

Toyota Motor Corporation and its subsidiaries sold over 7.3 million cars, trucks and buses worldwide under the Toyota, Scion, Lexus, Daihatsu and Hino brands in the fiscal year ended March 31, 2011. The company manufactures vehicles and parts in 26 countries and regions around the world and sells them in approximately 170 countries and locations.



Consolidated Financial Highlights*

Net Revenues (U.S. dollars in millions)	2010	2011
Sales of Products	\$190,507	\$214,318
Financing Operations	\$13,180	\$14,109
Total Revenues	\$203,687	\$228,427
Costs and Expenses:		
Cost of Products Sold	\$171,663	\$192,252
Cost of Financing Operations	\$7,656	\$7,571
Selling, General & Administrative	\$22,782	\$22,972
Total Costs and Expenses	\$202,101	\$222,795
Operating Income	\$1,585	\$5,632
Net Income	\$2,251	\$4,909
Net Income Per Share (Diluted)	\$.72	\$1.57
Dividends Paid approx. per ADR**	\$1.00	\$1.20
Shares Outstanding	3,447,997,492***	
Approximate Market Capitalization (as of 10/31/11)	\$104.59 Billion	

* For the fiscal year ending March 31, 2010 and 2011. 2010 figures translated at a rate of 93.04 Japanese Yen to U.S. Dollar. 2011 figures translated at a rate of 83.15 Japanese Yen to U.S. Dollar
 ** Dividends paid in July and December
 *** Includes 312,298,805 held in Treasury (as of 3/31/11)

North American Operations

Since our company's founding, Toyota's mission has been to contribute to society by producing high quality products and services, while reducing the environmental impact of our operations. We established operations in North America in 1957 and currently operate 14 manufacturing plants. We maintain a long-term commitment to our North American team members, dealers, suppliers, partners and communities where we do business.

In addition to our direct investment here, we're further localizing our manufacturing, engineering and sales leadership. Twelve of our manufacturing plants now have North American presidents, as well as our U.S. sales and financial services companies, in order to provide more regional autonomy and allow for faster, more efficient decision-making.

Direct Employment	36,000*
2010 Sales	1.94 million, through more than 1,800 dealers
Investment	\$23 billion, including sales and manufacturing operations, R&D, financial services and design
Annual Purchasing	\$25 billion in parts and components, materials, goods and services from more than 500 North American suppliers
Production	In 2010, Toyota produced more than 1.45 million vehicles and 1.24 million engines in North America

*Nearly 200,000 North American jobs including direct, dealer and Tier-1 supplier employees.

A Commitment to Shareholder Value

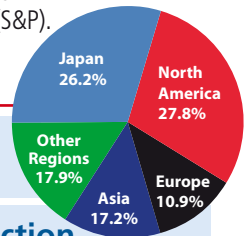
Toyota's financial strategy is based on the maintenance of sound financials that allow long-term, stable growth, with an emphasis on capital efficiency.

- Toyota declared an annual dividend payment of 50 Yen per share at the end of FY2011.
- Toyota has a dividend reinvestment program. Additional information may be found at: www.adrbny.com.
- Toyota is rated "Aa3" (Moody's) and "AA-" (S&P).

