

FY2011 First Quarter Financial Results



Auris Hybrid

Toyota Motor Corporation
August 4, 2010

Cautionary Statement with Respect to Forward-Looking Statements

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, Asia 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) changes in funding environment in financial markets; (iv) Toyota's ability to realize production efficiencies and to implement capital expenditures at the levels and times planned by management; (v) 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 vehicle safety including remedial measures such as recalls, trade, environmental protection, vehicle emissions and vehicle fuel economy, as well as changes in laws, regulations and government policies that affect Toyota's other operations, including the outcome of current and future litigation and other legal proceedings government proceedings and investigations; (vi) political instability in the markets in which Toyota operates; (vii) Toyota's ability to timely develop and achieve market acceptance of new products that meet customer demand; (viii) any damage to Toyota's brand image; and (ix) 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.

Caution concerning Insider Trading

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.

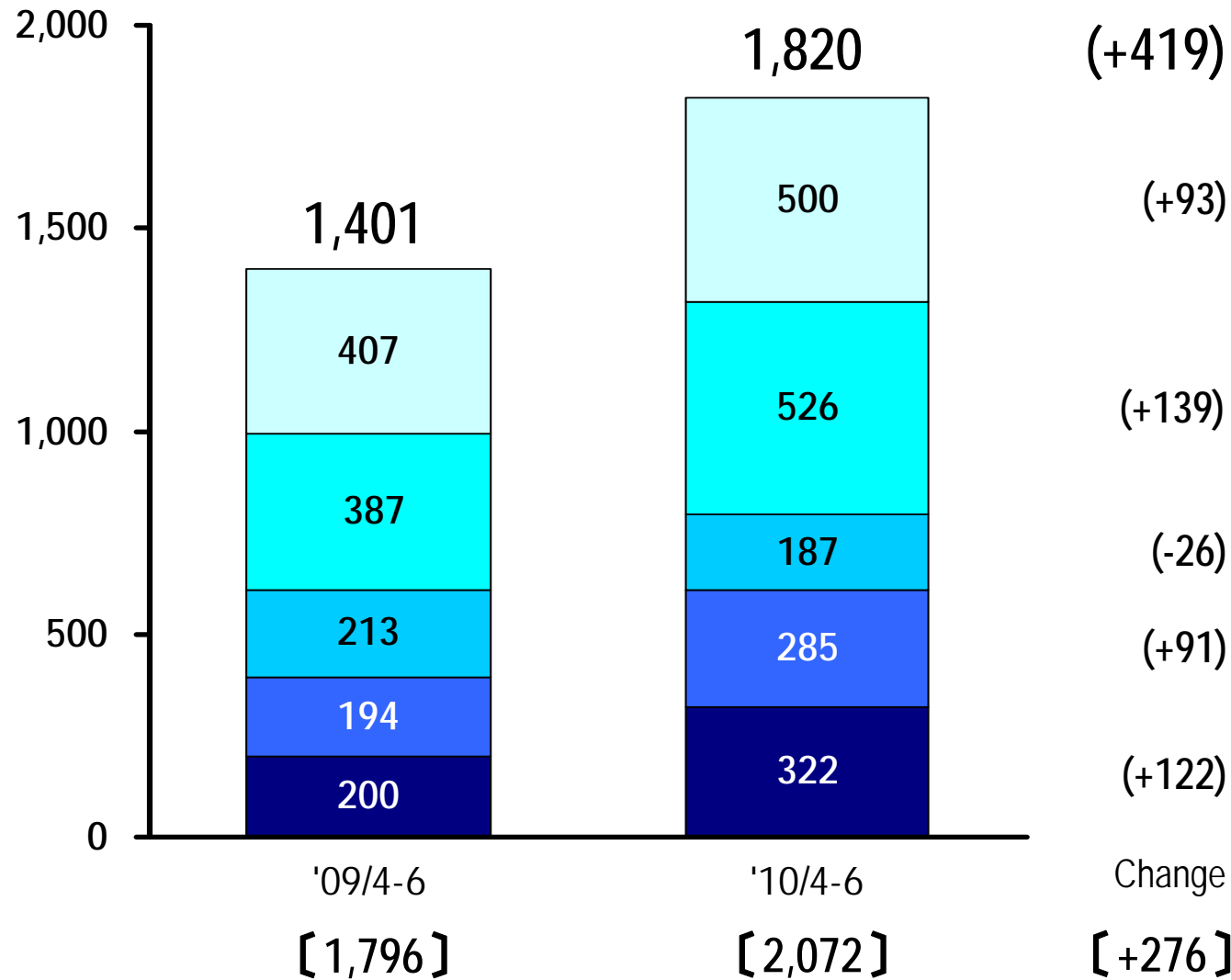
Under Japanese securities laws and regulations (the "Regulations"), subject to certain exceptions, any person who receives certain material information relating to the business, etc. of Toyota which may be contained in this document is prohibited from trading in Toyota's shares or certain other transactions 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) 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.

