

Toyota Motor Corporation and its subsidiaries sold over 7.5 million passenger cars, trucks and buses worldwide under the Toyota, Scion, Lexus, Daihatsu and Hino brands in the fiscal year ended March 31, 2009. The company manufactures vehicles and related parts in 26 countries and regions throughout the world and sells them in approximately 170 countries and locations.



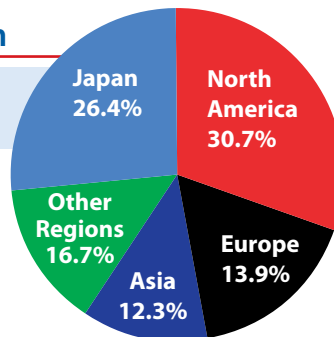
## A Commitment to Shareholder Value

Toyota's financial strategy is based on the maintenance of sound financials that allow long term, stable growth, with an emphasis on capital efficiency.

- Toyota declared an annual dividend payment of 100 Yen per share at the end of FY2009.
- Toyota has a dividend reinvestment program. Additional information may be found at: [www.adrbny.com](http://www.adrbny.com).
- Toyota is the only automaker with "Aa1" (Moody's) and "AA" (S&P) credit ratings.

## Sales By Region

Toyota's sales are well-balanced internationally.



## Consolidated Financial Highlights\*

Net Revenues (U.S. dollars in millions)	2008	2009
<b>Sales of Products</b>	\$247,734	\$195,192
<b>Financing Operations</b>	\$14,660	\$13,803
<b>Total Revenues</b>	<b>\$262,394</b>	<b>\$208,995</b>
<b>Costs and Expenses:</b>		
<b>Cost of Products Sold</b>	\$204,135	\$177,832
<b>Cost of Financing Operations</b>	\$10,660	\$10,052
<b>Selling, General &amp; Administrative</b>	\$24,938	\$25,805
<b>Total Costs and Expenses</b>	<b>\$239,733</b>	<b>\$213,688</b>
<b>Operating Income</b>	<b>\$22,661</b>	<b>(\$ 4,693)</b>
<b>Net Income</b>	<b>\$17,146</b>	<b>(\$4,448)</b>
<b>Net Income Per Share (Diluted)</b>	<b>\$5.39</b>	<b>(\$1.42)</b>
<b>Dividends Paid</b>	approx. \$2.00 per ADR**	
<b>Shares Outstanding</b>	3,447,997,492***	
<b>Approximate Market Capitalization (as of 10/26/09)</b>	<b>\$122.54 Billion</b>	

\* For the fiscal year ending March 31, 2008 and 2009. 2008 figures translated at a rate of 100.19 Japanese Yen to U.S. Dollar. 2009 figures translated at a rate of 98.23 Japanese Yen to U.S. Dollar  
 \*\* Dividends paid in July and December  
 \*\*\* Includes 312,115,017 held in treasury (as of 3/31/09)

## Economic Impact in North America

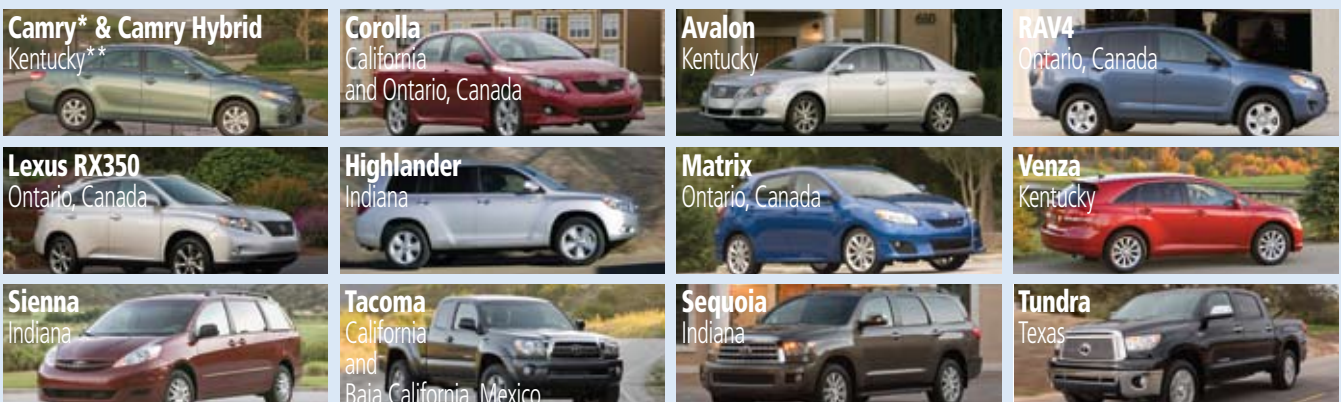
<b>Employment</b>	40,527 (direct)
<b>Direct Investment</b>	\$23.1 billion in plants and facilities throughout North America
<b>Indirect Impact</b>	Toyota operations are responsible for over 381,000 U.S. jobs* and \$24.8 billion in annual parts, materials, goods and services purchased from North American businesses, including vehicle parts and components from 500 suppliers.
<b>Production</b>	In 2008, Toyota produced 1.45 million cars and trucks and 1.29 million engines in North America.

\*2007 Center for Automotive Research study. Includes direct, dealer and supplier employees, and jobs created through their spending.

## North American Production

Toyota is committed to building vehicles where they are sold. Since the company began manufacturing in North America in 1986, Toyota has built more than 20 million vehicles here. Today, Toyota builds more vehicles in North America than any other international automaker.

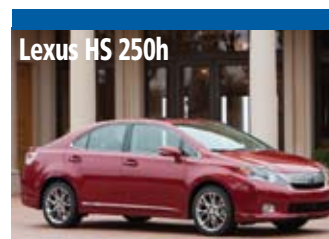
## 12 North American-built Models



\*Camry also built at Subaru of Indiana, Inc., Lafayette, Ind.  
 \*\*Includes Camry Hybrid since 2006

## Current North American Hybrid Lineup

Toyota has led the industry in developing and marketing fuel-efficient, environmentally-friendly vehicles, including more than 2 million hybrid vehicles sold worldwide.



## Next Generation Technologies

For over 70 years, Toyota's mission has been to contribute to society and the economy by producing high-quality products and services.

Through a commitment to sustainable mobility, Toyota has been one of the world's leading companies in tackling environmental challenges. Our efforts incorporate innovative products, technologies and energy solutions, partnerships and infrastructures that will help develop an economically vibrant mobile society in harmony with the environment.

While we are committed to hybrids as the core of our environmental technology developments, our R&D is far-reaching and includes plug-in hybrid vehicles, fuel-cell hybrids, electric vehicles and many others.

We are also committed to continuously reducing the environmental impact of our operations through sustainable manufacturing plants and processes worldwide.



Prepared in accordance with U.S. GAAP. Toyota Motor Corporation. Fiscal year ended March 31, 2009.

### Depository Bank:

The Bank of New York Mellon  
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