

Toyota Extends Additional Services to all U.S. Toyota and Lexus Customers Affected by Recent Recalls

February 26, 2010

TORRANCE, Calif., February 26, 2010 – Toyota Motor Sales, U.S.A., Inc. today announced that, working in cooperation with Attorneys General across the country, Toyota will be extending on a nationwide basis the additional services being provided to Toyota and Lexus customers in New York affected by the company's recent recalls.

These services, which were announced for New York customers on February 24, 2010, are now available to all Toyota and Lexus owners in the U.S. affected by current recalls involving sticking accelerator pedals, floor mat pedal entrapment, anti-lock brake system software updates, and Tacoma front drive shaft inspection.

Additional services are being provided to customers concerned about driving their vehicle before the repair is completed and will be tailored to the owner's individual circumstances. They may include:

- Expediting scheduling of the repair.
- Pick up and return of the vehicle by a dealership representative.
- Driving the customer to the dealership or to his or her place of work.
- Where necessary, providing other alternate transportation for the customer, such as a rental car, loaner vehicle, or taxi reimbursement for the reasonable period that the customer is unable or unwilling to use his or her car.

"Our 172,000 team members and dealers across North America are continuing to go above and beyond to ensure the safety and satisfaction of all of our customers," said Jim Lentz, president and chief operating officer of Toyota Motors Sales, U.S.A., Inc.

Services will be provided by Toyota through the dealers at no cost to either the owners of affected vehicles or dealers.

Reimbursement of these expenses is separate from the stipends of \$7,500 to \$75,000 that the company already has provided to dealers in connection with the recalls.

Detailed information and answers to questions about issues related to these recalls are available to customers at www.toyota.com/recall and at the Toyota Customer Experience Center at 1-800-331-4331 or the Lexus Customer Assistance Center at 1-800-255-3987.