* As of October 31, 2011

Sales By Region

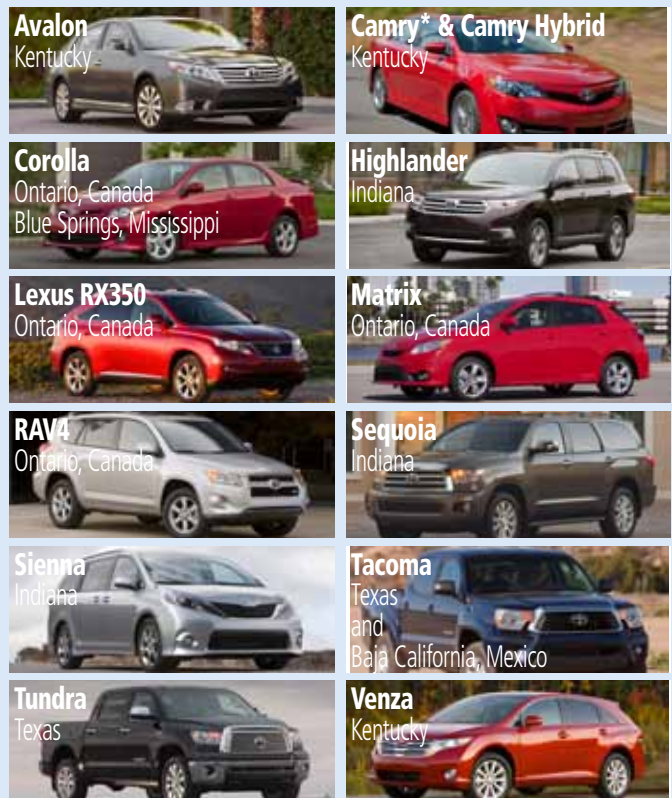
Toyota's sales are well-balanced internationally.



North American Production

Toyota is committed to building vehicles where they are sold. Since we began manufacturing in North America in 1986, approximately 21.5 million Toyota's have been built in North America. Approximately 70 percent of the vehicles we sold in the United States were built in North America. In addition, three of our North American built models (Camry, Sienna, Tundra) were among the top-ten most "American-made" vehicles list by Cars.com, the most by any automaker. Camry ranked #1 on this list. Toyota exports vehicles assembled in the United States to 19 countries around the world.

Toyota currently produces 12 models in North America.



*Camry also built at Subaru of Indiana, Inc., Lafayette, Ind.

North American Hybrid Lineup

Toyota has led the industry in developing and marketing fuel-efficient, environmentally-friendly vehicles, including more than 3 million hybrid vehicles sold worldwide.* Currently, Toyota and Lexus offer 9 hybrid models in North America including the Prius, the world's best selling hybrid, the new, larger Prius v, the Lexus CT 200h, the world's first premium luxury compact hybrid, and the well received 2012 Camry Hybrid. In 2012, the Prius Plug-in and the second-generation, all electric RAV4 EV, developed in partnership with California's Tesla Motors, will go on sale.



Prius



Prius v



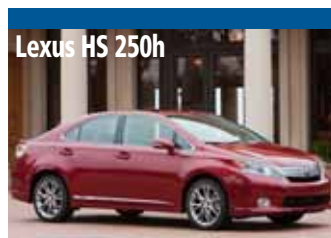
Toyota Camry Hybrid



Toyota Highlander Hybrid



Lexus GS450h



Lexus HS 250h



Lexus LS600h L



Lexus RX 450h

*Includes more than 2 million Prius

Commitment to Future Technology and Safety

In our effort to develop the cars and technologies of the future, Toyota's Research & Development commitment generates numerous advancements in the interrelated areas of vehicle safety, quality, durability and sustainability.

Our vehicles continue to be among the safest and most reliable on the road. 11 Toyota vehicles have been named "Top Safety Picks" this year by the Insurance Institute for Highway Safety (IIHS). Toyota is the first full-line automaker to make a package of 6 accident-avoidance features standard equipment on all of our vehicles.

Toyota also launched the Collaborative Safety Research Center (CSRC) for the advancement of auto safety involving vehicles, driver and traffic environment. CSRC is part of Toyota's long-standing commitment to creating a safe and sustainable mobile society.

While we remain committed to hybrids as the core environmental technology, our sustainable mobility strategy continues to expand and includes, plug in hybrids and electric vehicles. By 2015 full-cell hybrids are expected to be in market. We also continue to make great progress in batteries and are developing advanced batteries which have the potential of doubling the performance of today's lithium ion battery cells.

Toyota maintains sustainable manufacturing plants and processes worldwide.

Toyota Plug-in Hybrid (PHV)



2012 RAV4 EV



Toyota Electric Vehicle (FT-EV) Concept



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