat entrapment.

As part of the agreement, Toyota will make a payment totaling \$1.2 billion and also agreed to a Statement of Facts, which we cannot contest. The agreement also provides for an independent monitor to review policies and procedures relating to Toyota's safety communications process, its process for internally sharing vehicle accident information and its process for preparing and sharing certain technical reports.

In a statement today, Christopher P. Reynolds, group vice president and general counsel, Toyota Motor Sales, U.S.A, and chief legal officer, Toyota Motor North America, said:

"At the time of these recalls, we took full responsibility for any concerns our actions may have caused customers, and we rededicated ourselves to earning their trust. In the more than four years since these recalls, we have gone back to basics at Toyota to put our customers first.

"We have made fundamental changes across our global operations to become a more responsive company – listening better to our customers' needs and proactively taking action to serve them.

"Specifically, we have taken a number of steps that have enabled us to enhance quality control, respond more quickly to customer concerns, strengthen regional autonomy and

speed decision-making. And, we're committed to continued improvement in everything we do to keep building trust in our company, our people and our products. Importantly, Toyota addressed the sticky pedal and floor mat entrapment issues with effective and durable solutions, and we stand behind the safety and quality of our vehicles.

"Entering this agreement, while difficult, is a major step toward putting this unfortunate chapter behind us. We remain extremely grateful to our customers who have continued to stand by Toyota. Moving forward, they can be confident that we continue to take our responsibilities to them seriously."

**IMPORTANT REMINDER:** Dealers, team members and associates should not comment on the agreement or contest, deny or otherwise challenge anything in the Statement of Facts. However, if asked about the agreement by customers, family or friends, they can share the following three key messages:

1. These events took place more than four years ago; since then, Toyota has made major changes to become a more responsive and customer focused company.
2. We stand behind the safety of our vehicles. Our recalls were successful and our electronics are sound.
3. Entering this agreement helps close a difficult chapter in our history; our customers can be confident Toyota continues to take its responsibilities to them seriously.

Toyota's full press release about the agreement, including a list of key substantive actions the company has taken -- such as the establishment of the [Collaborative Safety Research Center](#) or Akio Toyoda's [Six Point Action Plan](#) -- can be found on the Newsroom at: <http://toyota.us/1dimFMv>

March 24, 2014

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### **Toyota Sienna Awarded 5-Star Overall Rating in NHTSA Crash Tests**

The 2014 Sienna has received a 5-Star overall rating from the National Highway Traffic Safety Administration (NHTSA), the highest grade given by the agency. NHTSA measures vehicle performance in frontal, side and rollover crashes as part of its New Car Assessment Program.

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

March 27, 2014

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### **Toyota Recalls MY2003 – 2004 Avalon For Certain Circuits in Airbag Control Module**

Toyota will conduct a voluntary safety recall of approximately 119,000 MY 2003-2004 Avalon sedans.

In the involved vehicles, certain circuits within the airbag control module may be susceptible to damage if exposed to electrical noise from other electrical components. In some instances, front airbag(s) and/or seat belt pre-tensioners could inadvertently deploy.

Dealers will remedy the condition by adding an electrical noise filter to the airbag control module. Owners of vehicles subject to these recalls will receive a notification by first class mail.

Detailed information is available to customers at [www.toyota.com/recall](http://www.toyota.com/recall) or by calling the Toyota Customer Experience Center at 1-800-331-4331.