

## Toyota Canada Inc. – Awards and Accolades

Year	Who	What
2014	Interbrand Best Global Brands Top 100	<ul style="list-style-type: none"> <li>• Toyota #8 among all brands</li> <li>• Toyota #1 among automotive brands</li> </ul>
	2014 Vincentric Best Value in Canada (Consumer)	<ul style="list-style-type: none"> <li>• Best Value in Canada Award: Toyota (3 consecutive years)</li> <li>• Best Hybrid Brand in Canada</li> <li>• Compact Hybrid: Toyota Prius c</li> <li>• Large Sedan: Toyota Avalon (3 consecutive years)</li> <li>• Mid-Size Crossover: Toyota Highlander</li> <li>• Crossover Hybrid: Toyota Highlander Hybrid (3 consecutive years)</li> <li>• Mid-Size SUV: Toyota 4Runner (3 consecutive years)</li> <li>• Large SUV: Toyota Sequoia (3 consecutive years)</li> <li>• Compact Pickup: Toyota Tacoma (3 consecutive years)</li> <li>• Premium Mid-Size Hybrid: Lexus ES 300h (2 consecutive years)</li> <li>• Micro: Scion iQ (2 consecutive years)</li> </ul>
	2014 Vincentric Best Fleet Value in Canada Awards	<ul style="list-style-type: none"> <li>• Best Passenger Fleet Value in Canada Award : Toyota (3 consecutive years)</li> <li>• Best Hybrid Fleet Brand in Canada: Toyota (2 consecutive years)</li> <li>• Subcompact: 2014 Toyota Yaris CE</li> <li>• Compact Hybrid: 2014 Toyota Prius c</li> <li>• Mid-Size Sedan: 2014 Toyota Camry LE</li> <li>• Mid-Size Sedan, Hybrid: 2014 Toyota Camry Hybrid LE (2 consecutive years)</li> <li>• Mid-Level Compact Crossover: 2014 Toyota RAV4 LE</li> <li>• Crossover Hybrid: 2014 Toyota Highlander Hybrid LE (2 consecutive years)</li> <li>• Large SUV: 2014 Toyota Sequoia SR5</li> <li>• Compact Pick: Toyota Tacoma 4x2</li> </ul>
	J.D. Power and Associates 2014 Initial Quality Study <sup>SM</sup>	<ul style="list-style-type: none"> <li>• Platinum Plant Quality Award: TMMC Cambridge South Plant</li> <li>• Compact Premium Car: 2014 Lexus ES</li> </ul>
	AutoNerve Magazine's 2014 Chinese-Canadian Consumers Top 10 Car Choice Awards	<ul style="list-style-type: none"> <li>• 2014 Toyota Corolla</li> <li>• 2014 Lexus IS</li> </ul>
	Kelley Blue Book's "10 Best Green Cars of 2014"	<ul style="list-style-type: none"> <li>• 2014 Toyota Prius (#3)</li> <li>• 2014 Lexus ES 300h (#9)</li> </ul>
	Harris Decima "Brand of the Year" Award in 2013 Harris Poll Canada EquiTrend Study	<ul style="list-style-type: none"> <li>• Automobile Category: Toyota (3 consecutive years)</li> </ul>
	2014 Reader's Digest Trusted Brand <sup>TM</sup> Survey	<ul style="list-style-type: none"> <li>• Most Trustworthy Passenger Car Brand: Toyota Brand (6 consecutive Year)</li> <li>• Hybrid Car Manufacturer: Toyota (4 consecutive years)</li> </ul>
	2014 Consumer Reports' Car Brand Report Cards	<ul style="list-style-type: none"> <li>• Top Overall Score: Lexus</li> <li>• Top 10: Toyota (tied #4)</li> </ul>
	2014 Automotive Science Group Best 5 All-Around Performance	<ul style="list-style-type: none"> <li>• 2014 Mini-Compact Cars: Toyota Yaris and Scion iQ</li> <li>• 2014 Compact Cars: Toyota Prius c</li> <li>• 2014 Mid-Size Cars: Toyota Prius Plug-in Hybrid and Prius Hybrid</li> </ul>
2014 Automotive Science Group Best All-Around	<ul style="list-style-type: none"> <li>• 2014 Wagons: Toyota Prius v</li> <li>• 2014 Mid-Size Trucks – Extended Cab: Toyota Tacoma</li> </ul>	

Performance	<ul style="list-style-type: none"> <li>2014 Mid-Size Trucks – Crew Cab: Toyota Tacoma</li> </ul>
