

Toyota's virtuous circle

Toyota redesigns models like clockwork to keep its lineup fresh...

Expected life cycle of key U.S. models

■ 5 YEARS

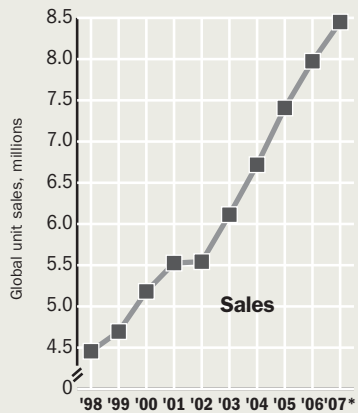
Toyota Avalon, Camry, Corolla, Highlander, Matrix, RAV4, Sienna, Yaris; Scion xA, Xb, tC; Lexus ES, IS, RX

■ 6 YEARS

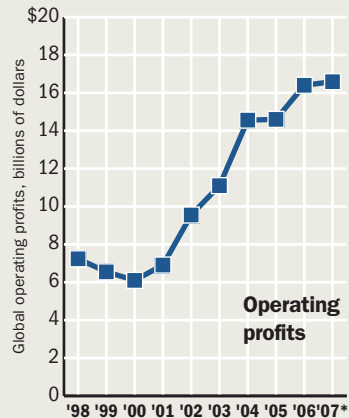
Toyota Sequoia, Tacoma; Lexus GS, LS, SC, GX

Source: CLSA Asia-Pacific Markets

...which yields steady growth in sales and profits...



Source: Toyota Motor Corp., Automotive News



...allowing Toyota to reinvest in the business, keeping its lineup fresh.

