

June 10, 2008

Toyota to Produce Camry Hybrid in Australia

Tokyo — TOYOTA MOTOR CORPORATION (TMC) announced today at an Australian government-sponsored press conference in Nagoya, Japan, that it will begin producing the "Camry Hybrid" at the Altona Plant of Toyota Motor Corporation Australia Ltd. (TMCA), as part of an effort to further popularize hybrid vehicles worldwide.

"We decided to build the Camry Hybrid in Australia because Australians are keenly aware of environmental issues including global warming, and we are confident that the Camry Hybrid will be well received. Toyota intends to make further efforts toward popularizing hybrid vehicles", said TMC President Katsuaki Watanabe at the press conference attended by Australian Prime Minister Kevin Rudd, Minister for Innovation, Industry, Science and Research Kim Carr, and Australian Ambassador to Japan Murray McLean. Also representing TMC were Executive Vice President Tokuichi Uranishi and Senior Managing Director Akira Okabe.

Production of the Camry Hybrid at the Altona Plant (in the State of Victoria in southeastern Australia) will commence in early 2010, with an annual production target of 10,000 vehicles.

After receiving TMC's decision officially today, Victorian Premier John Brumby will hold a press conference at the Altona Plant to be attended by TMCA President Masahide Yasuda.

Ever since the introduction in 1997 of the Toyota Prius—the world's first mass-produced gasoline-electric hybrid vehicle—TMC has been making a concerted effort to promote and popularize hybrid technology, as part of its high-priority environmental-management policy.

Toyota aims to sell 1 million or more hybrid vehicles annually as early as possible in the 2010s and, taking market needs into consideration, is working to put in place an optimal hybrid vehicle production system worldwide.

Outline of TMCA

Company name	Toyota Motor Corporation Australia Ltd. (TMCA)
Location	Melbourne, Victoria
Established	1959
President	Masahide Yasuda
Equity participation	TMC: 100%
Plant name	Altona Plant
Annual production capacity	150,000 units
Products	Camry, Aurion
2007 production results	149,000 units
Number of employees	4,500 (as of May 31)