

FOR IMMEDIATE RELEASE
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TOYOTA MOTOR SALES ANNOUNCES PRICE INCREASE FOR 2011 TOYOTA, SCION AND LEXUS MODELS

TORRANCE, Calif., March 31, 2011 - - Toyota Motor Sales (TMS), USA, Inc., announced manufacturer's suggested retail price (MSRP) increases today for most 2011 Toyota, Scion and Lexus models. The MSRP for the 2011 Toyota Tacoma compact pickup truck, Yaris sedan, Scion tC sports coupe, Scion xB urban utility vehicle, the Lexus CT 200h hybrid premium compact and 2012 LFA supercar remain unchanged.

2011 Toyota Price Adjustments

The price increases on Toyota models range from \$200 for the Yaris Liftback to \$900 for both the Land Cruiser and Sequoia large sport utility vehicles (SUV). The model-by-model adjustments reflect individual percentage increases ranging from 1.2 to 2.2 percent. A complete list of model-by-model price adjustments is attached below.

The new prices for North American-produced vehicles will become effective with May 2011 production. For models sourced from Japan, updated pricing will be effective for vehicles with scheduled May arrivals. Japan-sourced vehicles include 4Runner, Corolla, FJ Cruiser, Highlander Hybrid, Land Cruiser, Prius, RAV4, Yaris Liftback and Scion xD.

Toyota MSRPs do not include a delivery, processing and handling (DPH) fee of \$760 for Toyota passenger cars, \$810 for Toyota small/medium trucks, and \$975 for large trucks (Sequoia and Tundra only). The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2011 Scion Price Adjustments

The 2011 Scion xD five-door urban sub-compact receives an MSRP increase of \$65 or 0.4 percent.

Scion MSRPs do not include a delivery, processing and handling (DPH) fee of \$720. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

2011 Lexus Price Adjustments

The Lexus price adjustments range from \$600 for the GX 460 luxury utility vehicle to \$900 for the IS F high-performance sedan, LS flagship luxury sedans, GS 450h hybrid luxury sport sedan and LX 570 premium luxury utility vehicle. The model-by-model adjustment reflects individual percentage increases ranging from 0.8 to 2.1 percent.

The new prices will become effective for vehicles with scheduled May arrivals for all Lexus vehicles except North American-built RX units which will have its pricing change effective with May production. A complete list of model-by-model price adjustments is below.

Lexus MSRPs do not include a delivery, processing and handling fee of \$875.

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com>.

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2011 TOYOTA/SCION/LEXUS PRICING 3-3-3

