

## Toyota Canada Inc. – Awards and Accolades

Year	Who	What
2013	L'Annual de L'automobile 2013 "Clefs d'Or"	<ul style="list-style-type: none"> <li>• Toyota Avalon</li> <li>• Toyota Sequoia</li> <li>• Scion FR-S</li> </ul>
	Le Guide de L'Auto 2013 "Best Buy"	<ul style="list-style-type: none"> <li>• Toyota Avalon (Full-Size Sedan)</li> </ul>
	Vincentric Best Value in Canada	<ul style="list-style-type: none"> <li>• Toyota (Passenger Car Brand)</li> <li>• Toyota Prius (Compact Hybrid)</li> <li>• Toyota Prius Plug-in Hybrid (Electric/Plug-in Hybrid)</li> <li>• Toyota Camry Hybrid (Mid-Size Sedan, Hybrid)</li> <li>• Toyota Avalon (Large Sedan)</li> <li>• Toyota Highlander Hybrid (Crossover, Hybrid)</li> <li>• Toyota 4Runner (Mid-Size SUV)</li> <li>• Toyota Sequoia (Large SUV)</li> <li>• Toyota Tacoma (Compact Pickup)</li> <li>• Lexus ES 350 (Premium, Mid-Size Sedan)</li> <li>• Lexus ES 300h (Premium, Mid-Size Sedan, Hybrid)</li> <li>• Lexus IS C Series (Premium Convertible)</li> <li>• Scion iQ (Micro)</li> </ul>
	Kelly Blue Book "Top 10 Best Back to School Car of 2013"	<ul style="list-style-type: none"> <li>• Prius c</li> </ul>
	2013 J.D. Power and Associates APPEAL Award	<ul style="list-style-type: none"> <li>• Lexus LS (Large Premium Car)</li> </ul>
	2013 J.D. Power and Associates Initial Quality Study (IQS)	<ul style="list-style-type: none"> <li>• Lexus LS</li> </ul>
	2013 Reader's Digest "Most Trusted Brand" in Canada	<ul style="list-style-type: none"> <li>• Toyota</li> </ul>
	2013 Best Green Global Brand	<ul style="list-style-type: none"> <li>• Toyota</li> </ul>
	BrandZ 2013 Top 100 Most valuable Global Brands	<ul style="list-style-type: none"> <li>• Toyota</li> <li>• Lexus (Top 10)</li> </ul>
	2013 Chinese-Canadian Consumer Car Choice Top 10 (AutoNerveMagazine)	<ul style="list-style-type: none"> <li>• Lexus GS</li> <li>• Scion FR-S</li> </ul>
	2013 J.D. Power and Associates Customer Service Index (CSI) Study	<ul style="list-style-type: none"> <li>• Lexus (Highest ranked luxury brand)</li> </ul>
	News and World Report's Best Cars for Families	<ul style="list-style-type: none"> <li>• 2013 Toyota Prius (Best Hatchback for Families)</li> <li>• 2013 Highlander Hybrid (Best Hybrid SUV for Families)</li> </ul>
	Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards	<ul style="list-style-type: none"> <li>• Toyota 4Runner</li> <li>• Toyota Avalon</li> <li>• Toyota Camry</li> <li>• Toyota Corolla</li> <li>• Toyota Highlander</li> <li>• Toyota Prius</li> <li>• Toyota Prius c</li> <li>• Toyota Prius v</li> <li>• Toyota RAV4</li> <li>• Toyota Sienna</li> <li>• Toyota Tundra</li> <li>• Toyota Venza</li> </ul>

		<ul style="list-style-type: none"> <li>• Toyota Yaris hatchback</li> <li>• Lexus CT 200h</li> <li>• Lexus ES 350</li> <li>• Lexus GS</li> <li>• Lexus RX</li> <li>• Scion FR-S</li> <li>• Scion tC</li> <li>• Scion xB</li> <li>• Scion xD</li> </ul>
	ecoENERGY Awards	<ul style="list-style-type: none"> <li>• Toyota Prius v [Most Fuel-Efficient Station Wagon]</li> <li>• Toyota Tacoma 4X2 [Most Fuel-Efficient Pickup]</li> </ul>
	2013 Canadian Black Book Retained Value Awards	<ul style="list-style-type: none"> <li>• Compact Car: Toyota Prius</li> <li>• Luxury Car: Lexus GS Series</li> <li>• Mid-Size SUV: Toyota FJ Cruiser</li> <li>• Full-Size Luxury SUV: Lexus LX 570</li> <li>• Small Pickup: Toyota Tacoma</li> <li>• Full-Size Pickup: Toyota Tundra</li> <li>• Minivan: Toyota Sienna</li> <li>• Full-Size SUV: Toyota Sequoia</li> </ul>
	ALG Residual Value Awards	<ul style="list-style-type: none"> <li>• Toyota Avalon [Fullsize Car]</li> <li>• Toyota Sequoia [Fullsize Utility Vehicle]</li> <li>• Toyota Tacoma [Midsize Pickup]</li> <li>• Toyota Tundra [Fullsize Pickup]</li> <li>• Lexus GS 350 [Premium Fullsize Car]</li> </ul>
	J.D. Power and Associates 2013 U.S. Vehicle Dependability Study	<ul style="list-style-type: none"> <li>• Compact Car: 2010 Toyota Prius</li> <li>• Compact Crossover SUV: 2010 Toyota RAV4</li> <li>• Compact Multi Purpose Vehicle: 2010 Scion xB</li> <li>• Entry Premium Car: 2010 Lexus ES 350</li> <li>• Midsize Premium Crossover SUV: 2010 Lexus RX</li> <li>• Midsize Van: 2010 Toyota Sienna</li> <li>• Sub Compact Car: 2010 Scion xD</li> <li>• Lexus Brand</li> </ul>
