

January 24, 2011

Toyota Announces Sales Results for 2010

Toyota City, Japan, January 24, 2011 — TOYOTA MOTOR CORPORATION (TMC) announced today its CY2010 sales results, described in the table below.

2010 Results

Unit: 1,000 vehicles; () indicates year-on-year difference

	Toyota	Daihatsu	Hino	Total
Japanese sales	1,566 (14%)	609 (2%)	29 (19%)	2,204 (10%)
Overseas sales	5,962 (6%)	175 (10%)	78 (42%)	6,214 (7%)
Worldwide sales	7,528 (8%)	783 (4%)	107 (35%)	8,418 (8%)

Notes: 1. Japanese sales include minivehicles and vehicles produced overseas.
2. Overseas sales based on TMC, Daihatsu Motor Co., Ltd. and Hino Motors, Ltd. data

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