

**TOYOTA ANNOUNCES CUSTOMER SUPPORT PROGRAM
FOR 1995-2000 TACOMA PICKUPS**

TORRANCE, Calif., March 7, 2008 – Toyota Motor Sales (TMS) U.S.A., Inc. will launch a Customer Support Program to extend warranty coverage on certain 1995 through 2000 model year Tacoma truck frames.

Toyota has received reports regarding a small number of Tacoma vehicles exhibiting excessive corrosion of the frame, causing perforation of the metal. The frames of some vehicles may not have adequate corrosion protection. When exposed to severe environmental conditions, including accumulation of road salts, these vehicles may develop corrosion beyond normal surface rust commonly found on metal after years of exposure.

Instances of this condition are isolated and largely confined to states which use salt for winter de-icing of roads. However, to assure customers of its commitment to satisfaction, Toyota is extending a rust perforation warranty covering 1995 to 2000 Tacoma truck frames for a period of 15 years from original sale, with no mileage limitation, for corrosion damage resulting in perforation of the frame material.

Should a customer's vehicle experience this condition, they will be requested to present it to any Toyota dealer for inspection. Upon confirmation of rust perforation, Toyota will, at its option, repair or repurchase the vehicle. If it is determined that no rust perforation is present, the extended warranty will be in effect for 15 years from original sale.

It is important to note that this is not a recall or special service campaign. The extended frame corrosion warranty provides goodwill assistance to owners who have experienced, or may encounter, frame problems as a direct result of rust perforation. Owners will be notified by first class mail beginning mid-March 2008. Customers with questions or concerns should contact the Toyota Customer Experience Center at 1-800-331-4331.