	Polk Longevity Claims	<ul style="list-style-type: none"> <li>• Toyota Brand: "Over 80% of Toyotas sold in Canada in the last 20 years are still on the road today."</li> <li>• Corolla: "Over 80% of Corollas sold in Canada in the last 20 years are still on the road today."</li> <li>• RAV4: "More than 90% of RAV4s sold in the last 15 years are still on the road today."</li> </ul>
	AutoGuide.com Car of the Year Award	<ul style="list-style-type: none"> <li>• Scion FR-S</li> </ul>
	Autos.ca 2013 Top Picks	<ul style="list-style-type: none"> <li>• Sports Cars Low: Scion FR-S</li> </ul>
	Car and Driver Magazine 2013 10Best: Cars	<ul style="list-style-type: none"> <li>• Scion FR-S</li> </ul>
	Cars.com 2013 Best of Year Award	<ul style="list-style-type: none"> <li>• Scion FR-S</li> </ul>
<b>2012</b>	2012 Vincentric Best Value in Canada Awards	<ul style="list-style-type: none"> <li>• Toyota Brand for Passenger Cars</li> <li>• Toyota Prius c</li> <li>• Toyota Prius</li> <li>• Toyota Camry Hybrid</li> <li>• Toyota Avalon</li> <li>• Toyota Venza</li> <li>• Toyota Highlander Hybrid</li> <li>• Toyota 4Runner</li> <li>• Toyota Sequoia</li> <li>• Toyota Prius v</li> </ul>

		<ul style="list-style-type: none"> <li>• Toyota Sienna</li> <li>• Toyota Tacoma</li> <li>• Best Hybrid Brand</li> <li>• Prius for Best Hybrid Model</li> </ul>
	Harris/Decima EquiTrend®	<ul style="list-style-type: none"> <li>• 2012 "Brand of the Year" in the automobile category</li> </ul>
	2012 J.D. Power and Associates Initial Quality Study (IQS)	<ul style="list-style-type: none"> <li>• Toyota Motor Manufacturing Canada's (TMMC) Cambridge South plant receives Gold Plant Quality Award</li> <li>• Toyota Motor Manufacturing Canada's (TMMC) Woodstock plant receives Bronze Plant Quality Award</li> <li>• 2 Toyota models ranked highest in their respective categories: Toyota Yaris for Sub-Compact Car and Toyota Corolla for Compact car.</li> <li>• Lexus earned the highest ranking nameplate in the industry; ES ranked highest for Entry Premium Car (2<sup>nd</sup> year); RX for Midsize Premium Crossover SUV; and LS for Large Premium Car (5<sup>th</sup> year)</li> </ul>
	AutoNerve Chinese-Canadian Consumers Car Choice Awards 2012	<ul style="list-style-type: none"> <li>• Toyota Camry named Best Family Car</li> </ul>
	2012 J.D. Power and Associates Canadian Manufacturer Website Evaluation Study <sup>SM</sup>	<ul style="list-style-type: none"> <li>• Toyota ranked #1 overall in customer satisfaction</li> </ul>
	Reader's Digest Trusted Brand Awards 2012	<ul style="list-style-type: none"> <li>• Toyota named "Most Trusted Brand" for both Passenger Cars and Hybrid Cars</li> </ul>
	Consumer Reports' Top Picks for 2012	<ul style="list-style-type: none"> <li>• Small SUV: Toyota RAV4</li> <li>• Family Sedan: Toyota Camry hybrid</li> <li>• SUV: Toyota Highlander</li> <li>• Minivan: Toyota Sienna</li> <li>• Green car: Toyota Prius</li> </ul>
	Consumer Reports' 2012 Car Reliability Survey	<ul style="list-style-type: none"> <li>• Toyota, Lexus, Scion claimed the top three spots of Consumer Reports' 2012 Car Reliability Survey</li> <li>• #1 – Scion</li> <li>• #2 – Toyota</li> <li>• #3 – Lexus</li> </ul>
	J.D. Power and Associates 2012 U.S. Vehicle Dependability Study	<ul style="list-style-type: none"> <li>• Sub-compact car: Toyota Yaris</li> <li>• Compact car: Toyota Prius</li> <li>• Compact Multi-Purpose Vehicle: Scion xB</li> <li>• Compact Sporty Car: Scion tC</li> <li>• Entry Premium Car: Lexus ES350</li> <li>• Midsize Van: Toyota Sienna</li> <li>• Midsize Premium Crossover SUV: Lexus RX350</li> <li>• Large Pick-up: Toyota Tundra (7<sup>th</sup> year in a row)</li> </ul>
