



For Immediate Release

Media Contact: Justin Leach (469) 486-9065

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

PLANO, Texas, September 26, 2018 – Toyota Financial Services (TFS) announces its 8th 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 Monday, October 1, 2018 through Thursday, January 31, 2019, 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.



Toyota is becoming a global mobility company that wants to create new and better ways for people to move around – whether that’s across the country, across town, or just across the living room. “Who better to imagine what that future might look like than our youth?” said Mark Templin, President & CEO of Toyota Financial Services. “After all, these children are the innovators of tomorrow -- the artists, engineers, and scientists.”

In the spring of 2019, nine U.S. winners will be selected. Once accepted and awarded, their artwork will be submitted, along with entries from over 76 countries, into the World Contest. Thirty (30) World Winners (each accompanied by a parent or guardian) receive a trip to Japan to participate in an awards ceremony in August 2019 during which 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.

About Toyota Dream Car Art Contest: Last year, over 650,000 entries were submitted worldwide by youth, ages 4-15, through local contests presented in 76 countries. The top nine (9) winners from each country were submitted to the World Contest in Japan. Thirty (30) World Winners were selected from this winners’ group of nearly 700 artworks. One of the 30 youth selected became the first U.S. recipient of a worldwide Bronze Award for her age category. 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 13th presentation of the World Contest and is the 8th year of the National Contest in the U.S. run for Toyota by TFS.

(MORE)

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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 nonprofits to help expand their ability to assist more people move more places. For more information about Toyota, visit www.toyotaneewsroom.com.

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