NEWS FROM TOYOTA

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

JOLIET MAN WINS NEW TOYOTA PRIUS AT CHICAGO AUTO SHOW

CHICAGO, Ill., February 20, 2011 – Justin McNally, a 27-year-old resident of Joliet, has won a 2011 Toyota Prius, courtesy of the Chicagoland Toyota Dealers.

"The Toyota 2011 Chicago Auto Show Prius Giveaway" was conducted on the dealers' Facebook page – www.facebook.com/chicagolandtoyotadealers, a site that informs visitors of Chicagoland Toyota Dealer promotions, contests and events throughout the area.

The 30 dealers who comprise the Chicagoland Toyota Dealers sponsored the online contest in January and February, with 10 selected semi-finalists invited to attend today's final day of the Chicago Auto Show. This morning, the semi-finalists met at the Toyota exhibit and were provided identical envelopes. McNally's envelope contained the picture of a Prius, making him the grand prize winner.

Nearly 3,000 contest entries were posted on the Facebook page this year. The contest was limited to Chicagoland residents, many of whom took the opportunity to re-enter on multiple occasions.

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 more than 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, www.lexus.com, www.scion.com or www.toyotanewsroom.com.

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