TOYOTA 2011 MY	MODEL CODE	SERIES	DESCRIPTION	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	NEW MSRP
2011	8642	4RUNNER	2WD 4-DOOR (V6)	\$29,705.00	600	2.0%	\$30,305.00
2011	8648	4RUNNER	2WD 4-DOOR (V6)	\$37,800.00	600	1.6%	\$38,400.00
2011	8664	4RUNNER	4WD 4-DOOR (V6)	\$31,445.00	600	1.9%	\$32,045.00
2011	8668	4RUNNER	4WD 4-DOOR (V6)	\$39,835.00	600	1.5%	\$40,435.00
2011	8670	4RUNNER	4WD 4-DOOR (V6)	\$35,955.00	600	1.7%	\$36,555.00
2011	3544	AVALON	4-DR SEDAN	\$32,595.00	600	1.8%	\$33,195.00
2011	3554	AVALON	4-DR SEDAN	\$35,835.00	600	1.7%	\$36,435.00
2011	2513	CAMRY	4-DOOR SEDAN (L4)	\$19,820.00	375	1.9%	\$20,195.00
2011	2514	CAMRY	4-DOOR SEDAN (L4)	\$20,870.00	375	1.8%	\$21,245.00
2011	2531	CAMRY	4-DOOR SEDAN (L4)	\$21,275.00	375	1.8%	\$21,650.00
2011	2532	CAMRY	4-DOOR SEDAN (L4)	\$22,325.00	375	1.7%	\$22,700.00
2011	2540	CAMRY	4-DOOR SEDAN (L4)	\$26,350.00	375	1.4%	\$26,725.00
2011	2545	CAMRY	4-DOOR SEDAN (L4)	\$22,590.00	375	1.7%	\$22,965.00
2011	2546	CAMRY	4-DOOR SEDAN (L4)	\$23,590.00	375	1.6%	\$23,965.00
2011	2550	CAMRY	4-DOOR SEDAN (V6)	\$26,265.00	375	1.4%	\$26,640.00
2011	2552	CAMRY	4-DOOR SEDAN (V6)	\$24,990.00	375	1.5%	\$25,365.00
2011	2554	CAMRY	4-DOOR SEDAN (V6)	\$29,470.00	375	1.3%	\$29,845.00
2011	2560	CAMRY	4-DOOR SEDAN (HYBRID)	\$26,675.00	375	1.4%	\$27,050.00
2011	1831	COROLLA	BASE MT	\$15,600.00	300	1.9%	\$15,900.00
2011	1832	COROLLA	BASE AT	\$16,400.00	300	1.8%	\$16,700.00
2011	1833	COROLLA	S MT	\$17,470.00	300	1.7%	\$17,770.00
2011	1834	COROLLA	S AT	\$18,300.00	300	1.6%	\$18,600.00
2011	1838	COROLLA	LE AT	\$17,300.00	300	1.7%	\$17,600.00
2011	4702	FJ CRUISER	4X2 SUV	\$25,290.00	500	2.0%	\$25,790.00
2011	4703	FJ CRUISER	4X4 SUV	\$26,470.00	500	1.9%	\$26,970.00
2011	4704	FJ CRUISER	4X4 SUV	\$26,880.00	500	1.9%	\$27,380.00
2011	6942	HIGHLANDER	Base 4x2 L4	\$27,540.00	550	2.0%	\$28,090.00
2011	6943	HIGHLANDER	SE 4X2 L4	\$32,145.00	550	1.7%	\$32,695.00
2011	6946	HIGHLANDER	Base 4X2 V6	\$28,695.00	550	1.9%	\$29,245.00
2011	6948	HIGHLANDER	Base 4X4 V6	\$30,145.00	550	1.8%	\$30,695.00
2011	6951	HIGHLANDER	SE 4X2 V6	\$33,300.00	550	1.7%	\$33,850.00
2011	6953	HIGHLANDER	SE 4X4 V6	\$34,750.00	550	1.6%	\$35,300.00
2011	6954	HIGHLANDER	Limited 4X2 V6	\$35,045.00	550	1.6%	\$35,595.00
2011	6956	HIGHLANDER	Limited 4X4 V6	\$36,495.00	550	1.5%	\$37,045.00
2011	6964	HIGHLANDER HYBRID	4X4 V6 with 3rd row	\$37,490.00	650	1.7%	\$38,140.00
2011	6966	HIGHLANDER HYBRID	4X4 V6 LTD with 3rd row	\$43,145.00	650	1.5%	\$43,795.00
2011	6156	LAND CRUISER	4X4 WAGON (V8)	\$68,020.00	900	1.3%	\$68,920.00
2011	1931	MATRIX	BASE MT	\$18,545.00	300	1.6%	\$18,845.00
2011	1932	MATRIX	BASE AT	\$19,385.00	300	1.5%	\$19,685.00
2011	1933	MATRIX	S MT	\$19,265.00	300	1.6%	\$19,565.00
2011	1934	MATRIX	S 4x2 5AT	\$20,455.00	300	1.5%	\$20,755.00
2011	1938	MATRIX	S 4x4 4AT	\$21,415.00	300	1.4%	\$21,715.00
2011	1221	PRIUS	5-DOOR SEDAN	\$21,650.00	470	2.2%	\$22,120.00
2011	1223	PRIUS	5-DOOR SEDAN	\$23,050.00	470	2.0%	\$23,520.00
2011	1225	PRIUS	5-DOOR SEDAN	\$24,050.00	470	2.0%	\$24,520.00
2011	1227	PRIUS	5-DOOR SEDAN	\$26,850.00	470	1.8%	\$27,320.00
2011	1229	PRIUS	5-DOOR SEDAN	\$28,320.00	470	1.7%	\$28,790.00

