

# 2008 Year-End Press Meeting

-prepared in accordance with U.S. GAAP-

Toyota Motor Corporation

December 22, 2008

## Cautionary Statement with Respect to Forward-Looking Statements

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This presentation contains forward-looking statements that reflect Toyota's plans and expectations. These forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause Toyota's actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position expressed or implied by these forward-looking statements. These factors include: (i) changes in economic conditions and market demand affecting, and the competitive environment in, the automotive markets in Japan, North America, Europe and other markets in which Toyota operates; (ii) fluctuations in currency exchange rates, particularly with respect to the value of the Japanese yen, the U.S. dollar, the euro, the Australian dollar, the Canadian dollar and the British pound; (iii) Toyota's ability to realize production efficiencies and to implement capital expenditures at the levels and times planned by management; (iv) changes in the laws, regulations and government policies in the markets in which Toyota operates that affect Toyota's automotive operations, particularly laws, regulations and government policies relating to trade, environmental protection, vehicle emissions, vehicle fuel economy and vehicle safety, as well as changes in laws, regulations and government policies that affect Toyota's other operations, including the outcome of future litigation and other legal proceedings; (v) political instability in the markets in which Toyota operates; (vi) Toyota's ability to timely develop and achieve market acceptance of new products; and (vii) fuel shortages or interruptions in transportation systems, labor strikes, work stoppages or other interruptions to, or difficulties in, the employment of labor in the major markets where Toyota purchases materials, components and supplies for the production of its products or where its products are produced, distributed or sold.

A discussion of these and other factors which may affect Toyota's actual results, performance, achievements or financial position is contained in Toyota's annual report on Form 20-F, which is on file with the United States Securities and Exchange Commission.

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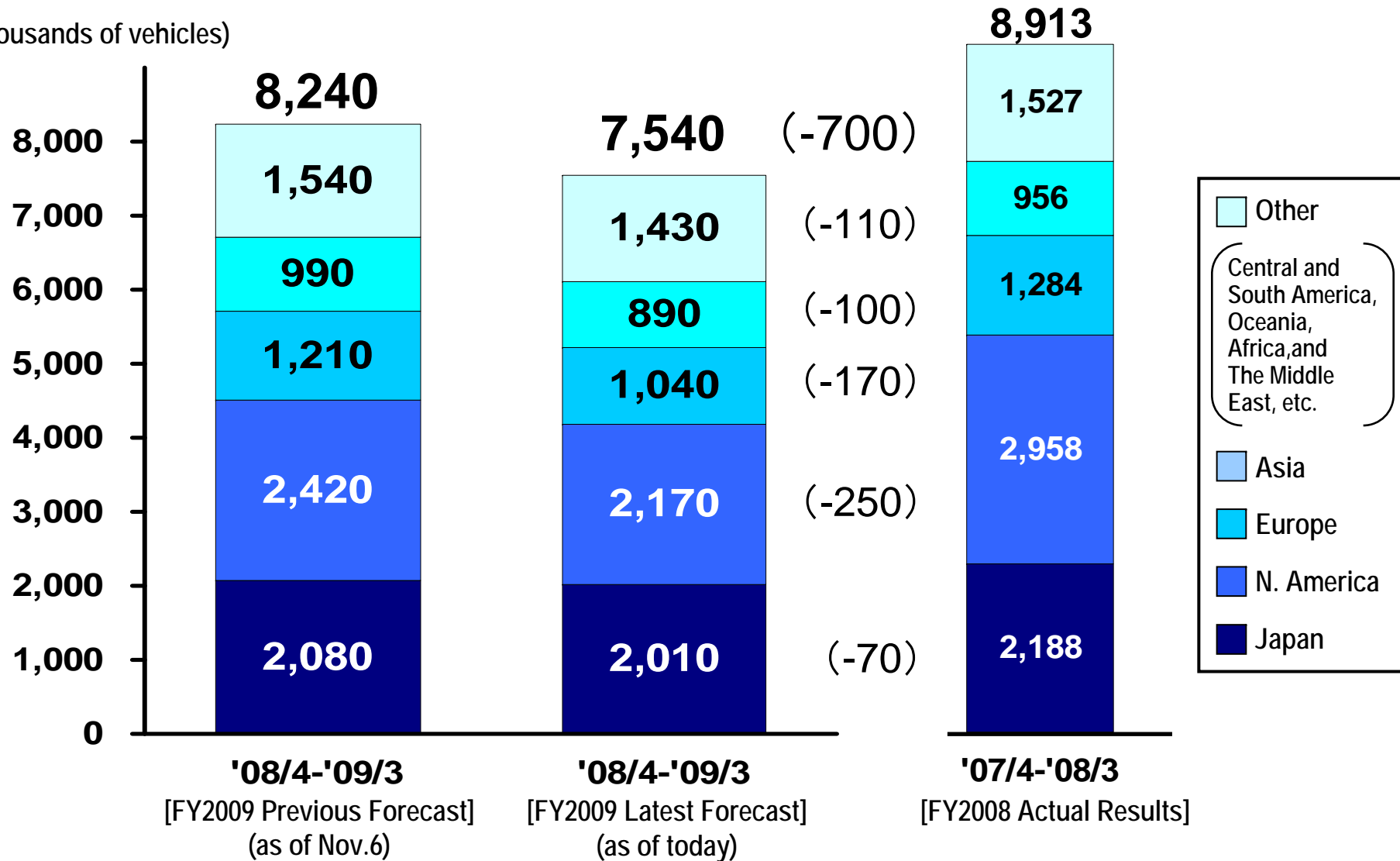
# Caution concerning Insider Trading

