



Toyota Motor North America, Inc.
6565 Headquarters Drive
Plano, TX 75024

November 7, 2022

VIA EMAIL

Ms. Laura Smith
Legal Director
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Dear Ms. Smith:

Thank you for your letter dated November 1, 2022, in which you identified a television commercial that you believe constitutes deceptive marketing. We would like to point out that the television commercial that you identified in your letter was not created by or for Toyota Motor Corporation or Toyota Motor North America ("Toyota"), but rather likely by one or a group of Toyota Dealer Associations, over which Toyota has no direction and/or control. As such, Toyota cannot speak to the allegation concerning this commercial.

Your letter also identified a Toyota Tweet from September 2022, which referenced how Toyota planned to showcase its innovation, leadership and "Made in America Story" at the Detroit Auto Show. We recognize that your letter did not directly take issue with this Tweet, but rather merely explained that the post may "bolster" the statement made by the dealer association television commercial. As I think you can appreciate, the intent of the Tweet (as well as what we believe would be the general takeaway of the post) is not that all Toyota products are 100% made in America, but rather merely to communicate that Toyota has an impressive story to tell about how and where its products are made.

Toyota is committed to publishing advertising that is honest and truthful, especially as it relates to claims relating to the origin of its products, and Toyota respects TINA's mission to protect consumers from false advertising and deceptive marketing. If you wish to discuss any of these issues further, please let me know and I would be happy to set up a call.

Sincerely,

A handwritten signature in black ink, appearing to read "Lesley Zurie".

Lesley Zurie

Managing Counsel – Marketing and Advertising