

From: James George/=Admin/=Avalon/Toyota_NY.

Sent: 11/8/2007 1:40 PM.

To: [-] TMA Employees.

Cc: [-] .

Bcc: [-] .

Subject: TMA October Report.

Attached you will find an English and Japanese version of TMA's October report. The report reflects our most significant activities by each of our departments during the most recent month. Each activity is meant to align with TMA's overall mission, which is to create a better business environment in the US for Toyota. We accomplish this through various roles:

- *Antenna - Activities in which TMA gathers, synthesizes, and analyzes data in the surrounding environment that could impact our business and our corporate image
- *Messaging - Activities that strategically position TMA to deliver positive messages for Toyota
- *Risk Management - Activities to curb potential EA-related threats or enable us to act quickly as challenges arise
- *Sustainability - Activities that sustain or improve our leadership in environment, safety, or other sustainability issues

This report has been distributed to all TMA executive officers and will soon be posted on TMC's T-WAVE and TMA Live. Thank you to everyone for your coordinated efforts, and please let us know if you have any questions.

Corporate Planning Group
Toyota Motor North America