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**PRESS RELEASE**

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July 6, 2009

Toyot<sup>®</sup> Proxes<sup>®</sup> A20<sup>™</sup> Selected as OE Tire on 2010 Prius V

CYPRESS, CALIFORNIA – Toyo Tire Holdings of Americas Inc. is proud to announce the all-season Proxes A20 has been selected as original equipment on the premium model 2010 Toyota Prius V.

The eco-friendly Proxes A20 offers lower rolling resistance while still maintaining wet and dry braking performance, which is important for safe driving. Prius V owners will also enjoy the quiet, comfortable ride and the handling performance of the Proxes A20.

The third-generation Prius sets new standards with increased fuel mileage (an EPA estimated city/highway of 51-mpg in the city, 48 highway, for a combined 50-mpg) and now boasts an increase of 24-horsepower resulting in better performance. A revamped exterior and a roomier interior make this the most stylish and technologically developed of the Prius vehicles. Toyo Tires' technically advanced Proxes A20, in a P215/45R17 87V size, provides the perfect base for the new Prius V.

In addition to the Prius V, Toyo Tires products are original equipment on other Toyota vehicles such as the Highlander Hybrid, Limited Grade, and the Camry. To learn more about the full line of innovative products from Toyo Tires, log on to [toyotires.com](http://toyotires.com). Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

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