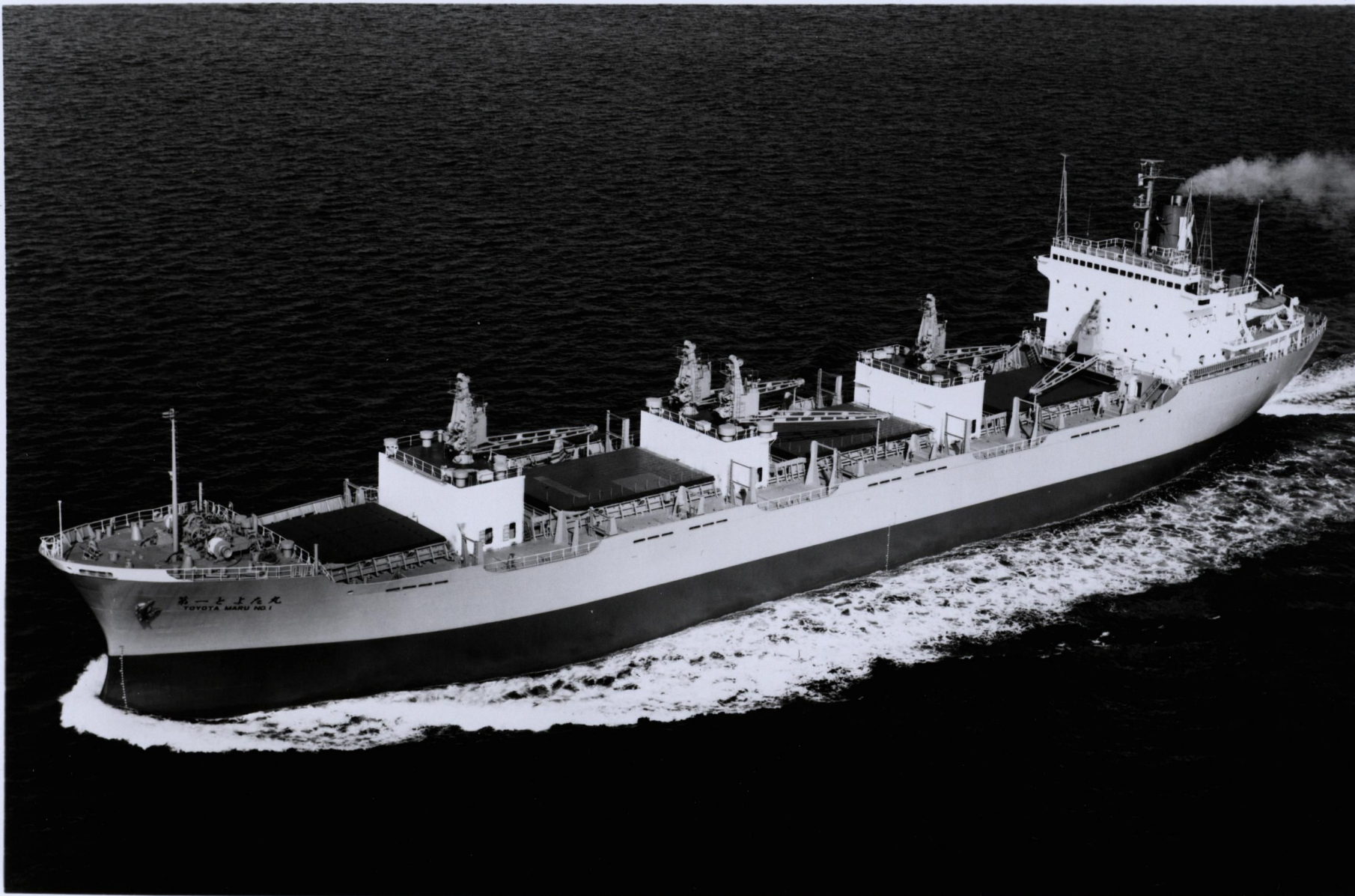


MAIDEN VOYAGE

TOYOTA MARU NO.1





MAIDEN VOYAGE -- The Toyota Maru No. 1, first in a fleet of five car carriers authorized for construction by Japan's Toyota Motor Company, arrived at the Port of Los Angeles on its maiden voyage on December 6. Commanded by Captain Toshio Kimishima, the 18,000 ton car carrier's cargo was 1,240 Toyotas -- 1,023 Coronas and 217 Corollas. The Toyota fleet is being constructed by the Kawasaki Dockyard Company in Japan. Kawasaki's shipping company will operate the Toyota fleet under cargo guarantees from Toyota.



