

# TOYOTA CANADA INC.

## ANNOUNCES 2010 AWARD WINNERS

### Canadian Black Book's 5<sup>th</sup> Annual Retained Value Award

Toyota and Lexus models take top honours in 7

- Sub-compact: *Toyota Yaris*
- Full-size car: *Toyota Avalon*
- Entry luxury car: *Lexus IS Series*
- Full-size SUV: *Toyota Sequoia* (tie)
- Small pick-up: *Toyota Tacoma*
- Large pick-up: *Toyota Tundra*

### R.L POLK & Co. 14<sup>th</sup> Annual Automotive Loyalty Awards

- Toyota #1 in Overall Loyalty to Manufacturer
- Toyota #1 in Asian Market Loyalty to Make
- *Toyota Prius* #1 – mid-size/full-size car category
- *Lexus RX 350* #1 – mid-size/full-size SUV category

### CanadianDriver.com's "Top 20 Picks for 2010"

- 2010 *Lexus RX 45-h*
- 2010 *RAV4*

### ecoENERGY for Vehicle Awards

- 2010 *Toyota Prius* (10<sup>th</sup> year in a row)
- 2010 *Yaris Sedan & Hatchback* (5<sup>th</sup> year in a row)

### Insurance Institute for Highway Safety (IIHS)

- Highest Frontal Crash Test Rating – *Toyota 4Runner*
- 2010 *Corolla* is "Top Safety Pick"
- 2010 *Scion xB* is "Top Safety Pick"

### J.D. Power and Associates U.S. Vehicle Dependability Study

- Most Dependable Midsize Multi Activity Vehicle – *Highlander* (for 3<sup>rd</sup> consecutive year)
- Most Dependable Compact Car – *Prius* (for 3<sup>rd</sup> consecutive year)
- Most Dependable Large Multi Activity Vehicle – *Sequoia* (for 4<sup>th</sup> consecutive year)
- Most Dependable Large Pickup – *Tundra* (for 5<sup>th</sup> consecutive year)
- Most Dependable Midsize Premium Multi Activity Vehicle – *Lexus GX 470* (for 5<sup>th</sup> consecutive year)

### MotorWeek Driver's Choice Awards

- Best of the Year – *Toyota Prius*
- Best Eco-Friendly – *Toyota Prius*

### Consumers Digest Automotive Best Buy Awards

- Small Cars – *Toyota Corolla*
- Family Cars – *Toyota Camry*
- Hybrids – *Toyota Prius*

### Protégez-vous et APA (Association pour la protection des automobilistes) – Guide AUTOS 2010 (Meilleurs choix)

- Toyota "Best Picks" in each category:
  - Subcompact – *Toyota Yaris*
  - Compact – *Toyota Corolla, Toyota Matrix*
  - Intermediate – *Toyota Prius*
  - SUV – *Toyota RAV4, Toyota Highlander*

### 2010 Ward's Auto Interior of the Year Awards

- Hybrid car: *Lexus HS 250h*