	Canadian Black Book Best Retained Value Awards 2012	<ul style="list-style-type: none"> <li>• Full-size car: Toyota Avalon</li> <li>• Luxury car: Lexus GS series</li> <li>• Premium luxury car: Lexus LS series</li> <li>• Small pickup: Toyota Tacoma</li> <li>• Full-size pickup: Toyota Tundra</li> <li>• Mid-size SUV: Toyota FJ Cruiser</li> <li>• Full-size SUV: Toyota Sequoia</li> </ul>

	ALG Residual Value Awards	<ul style="list-style-type: none"> <li>• Mid-size car category: Toyota Camry</li> <li>• Mid-size Pickup segment: Toyota Tacoma</li> <li>• Full-size Pickup segment: Toyota Tundra</li> </ul>
	Consumer Reports Car Brand Perceptions Survey	<ul style="list-style-type: none"> <li>• Toyota #1 in overall brand perception</li> <li>• Toyota #1 in Environmentally Friendly / Green</li> <li>• Toyota #1 in Quality</li> </ul>
	ecoENERGY for Vehicle Awards	<ul style="list-style-type: none"> <li>• Most fuel-efficient pick-up: 2012 4-cylinder Toyota Tacoma</li> <li>• Most fuel-efficient station wagon: 2012 Toyota Prius v</li> </ul>
	Consumer Reports	<ul style="list-style-type: none"> <li>• 2012 Camry Hybrid – Top Sedan</li> </ul>
	Insurance Institute for Highway Safety (IIHS) Safety Ratings - “Top Safety Pick” awards	<ul style="list-style-type: none"> <li>• Toyota Avalon</li> <li>• Toyota Camry</li> <li>• Toyota Corolla</li> <li>• Toyota Highlander</li> <li>• Toyota Prius</li> <li>• Toyota Prius c</li> <li>• Toyota Prius v</li> <li>• Toyota Sienna</li> <li>• Toyota Tundra crew cab models</li> <li>• Toyota Venza</li> <li>• Toyota Yaris 4-dr hatchback</li> <li>• Lexus CT 200h</li> <li>• Lexus ES</li> <li>• Lexus RX</li> <li>• Scion FR-S</li> <li>• Scion tC</li> <li>• Scion xB</li> <li>• Scion xD</li> </ul>
<b>2011</b>	Rallye Vert de Montréal (part of FIA Alternative Energies Cup)	<ul style="list-style-type: none"> <li>• Prius Plug-In Hybrid, overall winner</li> </ul>
	2011 J.D. Power and Associates Initial Quality Study (IQS)	<ul style="list-style-type: none"> <li>• Toyota Motor Manufacturing Canada’s (TMMC) Cambridge South plant ties for prestigious Global Platinum Plant Quality Award</li> <li>• Lexus models highest ranked in four segments, most segment awards of any nameplate</li> </ul>
	2011 J.D. Power and Associates Canadian Manufacturer Website Evaluation Study <sup>SM</sup>	<ul style="list-style-type: none"> <li>• Toyota ranked #1 overall in customer satisfaction</li> </ul>
	AutoNerve Chinese-Canadian Consumers Car Choice Awards 2011	<ul style="list-style-type: none"> <li>• Toyota Sienna named Best Minivan</li> </ul>
	Insurance Institute for Highway Safety (IIHS) Safety Ratings - “Top Safety Pick” awards	<ul style="list-style-type: none"> <li>• 2011 Lexus CT 200h</li> <li>• 2011 Toyota Prius</li> </ul>
	The National Highway Traffic Safety Administration (NHTSA) five star overall top rating	<ul style="list-style-type: none"> <li>• 2011 Scion tC</li> </ul>
	Reader’s Digest Trusted Brand Awards 2011	<ul style="list-style-type: none"> <li>• Toyota named “Most Trusted Brand” for both Passenger Cars and Hybrid Cars</li> </ul>
	J.D. Power and Associates 2011 U.S. Vehicle	<ul style="list-style-type: none"> <li>• Compact Car – Toyota Prius</li> <li>• Compact Multi-purpose – Scion xB</li> </ul>

	Dependability Study	<ul style="list-style-type: none"> <li>• Midsize Crossover/SUV – Toyota 4Runner</li> <li>• Large Pickup – Toyota Tundra (6<sup>th</sup> year in a row)</li> <li>• Midsize Pickup – Toyota Tacoma</li> <li>• Midsize Van – Toyota Sienna</li> <li>• Midsize Premium Crossover/SUV – Lexus RX</li> </ul>
	Consumer Report 2011 Auto Issue	<ul style="list-style-type: none"> <li>• <b>2011 Automakers Report Card:</b> Toyota as one of the top three best all-around car makers for the third year in a row</li> <li>• <b>Consumer Reports' Top Picks for 2011:</b> Toyota had the most of any other automaker with three picks (RAV4 small SUV, Sienna minivan and Prius hybrid)</li> </ul>
	Canadian Black Book Best Retained Value Awards 2011	<ul style="list-style-type: none"> <li>• Full-size car: Toyota Avalon</li> <li>• Midsize SUV: Toyota FJ Cruiser</li> <li>• Full-size SUV: Toyota Sequoia</li> <li>• Full-size pickup: Toyota Tundra</li> <li>• Small pickup: Toyota Tacoma</li> <li>• Premium luxury car: Lexus LS series</li> </ul>
