



Open Letter to the Center for A New American Dream website visitors:

From: Jim Press, Executive Vice President and Chief Operating Officer
Toyota Motor Sales, U.S.A.

Thank you for contacting me with your concerns about global warming and for the encouragement to produce more hybrid vehicles.

At Toyota, we share your commitment to being part of the solution, not part of the pollution. That is why we introduced the world's first mass market hybrid vehicle, the Prius, in 1997. Since then, it has become the best-selling hybrid vehicle in the world. I have to admit, interest in the re-designed Prius, especially here in the U.S., has been far beyond our wildest expectations.

To meet that demand, we will be offering nearly 100,000 Prius for sale in 2005, twice as many as we had available in 2004. To put that in perspective, that makes Prius our third-best selling car behind Camry and Corolla...it's definitely not a niche vehicle for environmentalists any more.

Also, we'll be introducing two new hybrid SUVs in 2005. The Lexus RX 400h will come out in April followed shortly by the Toyota Highlander Hybrid. These vehicles show a whole different side of hybrids that we think will really appeal to consumers – they get great gas mileage, have low emissions and provide tremendous power – all in a popular SUV package. We're confident these vehicles will continue the enthusiasm for hybrids.

Additionally, we just announced that we will be selling a hybrid version of our Lexus GS luxury sedan. So you can see that our hybrid line-up is consistently expanding.

And to support our hybrid vehicle sales, we will be investing marketing dollars to create awareness and sustain demand. Toward the middle of 2005, you'll likely see the Prius advertised along with our other cars. We just need to make sure that we can satisfy customers when they come to our dealerships. We understand that nothing is more frustrating than getting excited about a new car, only to find it's not available.

In order to continue to meet demand for our hybrids, we are seriously considering building a hybrid vehicle in North America. Toyota has a long history of building vehicles where they are sold, so more than 60 percent of the vehicles we sell here are built in North America. But, coordinating the manufacture of a vehicle is a very complex issue and we have some hurdles to overcome. We'll be sure your enthusiasm is conveyed to the appropriate people.

Once again, I thank you for taking the time to share your thoughts with me and I look forward to helping Toyota lead the way toward cleaner transportation.

Best Wishes,

Jim Press