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Under Japanese securities laws and regulations (the "Regulations"), subject to certain exceptions, any person who receives certain material information relating to the business, etc., of Toyota which may be contained in this document is prohibited from trading in Toyota's shares or certain other transactions related to such shares (as set forth in the Regulations) until such material information is deemed to be made public. Under the Regulations, material information is deemed to be made public when (i) such material information is disclosed by ways of electromagnetic means as prescribed by the ordinance of the Cabinet Office (posting on the TDnet (Timely Disclosure Network) information service and ED-NET (Electronic Disclosure Network) information service ) or (ii) twelve (12) hours have elapsed since a listed company, such as Toyota, disclosed such material information to at least two (2) media sources as prescribed by the Regulations.

# FY2009 Forecasts: Consolidated Vehicle Sales

(thousands of vehicles)



# FY2009 Consolidated Forecasts

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	(billions of yen)			
	FY2009 Latest Forecast ( '08/4-'09/3)	FY2009 Previous Forecast ( '08/4-'09/3)	Change	FY2008 Actual Results ( '07/4-'08/3)
<b>Net Revenues</b>	21,500.0	23,000.0	-1,500.0	26,289.2
<b>Operating Income</b>	-150.0	600.0	-750.0	2,270.3
Income before income taxes, minority interest and equity in earnings of affiliated companies	-50.0	640.0	-690.0	2,437.2
<b>Net Income</b>	50.0	550.0	-500.0	1,717.8
<b>FOREX Rates</b>	\$ 100 yen*	103 yen	-3 yen	114 yen
	€ 143 yen*	146 yen	-3 yen	162 yen

\*FOREX rates assumptions for the second half: ¥ / \$=93, ¥ / €=123  
(For the period from '08/12 to '09/3:¥/\$=90, ¥/ €=120)

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# Analysis of FY2009 Consolidated Forecasts

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(billions of yen)

		Operating Income
FY2009 Previous Forecast('08/4 - '09/3)		600.0
Cost Reduction Efforts		80.0
Effects of FOREX Rates		-200.0
Effects of Marketing Activities		-570.0
Expenses, etc. (-60.0)	Decreases in Expenses	50.0
	Valuation Loss on interest rate swaps, etc	-110.0
Total		-750.0
FY2009 Latest Forecast('08/4 - '09/3)		-150.0

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# Analysis of FY2009 Consolidated Forecasts (Compared to FY2008 Actual Results)

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(billions of yen)

	Operating Income
FY2008 Actual Results('07/4 - '08/3)	2,270.3
Cost Reduction Efforts	20.0
Effects of FOREX Rates	-890.0
Effects of Marketing Activities	-1,180.0
Increases in Expenses	-370.3
Total	-2,420.3
FY2009 Latest Forecast('08/4 - '09/3)	-150.0

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# FY2009 Unconsolidated Forecasts (Japan GAAP) 8

(billions of yen)

	FY2009 Latest Forecast ( '08/4-'09/3)	FY2009 Previous Forecast ( '08/4-'09/3)	Change	FY2008 Actual Results ( '07/4-'08/3)
Net Sales	9,500.0	10,600.0	-1,100.0	12,079.2
Operating Income	-220.0	140.0	-360.0	1,108.6
Ordinary Income	220.0	600.0	-380.0	1,580.6
Net Income	220.0	510.0	-290.0	1,138.1

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