	ALG Residual Value Awards	<ul style="list-style-type: none"> <li>• Full-size car: Toyota Avalon</li> <li>• Midsize pickup: Toyota Tacoma</li> <li>• Full-size pickup: Toyota Tundra</li> </ul>
	2011 World of Wheels Editors' Choice Awards	<ul style="list-style-type: none"> <li>• Best Luxury Car: Lexus IS 350 AWD</li> </ul>
	ecoENERGY for Vehicle Awards	<ul style="list-style-type: none"> <li>• Most fuel-efficient midsize: 2011 Toyota Prius (11th year in a row)</li> <li>• Most fuel-efficient minivan: 2011 4-cylinder Toyota Sienna</li> <li>• Most fuel-efficient pick-up: 2011 4-cylinder Toyota Tacoma</li> </ul>
<b>2010</b>	JD Power and Associates 2010 Canadian Consumer Retail Experience Study (CRES)	<ul style="list-style-type: none"> <li>• Lexus ranks highest in overall new vehicle sales satisfaction among the brands included in this year's study</li> </ul>
	Automobile Journalists Association of Canada (AJAC) "2011 Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Minivan - 2011 Toyota Sienna</li> </ul>
	2010 International Engine of the Year Awards	<ul style="list-style-type: none"> <li>• "Green Engine of the Year" - Toyota Hybrid Synergy Drive powertrain</li> <li>• "Sub 1.0-litre Engine of the Year" - 1.0 VVT-i (engine not available in North America)</li> <li>• Toyota has won a total of 22 International Engine of the Year awards since the awards began in 1999</li> </ul>
	2010 J.D. Power and Associates Initial Quality Study (IQS)	<ul style="list-style-type: none"> <li>• Toyota Motor Manufacturing Canada's (TMMC) Cambridge South plant receives prestigious Gold Plant Quality Award for North/South America</li> <li>• Toyota and Lexus awarded a combined 5 segment awards</li> <li>• Lexus ties for most segment awards of any nameplate</li> </ul>
	AutoNerve Chinese-Canadian Consumers Car Choice Awards 2010	<ul style="list-style-type: none"> <li>• Lexus RX 450h named Best SUV</li> </ul>
	Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards	<ul style="list-style-type: none"> <li>• 2011 Toyota Sienna</li> <li>• 2011 Toyota Avalon</li> <li>• 2010 Toyota 4Runner</li> <li>• 2010 Toyota Highlander</li> <li>• 2010 Toyota Venza</li> <li>• 2010 Corolla</li> <li>• 2010 Scion xB</li> </ul>

	J.D. Power and Associates 2010 Canadian Automotive Manufacturer Web Site Evaluation Study	<ul style="list-style-type: none"> <li>• Lexus ranked #1 overall in customer satisfaction</li> <li>• Toyota ranked #3 overall in customer satisfaction</li> </ul>
	Canadian Black Book's 5 <sup>th</sup> Annual Best Retained Value Awards	<ul style="list-style-type: none"> <li>• Toyota/Lexus models take top honours in 7 categories: <ul style="list-style-type: none"> <li>○ Sub-compact: Toyota Yaris</li> <li>○ Full-size car: Toyota Avalon</li> <li>○ Entry luxury car: Lexus IS Series</li> <li>○ Compact SUV: Toyota RAV4</li> <li>○ Full-size SUV: Toyota Sequoia (tie)</li> <li>○ Small pick-up: Toyota Tacoma</li> <li>○ Large pick-up: Toyota Tundra</li> </ul> </li> </ul>
	R.L. POLK & Co. 14 <sup>th</sup> Annual Automotive Loyalty Awards	<ul style="list-style-type: none"> <li>• Toyota #1 in Overall Loyalty to Manufacturer</li> <li>• Toyota #1 in Asian Market Loyalty to Make</li> <li>• Toyota Prius #1 - mid-size/full-size car category</li> <li>• Lexus RX 350 #1 - mid-size/full-size SUV category</li> </ul>
	CanadianDriver.com's "Top 20 Picks for 2010"	<ul style="list-style-type: none"> <li>• 2010 Lexus RX 450h</li> <li>• 2010 Toyota RAV4</li> </ul>
	ecoENERGY for Vehicle Awards	<ul style="list-style-type: none"> <li>• 2010 Toyota Prius – 10th year in a row</li> <li>• 2010 Toyota Yaris Sedan &amp; Hatchback – 5th year in a row</li> </ul>
