



UK PRESS RELEASE

Toyota International Media Reception – Geneva Update

24 February 2009

As previously announced, new Prius will be making its European debut and there will be the world-reveal of a new European-built model at an international media reception hosted by Toyota the evening before the Geneva motor show press day. The presentations will be followed by a press conference with senior Toyota Motor Europe executives and the chief engineers responsible for both models.

Journalists planning their Geneva diary should note there will be no formal press conference on the Toyota stand during press day.

The media reception will include a buffet and the opportunity for informal interviews with Toyota executives.

Although this is an “open door” event, anyone planning to attend is kindly asked to register their intention by contacting Erica Haddon in the Toyota GB press office, via email at erica.haddon@tgb.toyota.co.uk.

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