"WORLD'S MOST MODERN" -- The main plant of Japan's giant Toyota Motor Company has been referred to as the "world's most modern" manufacturing facility by leading automotive authorities. It is at this plant that the Toyota passenger cars are produced. There are five other major manufacturing plants and a number of subsidiary companies comprising the Toyota Motor Company, Japan's No. 1 automobile manufacturer. The plant is located on 784 acres in Toyota City and features over six million square feet of buildings.



TOYOTA MOTOR SALES COMPANY PRESIDENT SHOTARO KAMIYA. Heading Toyota's sales organization since the company was founded in 1937, Mr. Kamiya has guided the company into becoming the world's third largest producer of commercial vehicles, the world's 28th largest foreign corporation, and Japan's largest automotive manufacturer.



EMBARKING -- 1,240 Toyota Coronas and Corollas are being embarked aboard the Toyota Maru No. 1 at the Port of Nagoya in Japan. The Toyota Maru No. 1 arrived at the Port of Los Angeles on its maiden voyage December 6 with the 1,023 Coronas and 217 Corollas in her holds.



DRIVE-ON, DRIVE-OFF facilities of the new fleet of Toyota car carriers speed up loading and off-loading of the ship's 1,200 car cargo. This loading and unloading procedure also substantially cuts possibility of marine damage that can result from cargo boom loading techniques, a Toyota spokesman reported. This picture was taken at the Port of Nagoya in Japan as the Toyota Maru No. 1 loaded its 1,240 car cargo for its maiden voyage to the Port of Los Angeles, arriving there on December 6.

NEWS RELEASE

**FROM TOYOTA
MOTOR U.S.A.**

JAPAN'S NO. 1 AUTOMOBILE MANUFACTURER

The Toyota fleet is being constructed by Japan's Kawasaki Dockyard Company and will be operated by Kawasaki's shipping company under cargo guarantees from Toyota.

The new Toyota ships will transport Toyota cars to the U.S. from Nagoya and will carry grains and

FIRST IN A FLEET OF TOYOTA CAR SHIPS ARRIVES AT PORT OF LOS ANGELES ON ITS MAIDEN VOYAGE

The 100 percent increase in Toyota's export
The first in a fleet of five car carriers authorized for construction by Japan's Toyota Motor Company -- Toyota Maru No. 1 -- arrived at the Port of Los Angeles on its maiden voyage December 6 with 1,240 cars embarked.

The initial shipment by Toyota to the U.S. in one of its own vessels was comprised of 1,023 Coronas and 217 Corollas.

As the Toyota Maru No. 1 slid comfortably into its berth at the Port of Los Angeles, launching ceremonies were being conducted simultaneously in Japan for the Toyota Maru No. 2.

A Toyota spokesman reported that Toyota's five-ship fleet of car carriers will all be in full operation by the end of 1969.

2/FIRST IN A FLEET OF TOYOTA CAR SHIPS ARRIVES

The Toyota fleet is being constructed by Japan's Kawasaki Dockyard Company and will be operated by Kawasaki's shipping company under cargo guarantees from Toyota.

The new Toyota ships will transport Toyota cars to the U.S. from Nagoya and will carry grains and coal on the homeward run.

The 100 percent increase in Toyota's export quota for the U.S. in 1969, previously announced by a company spokesman, will be made possible by a 40 percent production increase by the factory and by the additional shipment capability of the five new Toyota car carriers.

A Toyota spokesman reported that Toyota will retail approximately 70,000 cars in the United States during the 1968 calendar year and will be allocated between 140,000 and 150,000 units in 1969.

In September, Toyota passed West Germany's Opel to become the second largest selling import car in the U.S. At this time last year, the company ranked fifth among imports in the U.S. market.

The Toyota Maru No. 1, commanded by Captain

3/FIRST IN A FLEET OF TOYOTA CAR SHIPS ARRIVES

Toshio Kimishima, is an 18,000 ton vessel with a complement of 37 officers and crewmen.

The super car carrier is powered by one set of Kawasaki M.A.N. 2 cycle, single acting, cross head, exhaust-turbo supercharged diesel engines that give the ship a cruising speed of 15.5 knots.

NEWS RELEASE

**FROM TOYOTA
MOTOR U.S.A.**

JAPAN'S NO. 1 AUTOMOBILE MANUFACTURER

SHOTARO KAMIYA
President

Toyota Motor Sales, U.S.A., Inc.

Famous as Japan's "King of Sales," Toyota Motor Sales Company President Shotaro Kamiya is recognized as one of Japan's foremost sales executives.

