

NEWS FROM TOYOTA

TOYOTA TAKING MOTOR CITY COMIC CON “BACK TO THE FUTURE” WITH MOVIE-INSPIRED TACOMA TRUCK

NOVI, Mich., May 5, 2016 – Last October, the world celebrated the 30th anniversary of the beloved “Back to the Future” movie franchise. Toyota joined in the fun by unveiling a re-imagined version of Marty McFly’s dream truck, in the form of a new Toyota Tacoma, adorned in vintage aftermarket accessories.

This movie-inspired Tacoma will appear at Motor City Comic Con, May 13-15, at the Suburban Collection Showplace in Novi. The “Back to the Future” theme will be bolstered by the scheduled appearance of actress Lea Thompson, who played various incarnations of Lorraine McFly in all of the franchise’s films.

For the third consecutive year, Toyota headlines a list of sponsors ushering in the 27th anniversary of Michigan’s top comic/popular culture event. More than 50,000 visitors are expected to attend this year’s Comic Con.

The convention features numerous activities for fans of comic books, science fiction and movie and television entertainment. Daily activities include: costume contests, panel discussions, opportunities to meet an array of TV and movie actors and visit with some of the top comic book artists in the country. Motor City Comic Con also features several aisles of merchandise vendors, selling everything from rare comics to unique apparel.

“We are absolutely thrilled to be returning to Motor City Comic Con this year,” said Curt McAllister, Midwest Public Relations Manager for Toyota Motor North America. “This convention has the reputation of being one of the best events of its kind in the United States. Metro Detroit has also become a destination of sorts for comic and super hero fans, due in part to the success of ‘Batman vs. Superman: Dawn of Justice’ and the movie’s various local filming locations.”

On Saturday, May 14, Toyota will make a charitable contribution to Hero Initiative, a non-profit corporation dedicated strictly to helping comic book creators in need. Hero Initiative creates a financial safety net for yesterday’s creators who may need emergency medical aid, financial support for essentials of life, and an avenue back into the comic industry.

For more information about Motor City Comic Con, visit www.motorcitycomiccon.com.

About Toyota

Toyota (NYSE:TM), the world’s top automaker and creator of the Prius and Mirai fuel cell vehicle, is committed to building vehicles for the way people live through our Toyota, Lexus and Scion brands. Over the past 50 years, we’ve built more than 30 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 44,000 people (more than 34,000 in the U.S.). Our 1,800 North American dealerships (1,500 in the U.S.) sold more than 2.8 million cars and trucks (nearly 2.5 million in the U.S.) in 2015 – and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today.

Toyota partners with philanthropic organizations across the country, with a focus on education, safety and environment. As part of this commitment, we share the company's extensive know-how garnered from building great cars and trucks to help community organizations and other non-profits expand their ability to do good. For more information about Toyota, visit www.toyotaneewsroom.com.

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