FY2011 First Quarter

Financial Results

Consolidated Vehicle Sales

(thousands of vehicles)



- Japan
- N. America
- Europe
- Asia
- Other
- Central and South America, Oceania, Africa, The Middle East etc.

Figures in "[]" show total retail vehicle sales in thousands



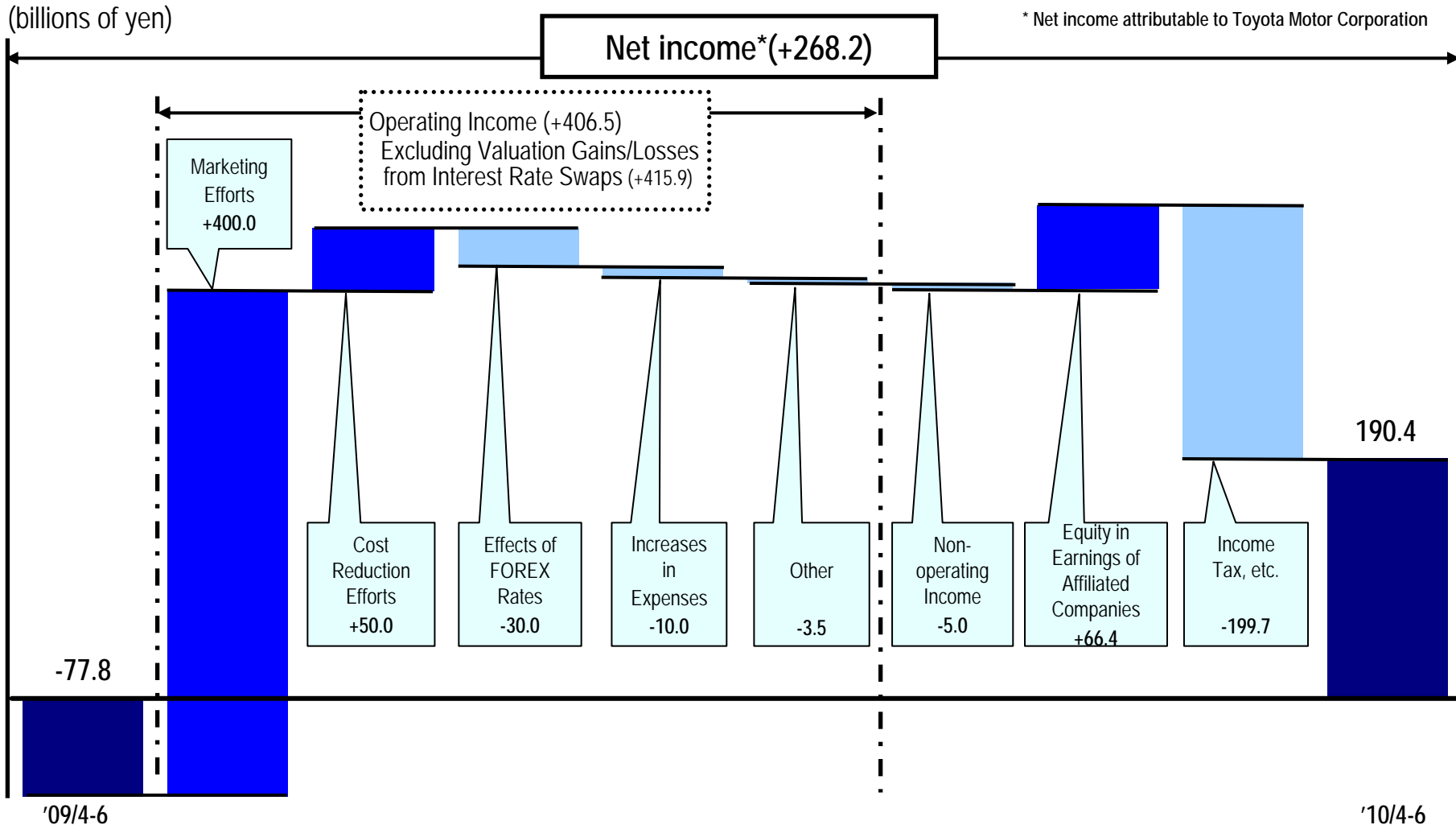
Consolidated Financial Summary

(billions of Yen)

