

April 23, 2008

## Toyota Announces Results for March 2008 and Year Ending March 31, 2008

Tokyo — TOYOTA MOTOR CORPORATION (TMC) announced today the production, sales in Japan and export results of TMC and subsidiaries Daihatsu Motor Co., Ltd. and Hino Motors, Ltd., for March 2008 and the year from April 1, 2007, to March 31, 2008.

### March 2008 Results

(Unit = one vehicle; figures in ( ) show year-on-year percentage change)

	Toyota		Daihatsu		Hino		Total	
<b>PRODUCTION IN JAPAN<sup>*1</sup></b>								
Passenger cars	350,629	(-2.3)	59,517	(-11.7)	---	---	410,146	(-3.8)
Trucks & buses	37,465	(12.0)	13,382	(37.9)	9,731	(10.8)	60,578	(16.7)
<b>Total</b>	<b>388,094</b>	<b>(-1.1)</b>	<b>72,899</b>	<b>(-5.4)</b>	<b>9,731</b>	<b>(10.8)</b>	<b>470,724</b>	<b>(-1.6)</b>
<b>SALES IN JAPAN<sup>*2</sup></b>								
Passenger cars	184,040	(-4.9)	66,279	(-7.8)	---	---	250,319	(-5.7)
Trucks & buses	18,476	(-16.9)	17,689	(5.1)	7,068	(-13.6)	43,233	(-8.5)
<b>Total</b>	<b>202,516</b>	<b>(-6.1)</b>	<b>83,968</b>	<b>(-5.4)</b>	<b>7,068</b>	<b>(-13.6)</b>	<b>293,552</b>	<b>(-6.1)</b>
<b>EXPORTS</b>								
Passenger cars	229,518	(1.8)	12,672	(2.0)	---	---	242,190	(1.9)
Trucks & buses	22,372	(32.2)	2,002	(14.5)	6,797	(30.5)	31,171	(30.5)
<b>Total</b>	<b>251,890</b>	<b>(4.0)</b>	<b>14,674</b>	<b>(3.6)</b>	<b>6,797</b>	<b>(30.5)</b>	<b>273,361</b>	<b>(4.5)</b>
<b>OVERSEAS PRODUCTION<sup>*3</sup></b>	395,707	(4.3)	8,286	(48.5)	---	---	403,993	(4.9)
<b>WORLDWIDE PRODUCTION</b>	783,801	(1.5)	81,185	(-1.8)	9,731	(10.8)	874,717	(1.3)

\*1. CBU and KD (Japan line-off basis)

\*2. Includes vehicles produced overseas

\*3. Excludes KD (local line-off basis)

## March 2008 Highlights (year-on-year)

### PRODUCTION IN JAPAN

#### Toyota

- First decrease in three months

#### Daihatsu

- First decrease in three months

#### Hino

- Eighth consecutive month of increase

#### Toyota + Daihatsu + Hino

- First decrease in three months

### SALES IN JAPAN

#### Toyota

- Decrease
- Sales of Lexus vehicles were 3,287 units (a 17.9% decrease from March 2007)
- 42.9% share of market, excluding minivehicles (a 1.3% decrease from March 2007)

#### Daihatsu

- First decrease in two months
- The number of minivehicles sold in March 2008 was 83,000 (a 4.7% decrease from March 2007); first decrease in two months
- 31.9% share of the minivehicle market (a 0.9% increase from March 2007) and a record high for the month of March

#### Hino

- Decrease
- The number of standard trucks sold was 4,500 (a 16.6% decrease from March 2007)
- 38.0% share of the truck market (a 0.7% increase from March 2007)  
(for trucks with maximum loading capacity of more than four tons; excluding imported trucks)

#### Toyota + Daihatsu + Hino

- Decrease
- 40.2% share of market, including minivehicles (a 0.6% decrease from March 2007)

### EXPORTS

#### Toyota

- Sixth consecutive month of increase, due to increased exports mainly to Asia, Oceania and the Middle East

#### Daihatsu

- Fourth consecutive month of increase, due to increased exports mainly to the Middle East

#### Hino

- Twenty-seventh consecutive month of increase, due to increased exports mainly to Asia and Latin America

#### Toyota + Daihatsu + Hino

- Sixth consecutive month of increase

### OVERSEAS PRODUCTION

#### Toyota

- Seventy-fifth consecutive month of increase, due to increased production mainly in Asia and a record high for the month of March

#### Daihatsu

- Seventeenth consecutive month of increase, due to increased production in Indonesia

#### Toyota + Daihatsu

- Seventy-fifth consecutive month of increase and a record high for the month of March

**Year To Date (January 1 to March 31, 2008)**

(Unit = 1 vehicle; figures in ( ) show year-on-year percentage change)

