

[Reference Translation]

October 11, 2011

To Whom It May Concern:

Company Name: TOYOTA MOTOR CORPORATION

Name and Title of Representative:

Akio Toyoda, President

(Code Number: 7203 Securities exchanges throughout Japan)

Name and Title of Contact Person:

Naoki Kojima, General Manager, Accounting Division

(Telephone Number: 0565-28-2121)

Company Name: KANTO AUTO WORKS, LTD.

Name and Title of Representative:

Tetsuo Hattori, President

(Code Number: 7223 The First Sections of
the Tokyo Stock Exchange and the Nagoya Stock Exchange)

Name and Title of Contact Person:

Takayuki Ogawa,

General Manager, General Administration Division

(Telephone Number: 055-996-2180)

Notice Concerning the Name and President of the New Company Planned to be Formed by the Anticipated Integration of Kanto Auto Works, Ltd., Central Motor Co., and Toyota Motor Tohoku Corporation

Toyota Motor Corporation, and its subsidiaries, Kanto Auto Works, Ltd. ("Kanto Auto Works"), Central Motor Co., Ltd. ("Central Motor") and Toyota Motor Tohoku Corporation ("Toyota Tohoku") have tentatively decided the name and president of the new company planned to be formed by the anticipated integration of Kanto Auto Works, Central Motor and Toyota Tohoku.

For further information regarding these matters, please see the accompanying press release.

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October 11, 2011
Kanto Auto Works, Ltd.
Central Motor Co., Ltd.
Toyota Motor Tohoku Corporation
Toyota Motor Corporation

Tentative Decisions Regarding Company Name and President Made for New Company Planned Through Anticipated Integration of TMC's Three Tohoku-based Subsidiaries

Toyota Motor Corporation ("TMC") and subsidiaries Kanto Auto Works, Ltd. ("Kanto Auto Works"), Central Motor Co., Ltd. ("Central Motor"), and Toyota Motor Tohoku Corporation ("Toyota Tohoku") announce that today, the following matters regarding the new company to be formed by the anticipated merger and integration of the three Tohoku-based subsidiaries have been tentatively decided.

Company name (tentative): Toyota Motor East Japan, Inc.

Company president (tentative): TMC Senior Managing Officer Takeshi Shirane

Official decisions regarding the company name and president will be made following approval at general shareholders meetings of the three companies and the new company.

TMC and its subsidiaries, Kanto Auto Works, Central Motor and Toyota Tohoku, announced in July that they would begin discussions toward a proposed merger and integration of the three subsidiaries as part of a new corporate structure aimed at strengthening the Toyota group of companies' production structure in Japan. An integration committee formed by the three subsidiaries is considering further details.

The proposed president, TMC Senior Managing Officer Takeshi Shirane, will take part in the preparations for the merger and integration as chairman of the integration committee and is scheduled to officially take the helm after the new company is established in July 2012.

The anticipated merger and integration is based on TMC's strong belief that making Tohoku its third vehicle manufacturing hub in Japan after Chubu and Kyushu, as well as further solidifying and building on the independence of these three hubs, will further strengthen *monozukuri* (conscientious manufacturing) in Japan. The aim is to create a comprehensive automobile manufacturer that plans, develops and produces compact cars and also manufactures unit parts and supports overseas Toyota operations.

Contacts

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Public Relation Department, General Administration Division, Central Motor Co., Ltd.	+81-22-765-6369
Office of Human Resources and General Affairs, Corporate Planning Division, Toyota Motor Tohoku Corporation	+81-22-345-6717
Public Affairs Div., Toyota Motor Corporation	Tokyo: +81-3-3817-9929/9116