		FY2011 ('10/4-6)	FY2010 ('09/4-6)	Change	
Net Revenues		4,871.8	3,836.0	1,035.8	27.0%
Operating Income		211.6	-194.9	406.5	-
Income before income taxes and equity in earnings of affiliated companies		263.0	-138.5	401.5	-
Net Income [*]		190.4	-77.8	268.2	-
FOREX Rates	\$	92 yen	97 yen	-5 yen	
	€	117 yen	133 yen	-16 yen	

* Net income attributable to Toyota Motor Corporation

Analysis of Consolidated Net Income*



Details of Increases in Expenses

Depreciation and CAPEX-related Costs ...+23.3

Labor costs.....+12.4
 R&D Expenses.....+10.7
 Other-56.4

Details of Other

Valuation Gains/Losses from Interest Rate Swaps-9.4 etc.

Quarterly Operating Income

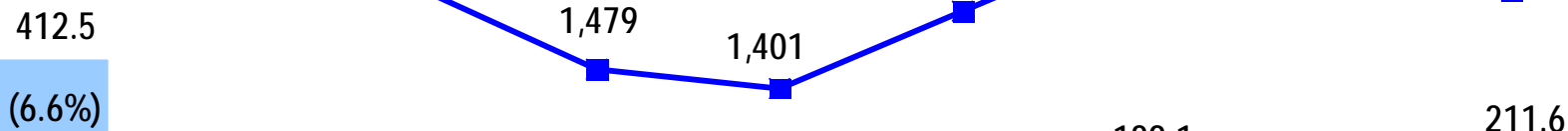
Consolidated Vehicle Sales

(thousands of vehicles)

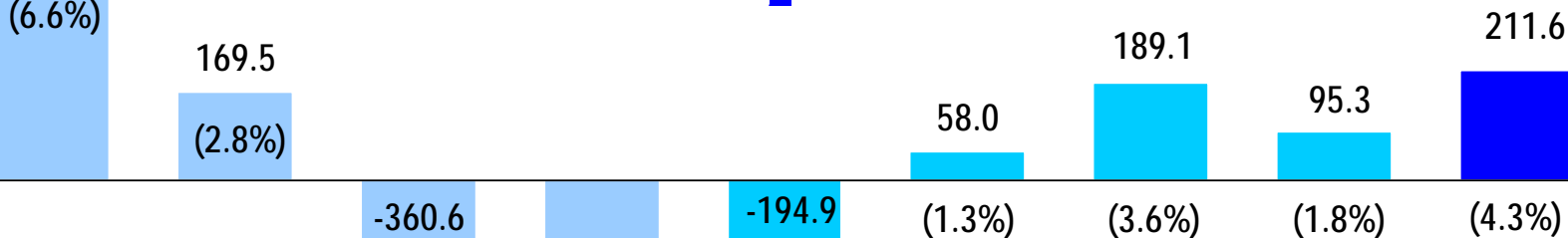


Operating Income

(billions of yen)



Operating Income Ratio



	FY09	FY09	FY09	FY09	FY10	FY10	FY10	FY10	FY11
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q

FOREX Rates \$	105 yen	108 yen	96 yen	94 yen	97 yen	94 yen	90 yen	91 yen	92 yen
FOREX Rates €	163 yen	162 yen	127 yen	122 yen	133 yen	134 yen	133 yen	125 yen	117 yen

Geographic Operating Income

*1 Japan includes exported vehicles.

*2 N.America excludes valuation gains/losses from interest rate swaps.