2011 TOYOTA/SCION/LEXUS PRICING 4-4-4-4

MY	MODEL CODE	SERIES	DESCRIPTION	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	NEW MSRP
2011	4430	RAV4	4X2 BASE	\$22,025.00	450	2.0%	\$22,475.00
2011	4431	RAV4	4X2 BASE V6	\$24,060.00	450	1.9%	\$24,510.00
2011	4432	RAV4	4X4 BASE	\$23,425.00	450	1.9%	\$23,875.00
2011	4433	RAV4	4X4 BASE V6	\$25,460.00	450	1.8%	\$25,910.00
2011	4440	RAV4	4X2 SPORT	\$23,725.00	450	1.9%	\$24,175.00
2011	4441	RAV4	4X2 SPORT V6	\$25,655.00	450	1.8%	\$26,105.00
2011	4442	RAV4	4X4 SPORT	\$25,125.00	450	1.8%	\$25,575.00
2011	4443	RAV4	4X4 SPORT V6	\$27,055.00	450	1.7%	\$27,505.00
2011	4450	RAV4	4X2 LIMITED	\$25,015.00	450	1.8%	\$25,465.00
2011	4451	RAV4	4X2 LIMITED V6	\$26,935.00	450	1.7%	\$27,385.00
2011	4452	RAV4	4X4 LIMITED	\$26,405.00	450	1.7%	\$26,855.00
2011	4453	RAV4	4X4 LIMITED V6	\$28,335.00	450	1.6%	\$28,785.00
2011	7916	SEQUOIA	SV8 4x2	\$40,030.00	900	2.2%	\$40,930.00
2011	7917	SEQUOIA	LV8 4x2	\$40,655.00	900	2.2%	\$41,555.00
2011	7918	SEQUOIA	SV8 4x4	\$43,255.00	900	2.1%	\$44,155.00
2011	7919	SEQUOIA	LV8 4x4	\$43,880.00	900	2.1%	\$44,780.00
2011	7927	SEQUOIA	LV8 4x2	\$50,140.00	900	1.8%	\$51,040.00
2011	7929	SEQUOIA	LV8 4x4	\$53,365.00	900	1.7%	\$54,265.00
2011	7931	SEQUOIA	LV8 4x2	\$57,180.00	900	1.6%	\$58,080.00
2011	7933	SEQUOIA	LV8 4x4	\$60,405.00	900	1.5%	\$61,305.00
2011	7940	SEQUOIA	LV8 4x4 FFV	\$43,880.00	900	2.1%	\$44,780.00
2011	7942	SEQUOIA	LV8 4x4 FFV	\$53,365.00	900	1.7%	\$54,265.00
2011	7944	SEQUOIA	LV8 4x4 FFV	\$60,405.00	900	1.5%	\$61,305.00
2011	5302	SIENNA	CARGO VAN (V6)	\$24,020.00	500	2.1%	\$24,520.00
2011	5312	SIENNA	7 PASSENGER VAN (L4)	\$24,560.00	500	2.0%	\$25,060.00
2011	5314	SIENNA	8 PASSENGER VAN (L4)	\$25,645.00	500	1.9%	\$26,145.00
2011	5328	SIENNA	7 PASSENGER VAN (V6)	\$25,800.00	500	1.9%	\$26,300.00
2011	5335	SIENNA	7 PASSENGER VAN (V6) (AUTO ACCESS SEAT)	\$35,435.00	500	1.4%	\$35,935.00
2011	5337	SIENNA	7 PASSENGER VAN (V6) (MOBILITY)	\$29,250.00	500	1.7%	\$29,750.00
2011	5338	SIENNA	8 PASSENGER VAN (V6)	\$29,200.00	500	1.7%	\$29,700.00
2011	5342	SIENNA	8 PASSENGER VAN (V6)	\$30,850.00	500	1.6%	\$31,350.00
2011	5345	SIENNA	7 PASSENGER VAN (V6) (AUTO ACCESS SEAT)	\$39,745.00	500	1.3%	\$40,245.00
2011	5347	SIENNA	7 PASSENGER VAN (V6) (MOBILITY)	\$33,980.00	500	1.5%	\$34,480.00
2011	5348	SIENNA	8 PASSENGER VAN (V6)	\$32,475.00	500	1.5%	\$32,975.00
2011	5356	SIENNA	7 PASSENGER VAN (V6)	\$38,800.00	500	1.3%	\$39,300.00
2011	5366	SIENNA	7 PASSENGER VAN (V6)	\$31,430.00	500	1.6%	\$31,930.00
2011	5376	SIENNA	7 PASSENGER VAN (V6)	\$34,815.00	500	1.4%	\$35,315.00
2011	5386	SIENNA	7 PASSENGER VAN (V6)	\$40,070.00	500	1.2%	\$40,570.00
2011	8202	TUNDRA 4x2	REG CAB 4.0L V6	\$23,935.00	500	2.1%	\$24,435.00
2011	8204	TUNDRA 4x2	REG CAB 4.0L V6 L/BED	\$24,265.00	500	2.1%	\$24,765.00
2011	8215	TUNDRA 4x2	DBL CAB 4.0L V6 TUN-GRADE	\$26,275.00	500	1.9%	\$26,775.00
2011	8222	TUNDRA 4x2	REG CAB 4.6L V8	\$25,135.00	500	2.0%	\$25,635.00

