



“TOYOTA/YAMAHA CONCEPT TRUCK” TUNDRA DOUBLE CAB



Toyota and Yamaha have teamed up to develop a truck that makes hauling watercraft, snowmobiles, motorcycles and ATVs as much fun as riding them -- the Tundra Double Cab Toyota/Yamaha Concept Truck. Built to meet the needs of active families or groups hauling their favorite toys, the

Toyota/Yamaha Concept Truck is packed with added features.

The Toyota/Yamaha Concept Truck is based on the all-new Tundra Double Cab. Toyota and Yamaha worked with Molly Designs to develop the Toyota/Yamaha Concept Truck, which features the Team Yamaha Blue/White paint scheme and Toyota/Yamaha Concept Truck logo. Other custom design elements include a one-of-a-kind bumper guard and grille with skid plate, tough enough for desert excursions, while still stylish enough for cruising around town. Steel Horse provided the oval stainless tubes with costume step pads and end caps, making it easier to get in and out.

The Toyota/Yamaha Concept Truck rides on Donahoe Racing's performance suspension featuring off-road coil-over front shocks, raising the truck two inches. Bead-lock wheels from Walker Evans and Goodyear Wrangler MT/R 285/70R17 tires help the Toyota/Yamaha Concept Truck go just about anywhere. The bed has been sprayed with the LINE-X coating for protection and additional grip to keep bikes, loading ramps and gear bags from sliding. A Universal Engineering bed rack keeps motorcycles snug during transport.

A supercharger developed by Toyota Racing Development, Inc. (TRD), has been added to help haul the load. With up to seven pounds of boost available, maximum horsepower jumps from 240 to 353 hp and torque from 315 lb.-ft. to 359 lb.-ft, both at 5200 rpm. TRD's dual side exhaust provides improved breathing performance.

-more-

Toyota/Yamaha Concept Truck 2-2-2-2

The interior has custom designed leather seat covers and door panels from Bartlett Corporation in blue, black, and silver with the Yamaha logo. A DVD player and Nintendo GameCube keep backseat passengers happy while they view movies and games on the headrest screens provided by MECIS Wireless. Rugged CoCo floor mats make for easy cleaning after a long day of play.

###

TOYOTA/YAMAHA CONCEPT TRUCK PARTNERS

Yamaha Motor Corp., U.S.A.

Yamaha markets and sells motorcycles, ATVs, snowmobiles, watercraft, boats, outboard motors, generators, and golf cars as well as parts, apparel and accessories through an extensive nationwide dealer network. Yamaha Motor Corporate, USA also has a professional Motocross/Supercross and Road Race Teams that compete in AMA-sanctioned races.

Toyota Motor Sales Inc., U.S.A.

Toyota Motor Sales (TMS) is the sales, marketing, distribution and customer service arm of Toyota in the United States and is a subsidiary of Toyota Motor Corp. Through a network of nearly 1,400 Toyota and Lexus dealers, it has achieved sales of more than one million vehicles annually for the past 11 years. TMS' goal is to become the "most successful and respected car company in America." Toyota Motor Corp. and its manufacturing subsidiaries produced more than 6.17 million vehicles worldwide in calendar year 2002. Toyota vehicles are manufactured in 25 countries and are renowned for their quality, reliability and value. Toyota is the world's third-largest vehicle manufacturer and the fourth-largest automaker in North America.

Molly Designs

Molly Designs specializes in creating custom automobiles and motorcycles that appeal to performance-orientated enthusiasts. They also design race team graphics and corporate logos, such as the new Yamaha cobalt blue, the Lexus logo, and most of Toyota's motor sports logos and race team graphics.

-more-

Toyota/Yamaha Concept Truck Partners 2-2-2-2

Molly is responsible for designing and building the new Toyota/Yamaha Concept Truck, which incorporates a special grill, bumper guards, paint configuration, and custom interior. Headquartered in Southern California, Molly Designs has been in operation since 1965. For more information, visit www.mollydesigns.com.

Toyota Racing Development

From the racetrack to the street, Toyota Racing Development (TRD) U.S.A., Inc. plays a key role in providing Toyota with an enhanced performance image. A subsidiary of Toyota Motor Sales (TMS), U.S.A., Inc., TRD designs and builds Toyota racing engines in addition to building and marketing performance aftermarket parts for Toyota and Lexus vehicles.