	J.D. Power and Associates U.S. Vehicle Dependability Study	<ul style="list-style-type: none"> <li>• Most Dependable Midsize Multi Activity Vehicle – Highlander (for 3<sup>rd</sup> consecutive year)</li> <li>• Most Dependable Compact Car – Prius (for 3<sup>rd</sup> consecutive year)</li> <li>• Most Dependable Large Multi Activity Vehicle – Sequoia (for 4<sup>th</sup> consecutive year)</li> <li>• Most Dependable Large Pickup – Tundra (for 5<sup>th</sup> consecutive year)</li> <li>• Most Dependable Midsize Premium Multi Activity Vehicle - Lexus GX 470 (for 5<sup>th</sup> consecutive year)</li> </ul>
	<i>MotorWeek</i> Drivers' Choice Awards	<ul style="list-style-type: none"> <li>• Best of the Year - Toyota Prius</li> <li>• Best Eco-Friendly – Toyota Prius</li> </ul>
	Reader's Digest Trusted Brand Awards 2010	<ul style="list-style-type: none"> <li>• Toyota voted the most Trusted Brand within the categories of Passenger Car Manufacturer and SUV Manufacturer</li> </ul>
	Consumers Digest Automotive Best Buy Awards	<ul style="list-style-type: none"> <li>• Small Cars – Toyota Corolla</li> <li>• Family Cars – Toyota Camry</li> <li>• Hybrids – Toyota Prius</li> </ul>
	Protégez-vous et APA (Association pour la protection des automobilistes) – Guide AUTOS 2010 (Meilleurs choix)	Toyota "Best Picks" in each category : <ul style="list-style-type: none"> <li>• Subcompact – Toyota Yaris</li> <li>• Compact – Toyota Corolla, Toyota Matrix</li> <li>• Intermediate – Toyota Prius</li> <li>• SUV – Toyota RAV4, Toyota Highlander</li> </ul>
	2010 Ward's Auto Interior of the Year awards	Hybrid car: Lexus HS 250h
<b>2009</b>	2009 Canadian Marketing Awards	<ul style="list-style-type: none"> <li>• Gold Award in Automotive Promotion &amp; Best Promo honours - Matrix Potentialmatic Campaign</li> </ul>
	Auto123.com 2010 Awards	<ul style="list-style-type: none"> <li>• 2010 Mid-size Utility of the Year - Toyota Venza</li> </ul>
	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New SUV/CUV (over \$60,000) - 2010 Lexus RX 450h</li> </ul>
	L'Annuel de L'Automobile Category Awards	<ul style="list-style-type: none"> <li>• Best New Green Vehicle - 2010 Toyota Prius</li> <li>• Best New Intermediate SUV - 2010 Toyota 4Runner</li> </ul>
	Le Guide de L'Auto "Best Buy"	<ul style="list-style-type: none"> <li>• Best New SUV over \$50,000 - 2010 Lexus RX 350</li> </ul>

	Awards	<ul style="list-style-type: none"> <li>• Best New Compact SUV under \$40,000 - 2010 Toyota RAV4</li> </ul>
	World of Wheels Magazine "Editors Choice Awards"	<ul style="list-style-type: none"> <li>• Best SUV/Crossover under \$40,000 – Toyota Venza</li> </ul>
	Carguide Magazine Driver's Choice Awards	<p>Gold Awards:</p> <ul style="list-style-type: none"> <li>• Economy Car - Toyota Corolla</li> <li>• Family Car - Toyota Camry</li> <li>• SUV/CUV Under 40K - Toyota Venza</li> <li>• SUV/CUV Over \$40k - Toyota Sequoia</li> <li>• Pickup Truck - Toyota Tundra</li> <li>• Overall Hybrid - Toyota Prius</li> </ul>
	Corporate Knights 2009 - Top Foreign Corporate Citizens in Canada	<ul style="list-style-type: none"> <li>• Toyota one of only 2 automakers who placed in rankings (Honda Motor Company Limited other automaker)</li> </ul>
	J.D. Power Initial Quality Study	<ul style="list-style-type: none"> <li>• Lexus first overall – awards received in all 5 segments it entered</li> <li>• LX 570 top spot as most problem-free vehicle (Premium Large Multi-Activity Vehicle)</li> <li>• LS 460 winner of Large Premium Car – 9<sup>th</sup> time in 12 years to earn this achievement</li> <li>• Toyota 6<sup>th</sup> overall – awards received in 4 segments</li> <li>• 4Runner tied for top Midsize MAV</li> <li>• Sienna highest Mid-size Van</li> <li>• Yaris highest Sub-compact car</li> <li>• Tundra tied for top in Large Pickup</li> </ul>
	J.D. Power Vehicle Dependability Study	<ul style="list-style-type: none"> <li>• Toyota/Lexus/Scion won more segment awards than any other automaker (10 categories won)</li> <li>• Lexus LS 430 has lowest "problems per 100" of the entire industry</li> </ul>
	Marketing Magazine / Leger Corporate Reputation Survey	<ul style="list-style-type: none"> <li>• Toyota highest ranked automaker, placing in Top 10</li> </ul>