(billions of yen)

North America	'09/4-6	'10/4-6
Operating Income Excluding Valuation Gains/Losses from Interest Rate Swaps	-16.1	109.0
Valuation Gains/Losses from Interest Rate Swaps	12.4	0.7
Operating Income	-3.7	109.7

Consolidated Vehicle Sales (thousands of vehicles)

714^{*1} → 924^{*1}

387 → 526

213 → 187

194 → 285

200 → 322

+184.5

+125.1

+13.6

+63.3

+23.6

FY10 FY11

FY10 FY11

FY10 FY11

FY10 FY11

FY10 FY11

-27.5

-16.1^{*2}

-20.4

-6.8

26.9

90.2

109.0^{*2}

17.4

41.0

(billions of yen)

-212.0

Japan

N. America

Europe

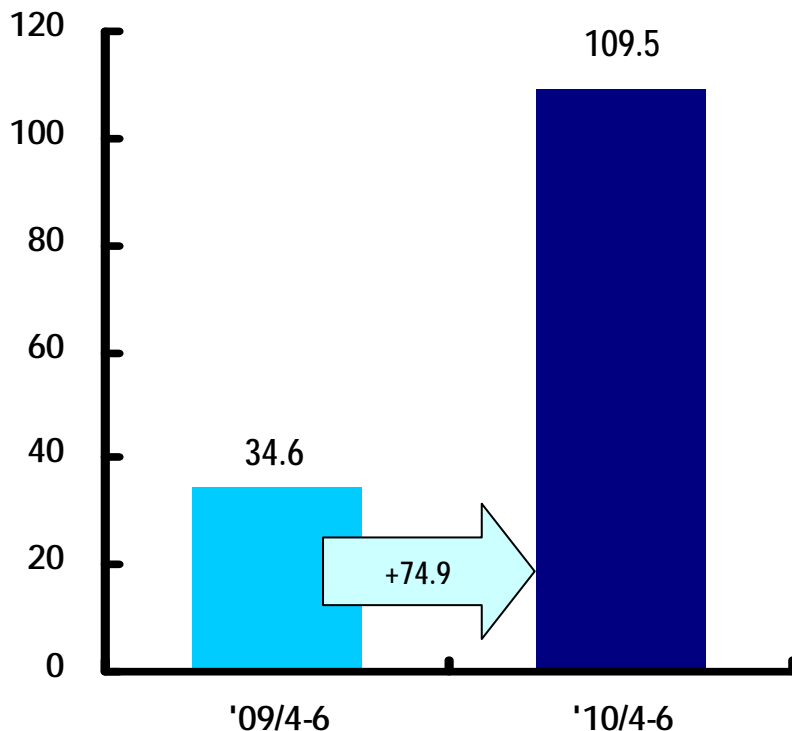
Asia

Central and South America,
Oceania, Africa

Financial Services Operating Income

Excluding Valuation Gains/Losses from Interest Rate Swaps

(billions of yen)



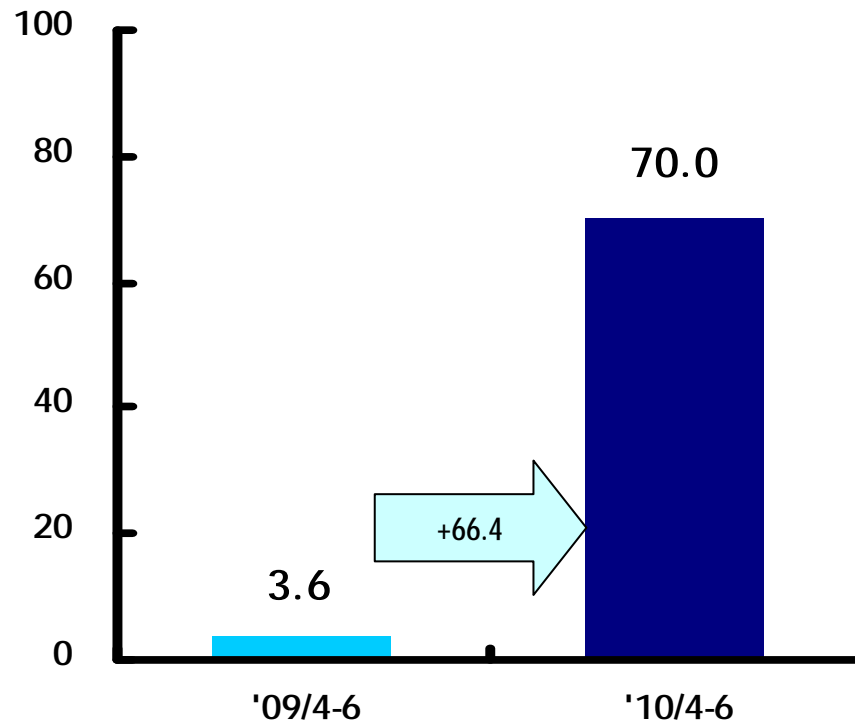
(billions of yen)