J.D. Power and Associates 2014 U.S. Vehicle Dependability Study	<ul style="list-style-type: none"> <li>Compact Multi Purpose Vehicle: 2011 Scion xB</li> <li>Compact Premium Car: 2011 Lexus ES 350</li> <li>Large Premium Car: 2011 Lexus LS</li> <li>Midsize Car: 2011 Toyota Camry</li> <li>Minivan: 2011 Toyota Sienna</li> <li>Midsize Premium Car: 2011 Lexus GS</li> <li>Midsize Premium Crossover SUV: 2011 Lexus RX</li> <li>Lexus Brand (3 consecutive years)</li> </ul>
NRCan list of Most Fuel-Efficient Vehicles for Model Year 2014	<ul style="list-style-type: none"> <li>Compact Car: Toyota Prius c</li> <li>Mid-Size Car: Toyota Prius</li> <li>Mid-Size Station Wagon: Toyota Prius v</li> <li>Small Pickup Truck: Toyota Tacoma</li> <li>Sport Utility Vehicle: Toyota Highlander Hybrid</li> <li>Minicompact Car: Scion iQ</li> </ul>
2014 Insurance Institute for Highway Safety (IIHS) Safety Ratings - “Top Safety Pick” Awards	<ul style="list-style-type: none"> <li>2014 Toyota Prius (TSP+)</li> <li>2014 Toyota Camry</li> <li>2014 Toyota Highlander (TSP+)</li> <li>2014/2015 Scion FR-S</li> <li>2014 Scion tC</li> </ul>
2013 J.D. Power and Associates Customer Service Index (CSI) Study	<ul style="list-style-type: none"> <li>Lexus (Highest ranked luxury brand)</li> </ul>
2014 Automotive Science Group Best All-Around Performance	<ul style="list-style-type: none"> <li>2014 Wagons: Toyota Prius v</li> <li>2014 Mid-Size Trucks – Extended Cab: Toyota Tacoma</li> <li>2014 Mid-Size Trucks – Crew Cab: Toyota Tacoma</li> </ul>
2014 Kelley Blue Book 5-Year Cost to Own Awards	<ul style="list-style-type: none"> <li>Best Luxury Brand: Lexus</li> <li>Best Compact Car: 2014 Toyota Corolla</li> <li>Best High-End Luxury Car: 2014 Lexus LS</li> <li>Best Hybrid/Alternative Energy Car: 2014 Toyota Prius c</li> <li>Best Hybrid SUV/Crossover: 2014 Lexus RX 450h</li> <li>Best Mid-Size Pickup Truck: 2014 Toyota Tacoma</li> </ul>
2014 Best Resale Value Awards	<ul style="list-style-type: none"> <li>Best Full-Size Car: 2014 Toyota Avalon</li> <li>Best Entry-Level Luxury Car: 2014 Lexus ES 350</li> <li>Best High-End Luxury Car: 2014 Lexus LS 460</li> <li>Best Hybrid/Alternative Energy Car: 2014 Lexus ES 300h</li> <li>Best Mid-Size SUV/Crossover: 2014 Toyota FJ Cruiser</li> <li>Best Full-Size SUV/Crossover: 2014 Toyota Sequoia</li> <li>Best Luxury Mid-Size SUV/Crossover: 2014 Lexus GX 460</li> <li>Best Luxury Full-Size SUV/Crossover: 2014 Lexus LX 570</li> <li>Best Hybrid SUV/Crossover: 2014 Lexus RX 450h</li> <li>Best Mid-Size Pick-up Truck: 2014 Toyota Tacoma</li> <li>Best Full-Size Pick-up Truck: 2014 Toyota Tundra</li> <li>Best Minivan/Van: 2014 Toyota Sienna</li> </ul>
2014 Kelley Blue Book Resale Value Awards: Top Ten Cars	<ul style="list-style-type: none"> <li>2014 Toyota FJ Cruiser (#1)</li> <li>2014 Toyota Tacoma (#2)</li> <li>2014 Toyota 4Runner (#4)</li> <li>2014 Toyota Tundra (#5)</li> </ul>
2014 Kelley Blue Book’s Best Brand and Best Luxury Brand Awards	<ul style="list-style-type: none"> <li>Best Brand: Toyota (3 consecutive years)</li> <li>Best Luxury Brand: Lexus</li> </ul>
The National Highway Traffic Safety Administration (NHTSA) Five Star Overall Rating	<ul style="list-style-type: none"> <li>2015 Toyota Venza</li> <li>2015 Highlander and Highlander Hybrid</li> <li>2015 Lexus ES and ES Hybrid</li> <li>2015 Lexus IS</li> </ul>

		<ul style="list-style-type: none"> <li>• 2015 Lexus RX and RX Hybrid (AWD only)</li> <li>• 2015 Scion FR-S</li> <li>• 2015 Scion tC</li> </ul>
