

NEWS FROM TOYOTA

TOYOTA RETURNS AS MAJOR SPONSOR OF MOTOR CITY COMIC CON

Superhero-Influenced Highlander SUV Will Be On Display At Pop Culture Convention

NOVI, Mich., May 12, 2017 – Next weekend, Novi’s Suburban Collection Showplace will be filled with thousands of people dressed up as their favorite superheroes from the comic and cinematic universes, and Toyota wants to get in on the action.

To commemorate its fourth year as Motor City Comic Con’s official vehicle, Toyota will unveil a 2017 Highlander, wrapped in all the colors of a superhero outfit, while paying homage to the show’s roots, with logos and a silhouette of Detroit’s renowned skyline.

In its 28th year, Motor City Comic Con 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. Motor City Comic Con runs May 19-21.

Last year’s convention attracted more than 62,000 attendees, breaking the previous record, set in 2015, by more than 10,000 show goers.

“We are excited 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 earned the reputation of being one of the best events of its kind in the United States. Metro Detroit has also become a destination for legions of comic and superhero fans.”

On Saturday, May 20, 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), creator of the Prius and the Mirai fuel cell vehicle, is committed to advancing mobility through our Toyota and Lexus brands. Over the past 60 years, we’ve produced 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 (nearly 1,500 in the U.S.) sold almost 2.6 million cars and trucks (2.45 million in the U.S.) in 2016 – and about 85 percent of all Toyota vehicles sold over the past 15 years are still on the road today.

Toyota partners with community, civic, academic, and governmental organizations to address our society's most pressing mobility challenges. We share company resources and extensive know-how to support non-profits to help expand their ability to assist more people move more places. For more information about Toyota, visit www.toyotaneewsroom.com.

Contact:

Midwest Corporate Communications

Toyota Motor North America

Tel: (313) 259-4598

Email: curt_mcallister@toyota.com