



Good. Works.



Corporate



www.toyota.com

TOYOTA

Toyota Announces New Minority Business Spending Target

Toyota announced a new minority business spending target at its 17th annual Opportunity Exchange conference and trade fair. Toyota's U.S. operations will target ten percent of the company's overall U.S. purchases of parts, goods and services with minority businesses.

"Toyota believes it is imperative to do business with minority enterprises," said Jim Press, president of Toyota Motor North America, Inc. "Not only does it help our bottom line, but it more closely reflects the diversity of our customers and employees across the United States."

Opportunity Exchange is designed to provide minority business enterprises (MBEs) across the nation with the chance to network and develop relationships with more than 275 of Toyota's direct suppliers. Since the first Opportunity Exchange in 1990, the event has grown from 100 participants and \$350,000 in resulting MBE contracts to more than 1,800 participants and more than \$100 million in new contracts through last year.

"After exceeding our spending target of 7.5 percent in 2004 one year ahead of plan, Toyota is looking forward to working on this next challenge," said Osamu "Simon" Nagata, vice president of Purchasing at Toyota Motor Engineering & Manufacturing North America, Inc. "Ten percent represents an aggressive target that will challenge Toyota and offer us a great opportunity."

Toyota (NYSE:TM) established operations in North America in 1957. By 2008, Toyota will have the annual capacity to build about 2 million cars and trucks in 15 plants across North America. There are more than 1,700 Toyota, Lexus and Scion dealerships in North America, which sell more than 2.5 million vehicles a year. Toyota directly employs nearly 40,000 people in North America. Toyota's investment in North America is valued at more than \$17.6 billion.

For more information about Toyota's Supplier Diversity Program or for more information on how to become a supplier to Toyota, visit www.ToyotaSupplier.com.

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and will operate 15 manufacturing plants in North America by 2010. There are more than 1,700 Toyota, Lexus and Scion dealerships in North America which sold more than 2.8 million vehicles in 2006. Toyota directly employs over 41,000 in North America and its investment here is currently valued at more than \$18.6 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$30 billion.