	2014 Canadian Black Book Best Retained Value Awards	<ul style="list-style-type: none"> <li>• Compact Car: Toyota Prius (2 consecutive years)</li> <li>• Full-Size Car: Toyota Avalon</li> <li>• Luxury Car: Lexus GS Series (3 consecutive years)</li> <li>• Mid-Size SUV: Toyota FJ Cruiser (4 consecutive years)</li> <li>• Small Pickup: Toyota Tacoma (5 consecutive years)</li> <li>• Full-Size Pickup: Toyota Tundra (5 consecutive years)</li> <li>• Full-Size SUV: Toyota Sequoia (4 consecutive years)</li> </ul>
	2014 ALG Residual Value Awards	<ul style="list-style-type: none"> <li>• Full-Size Car: Toyota Avalon (2 consecutive years)</li> <li>• Alt-Fuel Vehicle: Toyota Prius c</li> <li>• Mid-Size Utility Vehicle: Toyota Highlander</li> <li>• Full-Size Utility Vehicle: Toyota Sequoia (2 consecutive years)</li> <li>• Off-Road Utility Vehicle: Toyota FJ Cruiser (4 consecutive years)</li> <li>• Midsize Pickup: Toyota Tacoma (4 consecutive years)</li> <li>• Full-Size Pickup: Toyota Tundra (5 consecutive years)</li> <li>• Premium Full-Size Utility Vehicle: Toyota Landcruiser</li> </ul>
	Kelly Blue Book's 2014 Best Resale Value Awards for Luxury Brand	<ul style="list-style-type: none"> <li>• Lexus Brand (4<sup>th</sup> time overall)</li> <li>• 2014 Lexus ES 350</li> <li>• 2014 Lexus LS 460</li> <li>• 2014 Lexus ES 300h</li> <li>• 2014 Lexus GX 460</li> <li>• 2014 Lexus LX 570</li> <li>• 2014 Lexus RX 450h</li> </ul>
	Auto123.com 2014 Luxury Compact Car of the Year	<ul style="list-style-type: none"> <li>• Lexus IS</li> </ul>
	AJAC Best Luxury Car under \$50,000	<ul style="list-style-type: none"> <li>• 2014 Lexus IS</li> </ul>
	SEMA Hottest Sport Compact	<ul style="list-style-type: none"> <li>• Scion FR-S</li> </ul>
	The National Highway Traffic Safety Administration (NHTSA) five star overall top rating	<ul style="list-style-type: none"> <li>• 2014 Toyota Avalon</li> <li>• 2014 Toyota Camry</li> <li>• 2014 Toyota Camry Hybrid</li> <li>• 2014 Toyota Sienna</li> </ul>
	Green Car Journal's top 5 Green Cars for 2014	<ul style="list-style-type: none"> <li>• 2014 Toyota Corolla</li> </ul>
<b>2013</b>	L'Annual de L'automobile 2013 "Clefs d'Or"	<ul style="list-style-type: none"> <li>• Toyota Avalon</li> <li>• Toyota Sequoia</li> <li>• Scion FR-S</li> </ul>
	Le Guide de L'Auto 2013 "Best Buy"	<ul style="list-style-type: none"> <li>• Toyota Avalon (Full-Size Sedan)</li> </ul>
	Vincentric Best Value in Canada	<ul style="list-style-type: none"> <li>• Toyota (Passenger Car Brand)</li> <li>• Toyota Prius (Compact Hybrid)</li> <li>• Toyota Prius Plug-in Hybrid (Electric/Plug-in Hybrid)</li> <li>• Toyota Camry Hybrid (Mid-Size Sedan, Hybrid)</li> <li>• Toyota Avalon (Large Sedan)</li> <li>• Toyota Highlander Hybrid (Crossover, Hybrid)</li> <li>• Toyota 4Runner (Mid-Size SUV)</li> <li>• Toyota Sequoia (Large SUV)</li> <li>• Toyota Tacoma (Compact Pickup)</li> <li>• Lexus ES 350 (Premium, Mid-Size Sedan)</li> <li>• Lexus ES 300h (Premium, Mid-Size Sedan, Hybrid)</li> <li>• Lexus IS C Series (Premium Convertible)</li> <li>• Scion iQ (Micro)</li> </ul>

Kelly Blue Book "Top 10 Best Back to School Car of 2013"	<ul style="list-style-type: none"> <li>• Prius c</li> </ul>
2013 J.D. Power and Associates APPEAL Award	<ul style="list-style-type: none"> <li>• Lexus LS (Large Premium Car)</li> </ul>
2013 J.D. Power and Associates Initial Quality Study (IQS)	<ul style="list-style-type: none"> <li>• Lexus LS</li> </ul>
2013 Reader's Digest "Most Trusted Brand" in Canada	<ul style="list-style-type: none"> <li>• Toyota</li> </ul>