	Toyota		Daihatsu		Hino		Total	
<b>PRODUCTION IN JAPAN<sup>*1</sup></b>	1,130,828	(3.5)	213,211	(-0.6)	28,087	(13.7)	1,372,126	(3.1)
<b>SALES IN JAPAN<sup>*2</sup></b>	459,123	(-4.9)	192,268	(-2.0)	13,312	(-10.4)	664,703	(-4.2)
<b>EXPORTS</b>	690,452	(6.5)	39,417	(7.7)	17,078	(34.8)	746,947	(7.1)
<b>OVERSEAS PRODUCTION<sup>*3</sup></b>	1,140,618	(11.3)	24,563	(72.1)	---	---	1,165,181	(12.2)
<b>WORLDWIDE PRODUCTION</b>	2,271,446	(7.3)	237,774	(4.0)	28,087	(13.7)	2,537,307	(7.0)

\*1. CBU and KD (Japan line-off basis)

\*2. Includes vehicles produced overseas

\*3. Excludes KD (local line-off basis)

**Results for Year Ending March 31, 2008**

(Unit = one vehicle; figures in ( ) show year-on-year percentage change)

	Toyota		Daihatsu		Hino		Total	
<b>PRODUCTION IN JAPAN<sup>*1</sup></b>								
Passenger cars	3,875,409	(1.6)	629,778	(-4.5)	---	---	4,505,187	(0.7)
Trucks & buses	389,232	(5.3)	155,595	(-0.6)	110,279	(10.8)	655,106	(4.7)
<b>Total</b>	4,264,641	(1.9)	785,373	(-3.7)	110,279	(10.8)	5,160,293	(1.2)
<b>SALES IN JAPAN<sup>*2</sup></b>								
Passenger cars	1,395,385	(-3.4)	487,443	(-2.0)	---	---	1,882,828	(-3.1)
Trucks & buses	168,535	(-14.9)	135,440	(-2.3)	45,765	(-13.1)	349,740	(-10.1)
<b>Total</b>	1,563,920	(-4.8)	622,883	(-2.1)	45,765	(-13.1)	2,232,568	(-4.2)
<b>EXPORTS</b>								
Passenger cars	2,497,905	(2.6)	137,525	(7.1)	---	---	2,635,430	(2.8)
Trucks & buses	210,248	(29.1)	19,957	(3.1)	63,191	(25.0)	293,396	(26.1)
<b>Total</b>	2,708,153	(4.3)	157,482	(6.6)	63,191	(25.0)	2,928,826	(4.8)
<b>OVERSEAS PRODUCTION<sup>*3</sup></b>	4,424,627	(12.3)	79,863	(100.2)	---	---	4,504,490	(13.2)
<b>WORLDWIDE PRODUCTION</b>	8,689,268	(6.9)	865,236	(1.1)	110,279	(10.8)	9,664,783	(6.4)

\*1. CBU and KD (Japan line-off basis)

\*2. Includes vehicles produced overseas

\*3. Excludes KD (local line-off basis)

## Highlights for Year Ending March 31, 2008

### PRODUCTION IN JAPAN

#### Toyota

- Sixth consecutive year of increase and a record high

#### Daihatsu

- First decrease in five years

#### Hino

- First increase in two years

#### Toyota + Daihatsu + Hino

- Sixth consecutive year of increase and a record high

### SALES IN JAPAN

#### Toyota

- Decrease
- Sales of Lexus vehicles were 32,153 units (a 13.0% decrease from the previous year)
- 45.6% share of market excluding minivehicles (a 0.1% decrease from the previous year); first decrease in two years

#### Daihatsu

- First decrease in five years
- The number of minivehicles sold in the year ending March 31, 2008 was 613,000 (a 0.6% decrease from the previous year); first decrease in five years
- 32.4% share of the minivehicle market (a 2.1% increase from the previous year) and a record high

#### Hino

- Decrease
- The number of standard trucks sold was 28,000 (a 15.9% decrease from the previous year)
- 32.4% share of the truck market (a 1.3% increase from the previous year)  
(for trucks with maximum loading capacity of more than four tons; excluding imported trucks)

#### Toyota + Daihatsu + Hino

- Decrease
- 42.0% share of market, including minivehicles (a 0.5% increase from the previous year); second consecutive year of increase and a record high

### EXPORTS

#### Toyota

- Ninth consecutive year of increase, due to increased exports mainly to Asia and the Middle East

#### Daihatsu

- Sixth consecutive year of increase, due to increased exports mainly to the Middle East

#### Hino

- Second consecutive year of increase, due to increased exports mainly to Asia and Latin America

#### Toyota + Daihatsu + Hino

- Sixth consecutive year of increase

### OVERSEAS PRODUCTION

#### Toyota

- Sixteenth consecutive year of increase, due to increased production in almost all regions, and a record high

#### Daihatsu

- First increase in three years

#### Toyota + Daihatsu

- Tenth consecutive year of increase and a record high