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**TOYOTA**  
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March 28, 2008

Susan Baker Martin  
Social Research Analyst  
Trillium Asset Management Corporation  
711 Atlantic Avenue  
Boston, MA 02748

Dear Ms. Martin:

I am writing in response to your letter to Toyota Motor Corporation Chairman Cho dated November 14, 2007. As the executive in charge of investor relations at Toyota Motor North America, Inc., I would like to reassure you that Toyota shares your concerns about the human rights situation in Burma. Consequently, fewer than 40 Toyota vehicles were sold in Burma last year, and almost all such sales were made to embassies or the United Nations; no sales were made to government agencies or officials in Burma.

Toyota has carefully considered the current environment in Burma, has conveyed to Toyota Tsusho Corporation its concerns about that environment, and has asked Toyota Tsusho to reconsider its business activities in the country.

Thank you for your interest in Toyota.

Sincerely,



Steven P. Sturm  
Group Vice President, Americas Strategic Research,  
Planning and Corporate Communications