

June 10, 2008

Toyota to Produce Camry Hybrid in Thailand

Tokyo — TOYOTA MOTOR CORPORATION (TMC) announced today that, as part of an effort to further popularize hybrid vehicles worldwide, it will begin producing the "Camry Hybrid" at Toyota Motor Thailand Co., Ltd. (TMT), TMC's vehicle production base in Thailand.

Production of the Camry Hybrid at TMT's Gateway Plant will commence in 2009, with an annual production target of 9,000 vehicles.

"Thailand is the first ASEAN country to build hybrid vehicles. As the Camry has received a warm welcome from Thai customers, we are sure these customers will be satisfied not only with the product but also with its environmental performance", said TMT President Mitsuhiro Sonoda at a joint press conference in Bangkok with Siam Toyota Manufacturing Co., Ltd., attended by Thai government officials.

Ever since the introduction in 1997 of the Toyota Prius—the world's first mass-produced gasoline-electric hybrid vehicle—TMC has actively been promoting and popularizing 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 is working to establish a worldwide optimal hybrid vehicle production system that reflects market needs.

Outline of TMT

Company name	Toyota Motor Thailand Co., Ltd. (TMT)		
Established	1962		
President	Mitsuhiro Sonoda		
Equity participation	TMC: 86.4%; The Siam Cement Public Company Ltd.: 10.0%; others: 3.6%		
Plant name	Samrong Plant (including Thai Auto Works Co., Ltd.)	Gateway Plant	Ban Pho Plant
Location	Samutprakarn Province (approx. 15km south of Bangkok)	Chachoengsao Province (approx. 110km southeast of Bangkok)	Chachoengsao Province (approx. 65km southeast of Bangkok)
Start of production	1964	1996	2007
Annual production capacity	250,000 units	200,000 units	100,000 units
Products	Hilux, Fortuner	Camry, Corolla, Soluna Vios, Wish, Yaris	Hilux
2007 production results	502,000 units (including CKD production)		
Number of employees	14,000 (as of May 2008)		