

**For Immediate Release**

Media Contact: Justin Leach (310) 468-5332

## **TOYOTA ANNOUNCES RETURN OF DREAM CAR ART CONTEST Youth Invited to Draw “Dream Car” to Win Prizes and Possible Trip to Japan**

**TORRANCE, Calif., October 1, 2017** – Toyota Financial Services (TFS) announces its 7th year of hosting the worldwide Toyota Dream Car Art Contest in the United States, which is designed to inspire creativity in youth and encourage an interest in the automotive industry. Starting October 1, 2017 through January 31, 2018, U.S. youth, ages 4-15, can submit hand-drawn artworks featuring unique concepts of their “Dream Car.” Applicants are sorted into three age categories (under 8 years; 8-11 years; 12-15 years). Judging is based on three criteria: execution of concept; uniqueness; and artistry. For official rules and required entry forms, visit [www.TFSintheCommunity.com/DreamCar](http://www.TFSintheCommunity.com/DreamCar).



“For more than a decade, through the Toyota Dream Car Art Contest, children around the world have been painting, drawing and coloring their vision of what mobility will look like in the future,” said [Mike Groff, President & CEO of Toyota Financial Services](#). “Every year, I am truly impressed by how these kids envision the potential of vehicles to do more than simply move people, but to also help solve environmental and social problems. Their artwork is not just beautiful, it’s incredibly inspirational.”

In the spring of 2018, nine U.S. winners will be selected. Once accepted and awarded, their artwork will be submitted, along with entries from over 80 countries, for consideration in the World Contest. Thirty World Winners plus their parents or guardians receive a trip to Japan to participate in an awards ceremony in August 2018 during which four additional awards are announced per age category: Gold, Silver, Bronze, and Best Finalist.

As in years past, Toyota divisions and affiliates are encouraging young people across the country to participate. In addition, exhibitions featuring artwork by past U.S. Dream Car finalists are being displayed at the new Toyota headquarters in Plano, Texas and at [John Elway's Crown Toyota Scion](#) in Ontario, California.

**About Toyota Dream Car Art Contest:** Last year, over 830,000 entries from almost 80 countries were submitted by youth, ages 4-15, around the world to their local presentations of the Toyota Dream Car Art Contest. Of these, over 700 artworks were submitted for World Contest judging in Japan. The first global contest was held in 2004 by Toyota Motor Corporation in Japan with the dual goals of inspiring children to understand the importance of having a dream while, at the same time, encouraging them to become interested in cars by designing “Dream Cars” of their imagination. This year marks the 12<sup>th</sup> time that the World Contest has taken place, and is the 7<sup>th</sup> year of the National Contest in the U.S. that is run for Toyota by TFS.

--- MORE ---

**About Toyota Financial Services:** TFS is the finance and insurance brand for Toyota in the United States, offering retail auto financing and leasing through Toyota Motor Credit Corporation (TMCC) and Toyota Lease Trust, and extended service contracts through Toyota Motor Insurance Services (TMIS). Lexus Financial Services is the brand for financial products for Lexus dealers and customers. TFS currently employs approximately 3,100 associates nationwide, and has assets totaling over \$119 billion. It is part of a worldwide network of comprehensive financial services offered by Toyota Financial Services Corporation, a wholly-owned subsidiary of Toyota Motor Corporation. TFS announces material financial information using the investor relations section of its website ([www.toyotafinancial.com](http://www.toyotafinancial.com)) and SEC filings. These channels, press releases, and social media are used to communicate about the company, its services, and other issues. While not all information posted on social media is of a material nature, some information could be material. Therefore, those interested in the company are encouraged to review its posts on Twitter at [www.twitter.com/toyotafinancial](http://www.twitter.com/toyotafinancial). For more information, visit [www.toyotafinancial.com](http://www.toyotafinancial.com).

# # #