	AutoNerve Chinese-Canadian Consumers Car Choice Awards 2009	<ul style="list-style-type: none"> <li>• Corolla named Best Economy Vehicle</li> </ul>
	JD Power Automotive Manufacturer's Website Evaluation	<ul style="list-style-type: none"> <li>• Toyota.ca ranks #2 overall</li> </ul>
	Kelley Blue Book – 2009 Brand Image Award Winners	<ul style="list-style-type: none"> <li>• Toyota wins for Best Value Brand and Most Family-Friendly Brand</li> </ul>
	Reader's Digest Trusted Brand Awards 2009	<ul style="list-style-type: none"> <li>• Toyota voted the most Trusted Brand within the categories of Passenger Car Manufacturer and SUV Manufacturer</li> </ul>
	Canadian Black Book	<ul style="list-style-type: none"> <li>• Five Toyota vehicles made Top 10 list (unprecedented in CBB awards history)</li> <li>• RAV4, Echo, Tacoma, Corolla, Matrix</li> </ul>
	Automotive Lease Guide – Residual Value Awards	<ul style="list-style-type: none"> <li>• "Models most likely to retain highest percentage of original price in Canada after a conventional retail lease" <ul style="list-style-type: none"> <li>◦ Toyota Camry – mid-size sedan, and Toyota Sequoia – full-size SUV</li> </ul> </li> <li>• Toyota ranks second for overall mainstream brand residual value rankings.</li> </ul>

	Kelly Blue Book – Top 20 Most Researched Cars of 2008	<ul style="list-style-type: none"> <li>Five of the top 10 vehicles were Toyotas <ul style="list-style-type: none"> <li>Camry, Prius, Corolla, Highlander, RAV4, Yaris and Sienna</li> </ul> </li> </ul>
	ecoENERGY for Vehicle Awards	<ul style="list-style-type: none"> <li>2009 Toyota Prius – 9th year in a row</li> <li>2009 Toyota Yaris Sedan &amp; Hatchback – 4th year in a row</li> </ul>
	CASSIE Awards	<ul style="list-style-type: none"> <li>Gold Award – Automotive and DIY (Toyota Tundra pick-up truck) – Toyota Tundra’s well-built relaunch</li> <li>Silver Award – Automotive and DIY (Lexus) – Lexus “Moments”</li> <li>Silver Award – Sustained Success (Lexus) – Lexus “Moments”</li> <li>Silver Award – Sustained Success (Toyota Truck) – Toyota gets tough – Toyota Prairie Zone Dealers / Venture</li> <li>Silver Award – Best Use Of Media (Toyota Highlander) – Toyota Highlander takes TV out of the box</li> <li>Silver Award – Off To A Good Start (Toyota Highlander) - Toyota Highlander takes TV out of the box</li> <li>Bronze Award – Off To A Good Start (Toyota Corolla) – Toyota Corolla relaunch</li> </ul>
	Consumer Reports Car Brand Perceptions Survey	<ul style="list-style-type: none"> <li>Toyota #1 in overall brand perception</li> <li>Toyota #1 in Environmentally Friendly / Green</li> </ul>
<b>2008</b>	JD Power Vehicle Dependability Study	<ul style="list-style-type: none"> <li>Toyota and Lexus earned 11 out of 19 possible segment awards – more than any other automaker</li> <li>Lexus #1 brand overall</li> <li>Six Lexus vehicles led segments – LS, IS, SC, ES, GX and LX</li> <li>Five Toyota vehicles led their segments – Prius, RAV4 (which tied with the Honda Element), Highlander, Tundra and Sequoia.</li> </ul>
	Consumer Reports Best Car Value	<ul style="list-style-type: none"> <li>2009 Toyota Prius (Touring Edition) topped ranked</li> </ul>
	2008 CIO 100 Award from CIO Magazine	<ul style="list-style-type: none"> <li>Toyota Canada Inc. award honoree for customer-service software and implementation</li> </ul>
	Motor Trend Truck of the Year	<ul style="list-style-type: none"> <li>Toyota Tundra</li> </ul>
	ecoENERGY for Vehicle Awards	<ul style="list-style-type: none"> <li>Toyota Yaris</li> <li>Toyota Prius</li> </ul>
	CanadianDriver.com’s 50-Litre Challenge	<ul style="list-style-type: none"> <li>Toyota Corolla travels 1,017 km’s on 50L of fuel to win competition</li> </ul>
	CAA Award for Safety Innovations	<ul style="list-style-type: none"> <li>LS 600h L award winner</li> </ul>
	L’Annuel de L’Automobile 2009 “Cles d’Or” Awards	<ul style="list-style-type: none"> <li>LS 460 / LS 600h L – winner of Luxury Vehicles over \$100,000 category</li> </ul>
