



PRESS  
RELEASE

---

October 7, 2010

Toyotire U.S.A. Corp. to Increase Prices November 1

CYPRESS, CALIFORNIA -- Effective November 1, Toyotire U.S.A. Corp. will increase prices on passenger car, light truck, commercial truck tires by up to six-percent with in-line adjustments. The increase is due to rising raw material costs.

Toyotires 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 applications. Learn more at [www.toyotires.com](http://www.toyotires.com).

# # #

Media Contact: Jay Jones, TMC  
Tel. 949-851-6313  
[jay.jones@tmcauto.com](mailto:jay.jones@tmcauto.com)  
Media Site: <http://toyotires.mediaroom.com/>