



PUBLIC AFFAIRS, TOYOTA MOTOR SALES, U.S.A., INC.

## **CHICAGOLAND TOYOTA DEALERS TO GIVE AWAY NEW PRIUS AT 2011 CHICAGO AUTO SHOW**

### ***Local Residents Must Access Chicagoland Toyota Dealers Facebook Page To Enter Contest***

**CHICAGO, Ill.**, January 25, 2011 – For the second consecutive year, the 30 dealers who comprise the Chicagoland Toyota Dealers are offering one lucky person the opportunity to win a new Toyota Prius at the upcoming Chicago Auto Show.

“The Toyota 2011 Chicago Auto Show Prius Giveaway” is being conducted on the dealers’ Facebook page – [www.facebook.com/chicagolandtoyotadealers](http://www.facebook.com/chicagolandtoyotadealers). Entry information and contest rules are available on this special web page. Entrants must be a member of Facebook in order to become a “fan” of the Fan Page and eligible for the sweepstakes.

Between now and February 17, 10 semi-finalists will be selected with the chance to win a 2011 Prius on the final day of the Chicago Auto Show, on February 20. That day, all semi-finalists will meet at the Toyota exhibit and be provided identical envelopes. The person who opens the envelope containing a picture of the Prius will be named the grand prize winner.

The sweepstakes is open to all legal residents, 18 years of age and older, in the states of Illinois (residing only in the counties of Cook, Dupage, Grundy, Kane, Kankakee, Kendall, Lake (IL), LaSalle, McHenry and Will) and Indiana (residing only in the counties of Jasper, La Porte, Lake (IN), Newton and Porter).

### **About Toyota**

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of nearly 1,500 Toyota, Lexus and Scion dealers which sold more than 1.76 million vehicles in 2010. Toyota directly employs nearly 30,000 people in the U.S. and its investment here is currently valued at more than \$18 billion. For more information about Toyota, visit [www.toyota.com](http://www.toyota.com), [www.lexus.com](http://www.lexus.com), [www.scion.com](http://www.scion.com) or [www.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

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