



For Immediate Release

**LEXINGTON NONPROFIT WINS TOYOTA'S NATIONAL
100 CARS FOR GOOD PROGRAM**

Kentucky Blood Center Will Receive a New Toyota Vehicle to Transport Blood to Area Hospitals

Selected from Thousands of Applications Nationwide and Voted on by the Public on Facebook

NEW YORK – June 11, 2011 – Toyota is pleased to announce that Kentucky Blood Center, an organization in Lexington that provides life-saving blood products to patients in need, has been selected as a winner of Toyota's *100 Cars for Good* program. *100 Cars for Good* is a major new philanthropic initiative from the automaker that is awarding 100 cars to 100 U.S. nonprofits over the course of 100 days.

Kentucky Blood Center will receive a new Toyota Highlander SUV, which will be used to make timely and safe deliveries of blood samples to hospitals in the area. The organization was selected as one of 500 finalists from thousands of applications nationwide and picked as a winner through a public vote on Facebook. Runners-up in the program each receive \$1,000. Additional details on *100 Cars for Good* as well as information on all of the program's finalists are available at www.carsforgood.com.

"The outpouring of support and interest in the Toyota 100 Cars for Good program has been tremendous," said Jim Wiseman, Group Vice President of Toyota Motor North America, Inc. "It is amazing to see how this program has brought individuals, organizations and communities together. We are equally excited to see Kentucky Blood Center utilize its new vehicle to make an even greater impact in the community."

Public voting began on May 9 and continues for 100 consecutive days. Each day, five organizations are profiled on the 100 Cars for Good Facebook page and voters may vote for the nonprofit they feel is most deserving of the vehicle. A vehicle will be awarded each day through August 16. Voters may place one vote per day, each day, over the course of the program.

Toyota's *100 Cars for Good* program is a key part of the company's philanthropy efforts, which have contributed more than half a billion dollars to U.S. nonprofits since 1991. For more information on these commitments, please visit <http://www.toyota.com/about/philanthropy/>.

About Toyota

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. Toyota directly employs nearly 30,000 in the U.S. and its investment here is currently valued at more than \$18 billion, including sales and manufacturing operations, research and development, financial services and design.

Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than half a billion dollars to philanthropic programs in the U.S.

The company also participates extensively in efforts to aid those affected significantly by natural disasters and, most recently, has been a substantial participant in relief and recovery efforts for victims of the earthquakes and tsunami in Japan and tornadoes in the U.S.

For more information on Toyota's commitment to improving communities nationwide, please visit <http://www.toyota.com/community>.

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