	AutoNerve Chinese-Canadian Consumers Car Choice Awards	<ul style="list-style-type: none"> <li>LS 600h L wins Best Prestige Vehicle</li> </ul>
	Automobile Journalists Association of Canada “Canadian Car of the Year” Awards	<ul style="list-style-type: none"> <li>Best New Car under \$18,000 - Toyota Corolla</li> <li>Sports/Performance over \$50,000 - Lexus IS F</li> </ul>
<b>2007</b>	Automobile Journalists Association of Canada “Canadian Car of the Year”	<ul style="list-style-type: none"> <li>Canadian Car of the Year – Toyota Camry Hybrid</li> <li>Best New Family Car (\$22k-\$30k) - Toyota Camry LE</li> <li>Best New Family Car (over \$30k) - Toyota Camry Hybrid</li> </ul>



	Awards	<ul style="list-style-type: none"> <li>• Best New Luxury Car (under \$50k) - Lexus ES 350</li> <li>• Best New SUV/CUV (under \$35k) - Toyota RAV4</li> </ul>
	2007 World Car of the Year Award (WCOTY)	<ul style="list-style-type: none"> <li>• Lexus LS 460</li> </ul>
	CAA Pyramid Award for Environmental Initiatives	<ul style="list-style-type: none"> <li>• 2007 Camry Hybrid</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Yaris</li> <li>• Toyota Prius</li> <li>• Toyota Sienna FWD</li> </ul>
	AutoNerve Readers Choice Awards	<ul style="list-style-type: none"> <li>• Toyota Yaris Sedan "Best Economy"</li> <li>• Toyota Camry "Best Family"</li> <li>• Lexus LS 460 "Best Luxury"</li> </ul>
	Truck King Challenge	<ul style="list-style-type: none"> <li>• Toyota Tundra 4x4 5.7L Double Cab Standard Bed SR5 V8 "2008 Canadian Truck King Challenge Winner"</li> <li>• Toyota Tacoma 4x2 Access Cab "Best Midsize under V6"</li> <li>• Toyota Tacoma 4x4 Double Cab Standard Bed V6 "Best Midsize V6 and over"</li> </ul>
	L'Annuel de L'Automobile – Cles d'Or Awards	<ul style="list-style-type: none"> <li>• Toyota 4Runner « Intermediate SUV »</li> <li>• Toyota Tundra « Full Size Pickup »</li> </ul>
<b>2006</b>	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Silver Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Yaris Hatchback</li> <li>• Toyota Prius</li> <li>• Toyota Matrix</li> </ul>
<b>2005</b>	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Pick Up - 2005 Tacoma</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Prius</li> <li>• Toyota Matrix</li> <li>• Toyota Echo Hatchback</li> </ul>
<b>2004</b>	CAA Pyramid Award for Environmental Initiatives	<ul style="list-style-type: none"> <li>• 2004 Prius</li> </ul>
	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Minivan - 2004 Sienna</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Prius</li> <li>• Toyota Matrix</li> <li>• Toyota Echo Hatchback</li> </ul>
	J.D. Power and Associates - 2004 U.S. Initial Quality Study	<ul style="list-style-type: none"> <li>• Highest Ranked Premium Luxury Car in the U.S. - SC 430</li> <li>• Highest Ranked Entry Luxury SUV in the U.S. - RX 330</li> <li>• Highest Ranked Premium Luxury SUV in the U.S. - LX 470</li> <li>• Highest Ranked Mid Luxury Car in the U.S. - GS 430</li> </ul>
<b>2003</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 2003 Camry for model years 1997 - 2001</li> <li>• 2003 Sienna for model years 1998 - 2001</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Prius</li> <li>• Toyota Celica</li> <li>• Toyota Matrix</li> </ul>
<b>2002</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 2002 Corolla</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Bronze Award for NUMMI (New United Motor Manufacturing Inc.)</li> </ul>
	Carguide Best Buy Awards	<ul style="list-style-type: none"> <li>• Toyota Echo - Economy Car</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Prius</li> </ul>

<b>2001</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 2001 Sienna</li> <li>• 2001 Corolla</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMC (Toyota Motor Manufacturing Canada)</li> <li>• Silver Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> </ul>
	Carguide Best Buy Awards	<ul style="list-style-type: none"> <li>• Toyota Corolla - Compact Car</li> <li>• Toyota Camry - Family Car</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Prius</li> </ul>