	'09/4-6	'10/4-6
Operating Income Excluding Valuation Gains/Losses from Interest Rate Swaps	34.6	109.5
Valuation Gains/Losses from Interest Rate Swaps	15.0	5.6
Operating Income	49.6	115.1

Increased earnings as a result of decreased expenses related to loan losses, residual losses and increased lending balance mainly in the U.S.

Equity in Earnings of Affiliated Companies

(billions of yen)



Increased earnings of affiliated companies in Japan and China

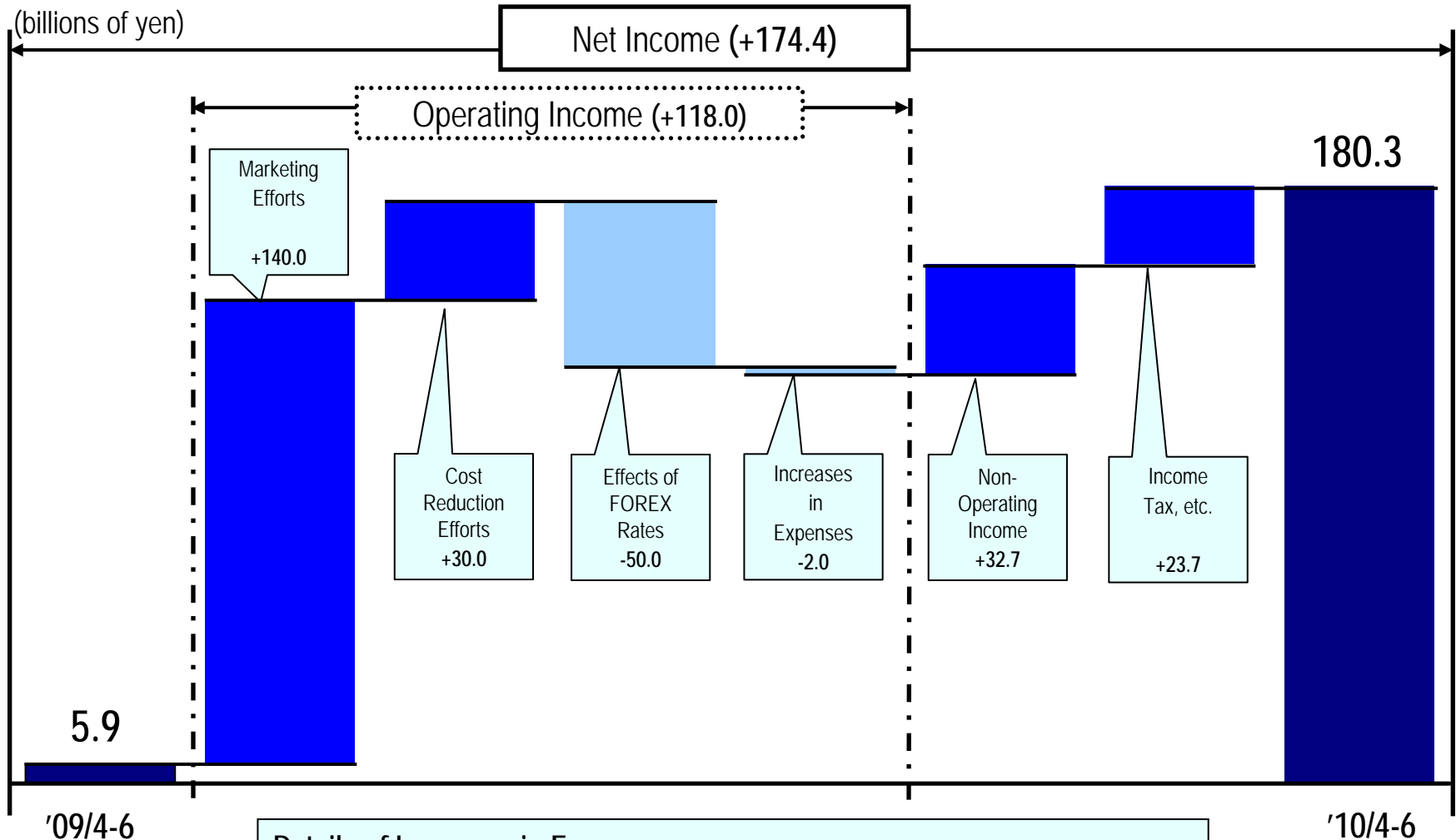
Unconsolidated Financial Summary (Japan GAAP, FY2011 First Quarter)