He began his successful business career following graduation from Nagoya's Commercial School in 1917, when he joined the Mitsui Trading Company -- then Japan's largest commercial organization.

Mitsui subsequently transferred Mr. Kamiya to Seattle, Washington, for a year prior to assigning him to its European headquarters in London.

In London, Mr. Kamiya resigned from Mitsui to found the Kamiya Steel Company. He operated a number of small wholesale steel shops in the British capitol before returning to Japan in 1928.

Upon his return to Japan, Mr. Kamiya accepted a key sales position with General Motors.

Prior to resigning from General Motors, he had worked his way up to the post of Executive Advertising Manager,

2/SHOTARO KAMIYA, PRESIDENT

having held District and Regional Sales Manager posts.

Mr. Kamiya is credited with founding and building GM's vast Japanese retail sales organization in the Orient.

In 1937, Mr. Kamiya resigned from General Motors to join the fledgling Toyota Motor Company.

As the Toyota Motor Company grew under the joint stewardship of Kiichiro Toyoda and Mr. Kamiya, he became the head of the company's rapidly expanding sales organization.

Mr. Kamiya planned and built the current worldwide Toyota sales organization and, in 1950, when the Toyota Motor Sales Company was organized, he became its President -- the post he holds today.

Under his guidance, Toyota has become the world's third largest producer of commercial vehicles, the world's 28th largest foreign corporation, and Japan's largest automotive manufacturer.

NEWS RELEASE

**FROM TOYOTA
MOTOR U.S.A.**

2/THE TOYOTA MOTOR COMPANY

JAPAN'S NO. 1 AUTOMOBILE MANUFACTURER

To feed its plant assembly lines, the company has a number of subsidiary companies working at capacity to meet its ever-increasing needs.

Among these subsidiaries are Nippon Denso, manufacturing Toyota's electrical products; Aisin Seiki, manufacturing auto parts; Toyota Auto Body Company, producing car and truck body; THE TOYOTA MOTOR COMPANY makers of the Toyota van, station wagon and passenger car bodies.

The industrial giant that is now known as the Toyota Group had its beginning around the turn of the Century, when Sakichi Toyoda first attracted world attention with his invention of the automatic loom.

The production of automobiles began in 1935. Acceptance was instantaneous and by 1937 saw the establishment of the Toyota Motor Company under the presidency of Kiichiro Toyoda, Sakichi Toyoda's eldest son, who was a graduate engineer of Tokyo Imperial University.

From this humble beginning in 1937, the Toyota Motor Company has grown to rank as the world's 28th largest foreign corporation in Fortune magazine's annual Foreign Industrial Directory; Japan's No. 1 automobile manufacturer; and is the sixth largest passenger car producer in the world today.

2/THE TOYOTA MOTOR COMPANY

To feed its giant assembly lines, the company has a number of subsidiary companies working at capacity to meet its ever-increasing needs.

Among these subsidiaries are Nippon Denso, manufacturing Toyota's electrical products; Aisin Seiki, manufacturing auto parts; Toyota Auto Body Company, producing car and truck bodies; and Kanto Auto Works, makers of the Toyota van, station wagon and passenger car bodies.

With Toyota's expanding export market -- it now has dealer and service operations in 91 countries in both hemispheres.

In 1950, the sales department of the company was organized into a separate company -- Toyota Motor Sales Company, Ltd. -- to market the Toyota line of commercial, utility and passenger vehicles under the presidency of Shotaro Kamiya.

The 783-acre plant site of its main factory is located in the suburbs of Nagoya, renamed Toyota City from Koromo City by the City Assembly in 1960. Toyota City, long recognized as the "Detroit of the Orient," recently established a sister city affiliation with Detroit as Nagoya did with Los Angeles.

3/THE TOYOTA MOTOR COMPANY

Members of the Toyoda family are still active in the business. Eiji Toyoda, a nephew of Sakichi Toyoda and a Tokyo University engineer graduate, was elected President of the Toyota Motor Company in October 1967.

Shoichiro Toyoda, holder of a PhD in engineering from Nagoya University, the eldest son of Kiichiro Toyoda, is the Senior Managing Director of the Toyota Motor Company.

Shotaro Kamiya, President of Toyota Motor Sales Company since its inception in 1950, started as a young man in the Mitsui Bussan organization and gained his automobile experience with General Motors of Japan. He joined the Toyota Motor Company when it was founded in 1937.

NOTE - the original family name was Toyoda, but for simplicity's sake in the written Japanese language, it was changed to Toyota for the brand name. Thus, like Ford, which is a family name, the Toyota name is used.

TOYOTA

MOTOR SALES, U.S.A., INC.