2013 Best Green Global Brand	<ul style="list-style-type: none"> <li>• Toyota</li> </ul>
BrandZ 2013 Top 100 Most valuable Global Brands	<ul style="list-style-type: none"> <li>• Toyota</li> <li>• Lexus (Top 10)</li> </ul>
2013 Chinese-Canadian Consumer Car Choice Top 10 (AutoNerveMagazine)	<ul style="list-style-type: none"> <li>• Lexus GS</li> <li>• Scion FR-S</li> </ul>
2013 J.D. Power and Associates Customer Service Index (CSI) Study	<ul style="list-style-type: none"> <li>• Lexus (Highest ranked luxury brand)</li> </ul>
News and World Report's Best Cars for Families	<ul style="list-style-type: none"> <li>• 2013 Toyota Prius (Best Hatchback for Families)</li> <li>• 2013 Highlander Hybrid (Best Hybrid SUV for Families)</li> </ul>
Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards	<ul style="list-style-type: none"> <li>• Toyota 4Runner</li> <li>• Toyota Avalon</li> <li>• Toyota Camry</li> <li>• Toyota Corolla</li> <li>• Toyota Highlander</li> <li>• Toyota Prius</li> <li>• Toyota Prius c</li> <li>• Toyota Prius v</li> <li>• Toyota RAV4</li> <li>• Toyota Sienna</li> <li>• Toyota Tundra</li> <li>• Toyota Venza</li> <li>• Toyota Yaris hatchback</li> <li>• Lexus CT 200h</li> <li>• Lexus ES 350</li> <li>• Lexus GS</li> <li>• Lexus RX</li> <li>• Scion FR-S</li> <li>• Scion tC</li> <li>• Scion xB</li> <li>• Scion xD</li> </ul>
ecoENERGY Awards	<ul style="list-style-type: none"> <li>• Toyota Prius v [Most Fuel-Efficient Station Wagon]</li> <li>• Toyota Tacoma 4X2 [Most Fuel-Efficient Pickup]</li> </ul>
2013 Canadian Black Book Retained Value Awards	<ul style="list-style-type: none"> <li>• Compact Car: Toyota Prius</li> <li>• Luxury Car: Lexus GS Series</li> <li>• Mid-Size SUV: Toyota FJ Cruiser</li> <li>• Full-Size Luxury SUV: Lexus LX 570</li> <li>• Small Pickup: Toyota Tacoma</li> <li>• Full-Size Pickup: Toyota Tundra</li> <li>• Minivan: Toyota Sienna</li> <li>• Full-Size SUV: Toyota Sequoia</li> </ul>
ALG Residual Value Awards	<ul style="list-style-type: none"> <li>• Toyota Avalon [Fullsize Car]</li> <li>• Toyota Sequoia [Fullsize Utility Vehicle]</li> <li>• Toyota Tacoma [Midsize Pickup]</li> <li>• Toyota Tundra [Fullsize Pickup]</li> </ul>

		<ul style="list-style-type: none"> <li>Lexus GS 350 [Premium Fullsize Car]</li> </ul>
	J.D. Power and Associates 2013 U.S. Vehicle Dependability Study	<ul style="list-style-type: none"> <li>Compact Car: 2010 Toyota Prius</li> <li>Compact Crossover SUV: 2010 Toyota RAV4</li> <li>Compact Multi Purpose Vehicle: 2010 Scion xB</li> <li>Entry Premium Car: 2010 Lexus ES 350</li> <li>Midsize Premium Crossover SUV: 2010 Lexus RX</li> <li>Midsize Van: 2010 Toyota Sienna</li> <li>Sub Compact Car: 2010 Scion xD</li> <li>Lexus Brand</li> </ul>
	Polk Longevity Claims	<ul style="list-style-type: none"> <li>Toyota Brand: "Over 80% of Toyotas sold in Canada in the last 20 years are still on the road today."</li> <li>Corolla: "Over 80% of Corollas sold in Canada in the last 20 years are still on the road today."</li> <li>RAV4: "More than 90% of RAV4s sold in the last 15 years are still on the road today."</li> </ul>
	AutoGuide.com Car of the Year Award	<ul style="list-style-type: none"> <li>Scion FR-S</li> </ul>
	Autos.ca 2013 Top Picks	<ul style="list-style-type: none"> <li>Sports Cars Low: Scion FR-S</li> </ul>
	Car and Driver Magazine 2013 10Best: Cars	<ul style="list-style-type: none"> <li>Scion FR-S</li> </ul>
	Cars.com 2013 Best of Year Award	<ul style="list-style-type: none"> <li>Scion FR-S</li> </ul>