12

(billions of yen)

	FY2011 (¹⁰ /4-6)	FY2010 (⁰⁹ /4-6)	Change	
Net Revenues	2,136.4	1,628.7	507.7	31.2%
Operating Income	-63.8	-181.8	118.0	-
Ordinary Income	163.1	12.4	150.7	-
Net Income	180.3	5.9	174.4	-

Analysis of Unconsolidated Net Income



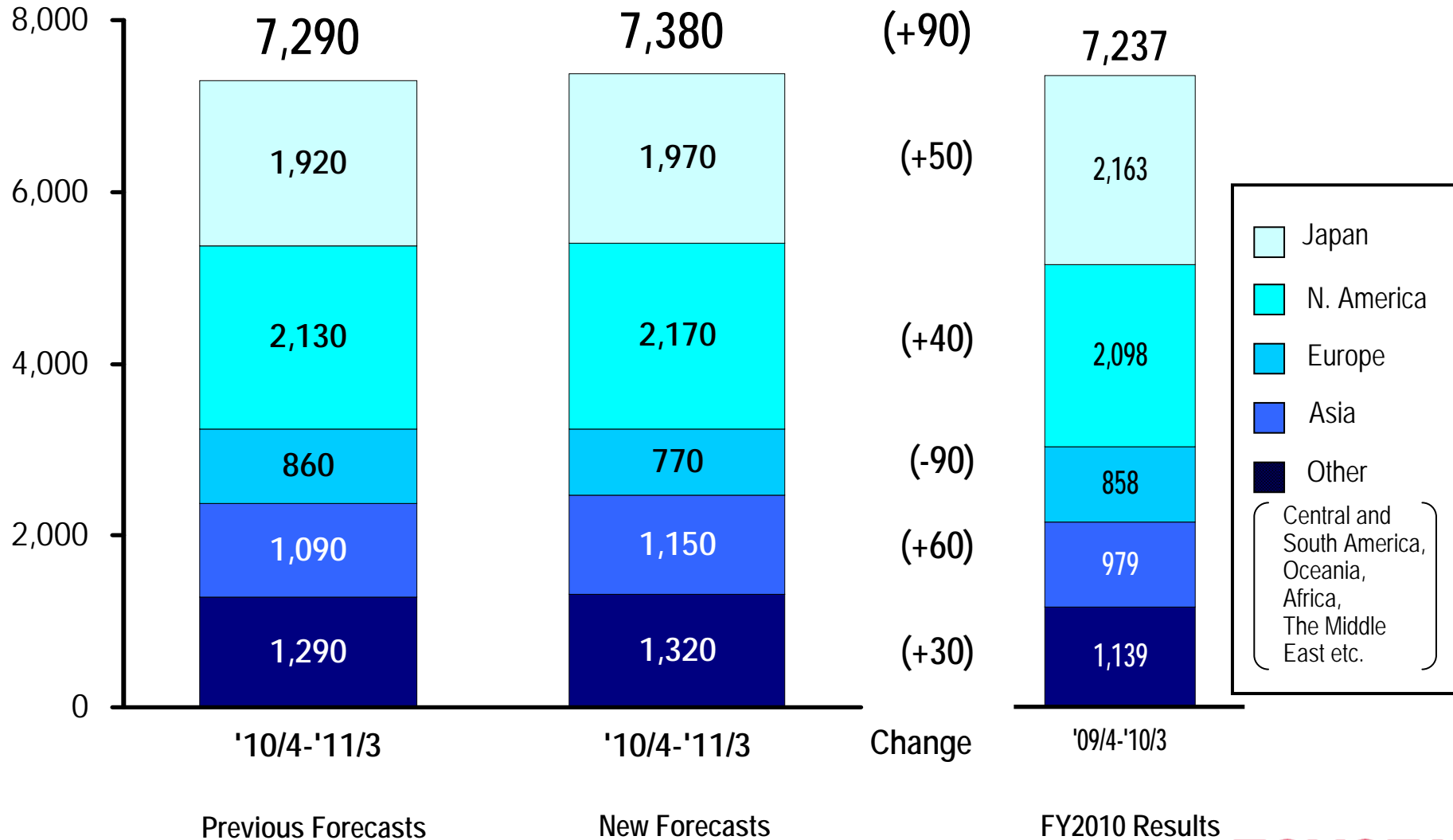
Depreciation and CAPEX-related Costs	+17.1	Labor costs	+15.0
R&D Expenses.....	+16.3	Other.....	-50.4

