

For Immediate Release

**TOYOTA'S NATIONAL TEEN/PARENT SAFE DRIVING PROGRAM
TO SET "DRIVING EXPECTATIONS" IN ORANGE COUNTY**
Program Teaches Defensive Driving Techniques via Real World Scenarios

TORRANCE, CALIF. (September 28, 2006) – One of the most important events in a teenager's life is obtaining a driver's license. But while young drivers account for just 6.6 percent of licensed drivers nationally, they account for 14 percent of all fatal crashes. In California, nearly 20,000 teen drivers are injured or killed in automobile accidents every year.

Toyota Driving Expectations, a unique program designed to teach teens *and* parents about defensive driving techniques against a backdrop of real world scenarios, is coming to the Orange County area in an effort to help improve those odds. The free program will take place Friday Oct. 20 from 1:00 p.m. - 6:00 p.m. and Saturday/Sunday, Oct. 21-22, from 8:00 a.m. - 6:45 p.m. at Wild Rivers Water Park. Registration is available beginning on September 29 at www.toyotadrivingexpectations.com.

"Toyota is committed to providing teens with the tools they need to be better prepared on the road and to become better drivers," said Michael Rouse, Toyota's corporate manager of national philanthropy and community affairs. "Toyota Driving Expectations has been developed along with the National Safety Council to give teens and their parents a better understanding of real world occurrences, especially as they relate to distractions that take place during everyday driving. We feel so strongly about the program that we're currently offering it free-of-charge."

The National Safety Council has been involved with the Toyota program since its pilot in 2004 and has provided input on curriculum development. The program includes elements of the Council's signature driving programs including the Defensive Driving Course, Alive at 25 and Family Guide to Teen Drivers.

A unique aspect of Toyota Driving Expectations is that a parent or guardian must accompany the teen driver to the four-hour program. Parents and teens are split into separate groups for part of the course, allowing parents to learn about vehicle safety technology, defensive driving and how to design and set realistic expectations for their teen. The program concludes with teens and parents reuniting to develop a safe driving contract to be put into practice when the families return home.

Toyota Launches National Teen/Parent Driving Program 2-2-2

“Toyota Driving Expectations provides teens with important skill development opportunities while providing parents with the knowledge and tools to keep their teens safe,” said John Ulczycki, director of the Transportation Safety Group of the National Safety Council. “Teens will develop specific driving skills and a better understanding of how to deal with peer issues and situations that can affect their driving and lead to crashes. Parents will learn about the risks associated with teen drivers, how to better manage those risks and how to be an effective coach for their teen driver.”

Toyota Driving Expectations also goes beyond what is currently taught in typical driver training classes in order to help teens identify and react to dangerous driving situations. To better understand the critical relationship between distractions and reaction time, teens and parents navigate a driving course while drinking water, listening to loud music and talking on a cell phone. They also experience hard braking maneuvers on wet and dry pavement and maneuver through multiple slalom driving courses under the watchful eyes of professional drivers.

“Toyota has a long history of commitment to vehicle safety through product development and testing,” Rouse said. “However, the best safety device is an educated driver. This program allows Toyota to move beyond vehicle technology and offer teens, the knowledge and experience necessary to be safer drivers.”

About Toyota

Toyota (NYSE:TM) established operations in North America in 1957 and will operate 15 manufacturing plants in North America by 2008. There are more than 1,700 Toyota, Lexus and Scion dealerships in North America which sell more than 2.5 million vehicles a year. Toyota directly employs over 39,000 in North America and its investment here is currently valued at more than \$17 billion, including sales and manufacturing operations, research and development, financial services and design.

Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$29 billion. According to a 2005 Center for Automotive Research study, Toyota, along with its dealers and suppliers, has generated nearly 400,000 U.S. jobs, including jobs created through spending by direct, dealer and suppliers employees. The company's main Web site is <http://www.toyota.com>.

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