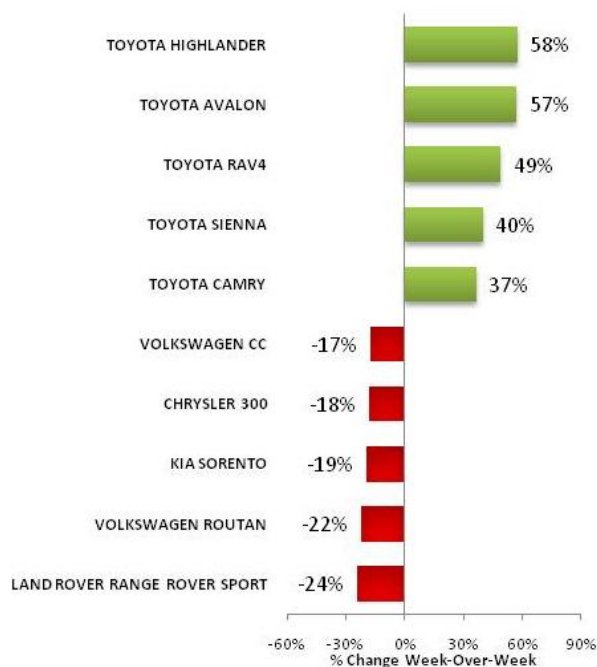


Kbb.com Hot Car Report

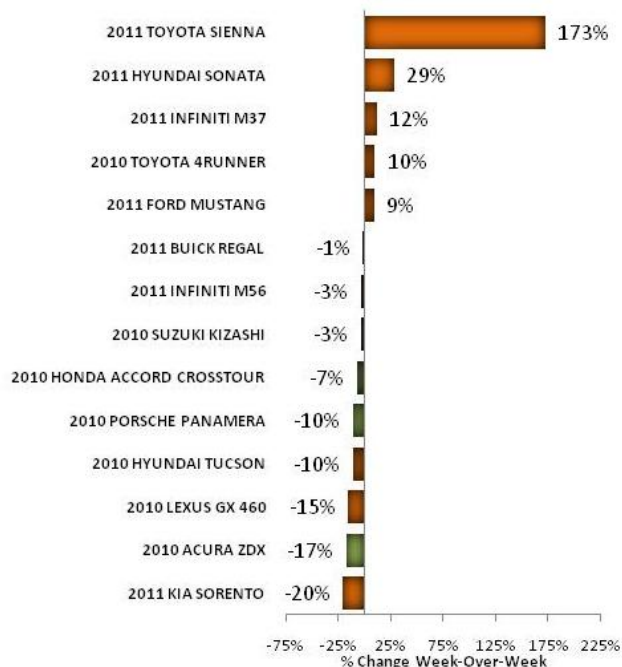
March 11, 2010 Edition

TOYOTA REBOUNDS!!!

Weekly Shopping Activity Growth
Top/Bottom 5 Models



Weekly Shopping Activity Growth
Intro and Redesigned Models



Summary:

The top models experiencing the greatest week-over-week change were all Toyota vehicles. The model witnessing the largest increase of shopper activity was the Highlander, increasing 57.6% week-over-week. The redesigned model generating the biggest change was the 2011 Toyota Sienna. This abrupt interest in Toyota can be attributed to the 0% APR for 60 months incentive that was announced on March 2, 2010.

Commentary:

While such shopper activity is great news indeed for Toyota, it seems only fair to remind everyone that this growth is in relation to a depth rarely experienced by this brand, due in part to the recall issues in the prior weeks. A big component for this growth, especially in such mainstream vehicles as the Camry and RAV4, are the announced incentives – a key motivator in Toyota's expected recovery. It pays to mention that their current recall issues are statistically small when compared to the millions of Toyotas on the road, and such deep incentives will reignite interest in vehicles that historically sold as fast as Toyota could supply. The Sienna is in many ways a big leap forward in the evolution of the minivan from "pariah" to "destination" and it bodes well for Toyota that there appears to be pent-up demand for such a dynamic minivan...no matter how strange those words seem to be side by side! Also worthy of mention is the strong interest in the 2011 Hyundai Sonata, which along with the new 2011 Hyundai Tucson, signals the end of the previously conceived notion that this brand is only a maker of well-warranted and well-priced vehicles that lack in emotion and style

- James Bell, executive market analyst, Kelley Blue Book's kbb.com