FY2011

Financial Forecasts

FY2011 Forecasts: Consolidated Vehicle Sales

(thousands of vehicles)



FY2011 Forecasts: Consolidated Financial Summary

16

(billions of yen)

		New Forecasts ('10/4-'11/3)	Previous Forecasts ('10/4-'11/3)	Change	FY2010 Results ('09/4-'10/3)
Net Revenues		19,500.0	19,200.0	300.0	18,950.9
Operating Income		330.0	280.0	50.0	147.5
Income before income taxes and equity in earnings of affiliated companies		380.0	330.0	50.0	291.4
Net Income ^{*1}		340.0	310.0	30.0	209.4
FOREX Rates	\$	90 yen ^{*2}	90 yen	-	93 yen
	€	112 yen ^{*3}	125 yen	-13 yen	131 yen

*1 Net income attributable to Toyota Motor Corporation

*2 Yen/U.S. Dollar FOREX Rate Assumptions : First Half 90Yen (Q2 88Yen); Second Half 90Yen

*3 Yen/Euro FOREX Rate Assumption : 110 yen from July 2010 to March 2011

TOYOTA

Analysis of FY2011 Consolidated Forecasts: Operating Income (vs. Previous Forecasts)

17

(billions of yen)

		Operating Income
FY2011 Previous Forecasts('10/4-'11/3)		280.0
Positive Factors	Marketing Efforts	+210.0
	Financial Services	+80.0
	Total	+210.0
Negative Factors	Effects of FOREX Rates	-120.0
	Increases in Expenses	-40.0
	Total	-160.0
Grand Total		+50.0
FY2011 New Forecasts('10/4-'11/3)		330.0

Forecast for Capital Expenditures : 740.0 billion yen (No change from previous forecast)
 Forecast for Depreciation Expenses : 900.0 billion yen (No change from previous forecast)
 Forecast for R&D Expenses : 760.0 billion yen (No change from previous forecast)

TOYOTA

(Reference)

FY2011 Unconsolidated Forecasts(Japan GAAP)

18

(billions of yen)

	New Forecasts (^{'10} /4- ^{'11} /3)	Previous Forecasts (^{'10} /4- ^{'11} /3)	Change
Net Revenues	8,500.0	8,600.0	-100.0
Operating Income	-430.0	-340.0	-90.0
Ordinary Income	-50.0	30.0	-80.0
Net Income	60.0	60.0	±0

(Reference)

FY2011 Forecasts (First half): Consolidated Financial Summary 19

(billions of yen)

	New Forecasts ('10/4-9)	Previous Forecasts ('10/4-9)	Change
Net Revenues	9,800.0	9,400.0	400.0
Operating Income	270.0	100.0	170.0
Income before income taxes and equity in earnings of affiliated companies	330.0	130.0	200.0
Net Income *	250.0	150.0	100.0

* Net income attributable to Toyota Motor Corporation

(Reference)

FY2011 Toyota's Operations Forecasts

20

(thousands of vehicles)

		FY2011 Forecasts ('10/4-'11/3)	FY2010 Results ('09/4-'10/3)
Vehicle Production	Japan	3,200	3,206
	Overseas	4,250	4,072
	Total	7,450	7,278
Vehicle Sales	Japan*	1,400 *	1,535 *
	Overseas	6,050	5,755
	Total	7,450	7,290
Exports		1,800	1,644
Housing Sales		4,400 Units	4,183 Units

*Shows vehicle retail sales beginning with this period (FY2011)(including results of the previous year)

FY2011 First Quarter Financial Results



G's NOAH

Toyota Motor Corporation
August 4, 2010