<b>2000</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 2001 Camry</li> </ul>
	Carguide Best Buy Awards	<ul style="list-style-type: none"> <li>• Toyota Camry - Family Car</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> <li>• Silver Award for NUMMI (New United Motor Manufacturing Inc.)</li> <li>• Bronze Award for TMMC (Toyota Motor Manufacturing Canada)</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Avalon</li> <li>• Toyota Echo Sedan</li> </ul>
<b>1999</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1999 Camry</li> </ul>
	Carguide Best Buy Awards	<ul style="list-style-type: none"> <li>• Toyota Camry - Family Car</li> <li>• Toyota Corolla - Compact Car</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Silver Award for NUMMI (New United Motor Manufacturing Inc.)</li> </ul>
	Energide Awards	<ul style="list-style-type: none"> <li>• Toyota Corolla</li> </ul>
<b>1998</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1998 Camry</li> </ul>
	Carguide Best Buy Awards	<ul style="list-style-type: none"> <li>• Toyota Camry - Family Sedan</li> </ul>
	Automobile Journalists Association of Canada “Canadian Car of the Year” Awards	<ul style="list-style-type: none"> <li>• Best New Van - 1998 Sienna</li> </ul>
<b>1997</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1997 Camry</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Bronze Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> </ul>
<b>1996</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1996 Tercel</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMC (Toyota Motor Manufacturing Canada)</li> <li>• Bronze Award for NUMMI (New United Motor Manufacturing Inc.)</li> </ul>
<b>1995</b>	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMC (Toyota Motor Manufacturing Canada)</li> <li>• Bronze Award for NUMMI (New United Motor Manufacturing Inc.)</li> </ul>
<b>1994</b>	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> <li>• Silver Award for NUMMI (New United Motor Manufacturing Inc.)</li> </ul>
<b>1993</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1993 Camry</li> </ul>
	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> <li>• Bronze Award for TMMC (Toyota Motor Manufacturing Canada)</li> </ul>
<b>1992</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1992 Camry</li> </ul>
	J.D. Power Quality Plant	<ul style="list-style-type: none"> <li>• Silver Award for TMMC (Toyota Motor Manufacturing Canada)</li> </ul>

	Awards	<ul style="list-style-type: none"> <li>• Bronze Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> </ul>
<b>1991</b>	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMC (Toyota Motor Manufacturing Canada)</li> <li>• Silver Award for TMMK (Toyota Motor Manufacturing Kentucky)</li> </ul>
	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Van/Wagon - 1991 Previa</li> <li>• Best New Vehicle Built in Canada - 1991 Corolla</li> </ul>
<b>1990</b>	J.D. Power Quality Plant Awards	<ul style="list-style-type: none"> <li>• Gold Award for TMMC (Toyota Motor Manufacturing Canada)</li> </ul>
<b>1989</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1989 Corolla</li> </ul>
	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Vehicle Built in Canada - 1989 Corolla</li> </ul>
<b>1988</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1988 Camry</li> </ul>
	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Sports Car - 1988 MR2</li> </ul>
<b>1987</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1987 Corolla</li> </ul>
	Automobile Journalists Association of Canada "Canadian Car of the Year" Awards	<ul style="list-style-type: none"> <li>• Best New Import Sedan - 1987 Camry</li> </ul>
<b>1985</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1985 Corolla</li> </ul>
<b>1984</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1984 Celica</li> </ul>
<b>1983</b>	CAA Pyramid Awards – CAA Used Car Performance Award	<ul style="list-style-type: none"> <li>• 1983 Corolla</li> </ul>