2011 TOYOTA/SCION/LEXUS PRICING 5-5-5-5

MY	MODEL CODE	SERIES	DESCRIPTION	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	NEW MSRP
2011	8228	TUNDRA 4x2	REG CAB 5.7L V8 L/BED	\$26,410.00	500	1.9%	\$26,910.00
2011	8239	TUNDRA 4x2	DBL CAB 4.6L V8 TUN-GRADE	\$26,420.00	500	1.9%	\$26,920.00
2011	8241	TUNDRA 4x2	DBL CAB 4.6L V8 TUN-GRADE	\$27,665.00	500	1.8%	\$28,165.00
2011	8245	TUNDRA 4x2	DBL CB 4.6L V8 TUN-GRADE L/B	\$28,655.00	500	1.7%	\$29,155.00
2011	8252	TUNDRA 4x2	DBL CAB 5.7L V8 LTD	\$36,860.00	500	1.4%	\$37,360.00
2011	8259	TUNDRA 4x2	C/MAX 4.6L V8 TUN-GRADE	\$29,245.00	500	1.7%	\$29,745.00
2011	8261	TUNDRA 4x2	C/MAX 5.7L V8 TUN-GRADE	\$30,490.00	500	1.6%	\$30,990.00
2011	8272	TUNDRA 4x2	CREWMAX 5.7L V8 LTD	\$39,395.00	500	1.3%	\$39,895.00
2011	8323	TUNDRA 4x4	REG CAB 5.7L V8	\$29,130.00	500	1.7%	\$29,630.00
2011	8324	TUNDRA 4x4	REG CAB 5.7L V8	\$29,130.00	500	1.7%	\$29,630.00
2011	8327	TUNDRA 4x4	REG CAB 5.7L V8 L/BED	\$29,460.00	500	1.7%	\$29,960.00
2011	8328	TUNDRA 4x4	REG CAB 5.7L V8 L/BED	\$29,460.00	500	1.7%	\$29,960.00
2011	8331	TUNDRA 4x4	DBL CAB 5.7L V8 TUN-GRADE	\$30,715.00	500	1.6%	\$31,215.00
2011	8335	TUNDRA 4x4	DBL CB 4.6L V8 TUN-GRADE L/B	\$31,705.00	500	1.6%	\$32,205.00
2011	8339	TUNDRA 4x4	DBL CAB TUN-GRADE	\$29,470.00	500	1.7%	\$29,970.00
2011	8341	TUNDRA 4x4	DBL CAB 4.6L V8 TUN-GRADE	\$30,715.00	500	1.6%	\$31,215.00
2011	8345	TUNDRA 4x4	DBL CB 4.6L V8 TUN-GRADE L/B	\$31,705.00	500	1.6%	\$32,205.00
2011	8352	TUNDRA 4x4	DBL CAB 5.7L V8 LTD	\$39,920.00	500	1.3%	\$40,420.00
2011	8354	TUNDRA 4x4	DBL CAB 5.7L V8 LTD	\$39,920.00	500	1.3%	\$40,420.00
2011	8359	TUNDRA 4x4	C/MAX 4.6L V8 TUN-GRADE	\$32,295.00	500	1.5%	\$32,795.00
2011	8361	TUNDRA 4x4	C/MAX 5.7L V8 TUN-GRADE	\$33,540.00	500	1.5%	\$34,040.00
2011	8363	TUNDRA 4x4	C/MAX 5.7L V8 TUN-GRADE	\$33,540.00	500	1.5%	\$34,040.00
2011	8372	TUNDRA 4x4	CREWMAX 5.7L V8 LTD	\$42,455.00	500	1.2%	\$42,955.00
2011	8374	TUNDRA 4x4	CREWMAX 5.7L V8 LTD	\$42,455.00	500	1.2%	\$42,955.00
2011	2810	VENZA	4X2 L4	\$26,625.00	500	1.9%	\$27,125.00
2011	2812	VENZA	4X2 V6	\$28,450.00	500	1.8%	\$28,950.00
2011	2820	VENZA	4X4 L4	\$28,075.00	500	1.8%	\$28,575.00
2011	2822	VENZA	4X4 V6	\$29,900.00	500	1.7%	\$30,400.00
2011	1421	YARIS LIFTBACK	3DR 5M	\$12,955.00	200	1.5%	\$13,155.00
2011	1422	YARIS LIFTBACK	3DR 4ECT	\$13,755.00	200	1.5%	\$13,955.00
2011	1461	YARIS LIFTBACK	5DR 5M	\$13,255.00	200	1.5%	\$13,455.00
2011	1462	YARIS LIFTBACK	5DR 4ECT	\$14,055.00	200	1.4%	\$14,255.00
Scion 2011 MY	Model Code	Series	Description	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	NEW MSRP
2011	6232	xD	5-Dr. Hatchback	\$15,845.00	65	0.4%	\$15,910.00
2011	6233	xD	5-Dr. Hatchback	\$15,045.00	65	0.4%	\$15,110.00

Total Toyota/Scion Average Increase = 1.7 percent

2011 TOYOTA/SCION/LEXUS PRICING 6-6-6-6

MY	Model Code	Lexus Model	MSRP	MSRP INCREASE (\$)	MSRP INCREASE (%)	NEW MSRP
2011	9506	IS 250 4-DOOR SEDAN AWD	\$36,275	650	1.8	\$36,925.00
2011	9502	IS 250 4-DOOR SEDAN	\$33,815	650	1.9	\$34,465.00
2011	9501	IS 250 4-DOOR SEDAN MT	\$32,645	650	2.0	\$33,295.00
2011	9516	IS 350 4-DOOR SEDAN AWD	\$41,530	650	1.6	\$42,180.00
2011	9510	IS 350 4-DOOR SEDAN	\$39,070	650	1.7	\$39,720.00
2011	9522	IS 250C 2-DR. HARDTOP CONV.	\$41,560	800	1.9	\$42,360.00
2011	9521	IS 250C 2-DR. HARDTOP CONV. MT	\$40,390	800	2.0	\$41,190.00
2011	9530	IS 350C 2-DR. HARDTOP CONV.	\$45,840	800	1.7	\$46,640.00
2011	9550	IS-F 4-DOOR SEDAN	\$59,760	900	1.5	\$60,660.00
2011	9810	HS 250h 4-DOOR SEDAN PREMIUM	\$38,370	730	1.9	\$39,100.00
2011	9800	HS 250h 4-DOOR SEDAN	\$35,600	730	2.1	\$36,330.00
2011	9000	ES 350 4-DOOR SEDAN	\$36,025	700	1.9	\$36,725.00
2011	9340	GS 450h 4-DOOR SEDAN	\$58,050	900	1.6	\$58,950.00
2011	9320	GS 460 4-DOOR SEDAN	\$54,570	800	1.5	\$55,370.00
2011	9306	GS 350 4-DOOR SEDAN AWD	\$48,050	800	1.7	\$48,850.00
2011	9300	GS 350 4-DOOR SEDAN	\$46,100	800	1.7	\$46,900.00
2011	9140	LS 600h L 4-DOOR SEDAN	\$111,350	900	0.8	\$112,250.00
2011	9126	LS 460L 4-DOOR SEDAN AWD	\$74,080	900	1.2	\$74,980.00
2011	9120	LS 460L 4-DOOR SEDAN	\$71,775	900	1.3	\$72,675.00
2011	9106	LS 460 4-DOOR SEDAN AWD	\$68,535	900	1.3	\$69,435.00
2011	9100	LS 460 4-DOOR SEDAN	\$66,230	900	1.4	\$67,130.00
2011	9444	RX 450h 5-DOOR SUV AWD	\$45,525	800	1.8	\$46,325.00
2011	9440	RX 450h 5-DOOR SUV FWD	\$43,935	800	1.8	\$44,735.00
2011	9424	RX 350 5-DOOR SUV AWD	\$39,775	700	1.8	\$40,475.00
2011	9420	RX 350 5-DOOR SUV FWD	\$38,375	700	1.8	\$39,075.00
2011	9710	GX 460 5-DOOR SUV PREMIUM	\$57,240	600	1.0	\$57,840.00
2011	9700	GX 460 5-DOOR SUV	\$52,445	600	1.1	\$53,045.00
2011	9620	LX 570 5-DOOR SUV	\$78,555	900	1.1	\$79,455.00

Total Lexus Average Increase = 1.7 percent