The Toyota/Yamaha Concept Truck features the TRD 4.7L V8 Supercharger, which boasts up to a 50 percent increase in horsepower and torque. The Supercharger includes a supplemental injector that creates an "intercooling effect," permitting higher boost levels for increased efficiency and enhanced power and torque. The TRD Dual Cat-Back Exhaust increases performance up to six hp and is constructed of rust resistant stainless steel. The TRD-etched tip features a deep, throaty tone.

Bartlett Corporation

Bartlett Corporation, a wholly owned subsidiary of Trim Masters, Inc., is a manufacturer of quality leather seat covers for the automotive industry. Servicing the industry since

1969, Bartlett Corporation specializes in Toyota OEM designed interiors with factory side airbag technology. Currently expanding product lines to include Japanese imports and domestic truck interiors, Bartlett Corporation offers unsurpassed quality, design, fit, and customer service to the automotive world.

-more-

Toyota/Yamaha Concept Truck Partners 3-3-3-3

The Toyota/Yamaha Concept Truck's interior design, originated by Molly Designs of Huntington Beach, CA and produced by Bartlett Corporation of Muncie, IN, matches the vehicle's exterior. The interior includes perforated charcoal suede inserts with blue piped accents, blue and silver leather seat bolsters, and an attractive french stitched pattern. This design continues in the rear seats with the same styling as the front, which gives it completion.

Complimenting the interior are matching door panel inserts accented in blue leather. The interior was installed by Chatsworth Auto Upholstery in Chatsworth, California.

Goodyear Tires

Goodyear is the world's largest tire company. Headquartered in Akron, Ohio, the company manufactures tires, engineered rubber products and chemicals in more than 85 facilities in 28 countries. It has marketing operations in almost every country around the world. Goodyear employs about 92,000 people worldwide.

Goodyear's Wrangler MT/R tire features Durawall puncture-resistance technology, and is now available in 23 different size/sidewall offerings, including the 40-inch "Rock Spider" version. It is an ultra-durable off-road tire for sport-utility vehicles, comprised of silica sidewall compounds, three polyester plies and tread elements that extend down the sides of the tire. The Wrangler MT/R has won countless awards, such as the Nortech Award, Popular Mechanics Editor's Choice Award and more. Visit www.goodyeartires.com for more information on the Wrangler MT/R, or any other Goodyear tire.

Walker Evans Racing

Walker Evans Racing has been based in Riverside, California since 1978. Most of our time and effort have been dedicate to racing trucks in the tough, rugged venue of off-road racing and in the NASCAR Craftman Truck Series in the late 90s. Our latest competition endeavor has been in 4x4 Extreme Rock Crawling.

-more-

Toyota/Yamaha Concept Truck Partners 4-4-4-4

In 1999 Walker Evans Racing ventured into the manufacturing field. We manufacture performance shocks and beadlock wheels. Check out our website:

www.walkerevansracing.com.

Walker Evans Racing wheels are a solid cast as 17" X 8.5" with polished beadlock ring. Our wheels come with steel inserts, grade 8 bolts and are rated 3,800 lbs each. Back spacing is cut to order between 3.75" and 5". All standard automotive bolt patterns are available from 5 lug to 8 lug including Toyota, Hummer, VW and Unimog applications.

LINE-X

LINE-X Spray-on Bedliners has led the industry for more than 10 years, with innovative products and solutions to meet every need. LINE-X us the first franchised spray-on bedliner company in the nation, and the only one in the industry with a limited Nationwide, Lifetime Warranty. In the unlikely event that repairs are necessary, service is available to the original owner of the vehicle at any one of nearly 500 dealers in the United States and Canada.

Consistently rated #1 in customer satisfaction, LINE-X is preferred 3 to 1 over the nearest competitor and 10 to 1 over the next nearest competitor (based on polls taken by www.tundrasolutions.com). With well over a million on the road today, LINE-X Spray-on Bedliners have a proven track record of solid, dependable performance.

MECIS Wireless Inc.

MECIS Wireless Inc. is a designer/importer/manufacture of mobile entertainment and telematics systems for automobiles. Since the introduction of small LCD monitors into the automotive market some 7 years ago the management of MECIS Wireless has been involved in designing systems for this booming industry.

-more-

Toyota/Yamaha Concept Truck Partners 5-5-5-5

The Toyota/Yamaha Concept Truck features a new 7-inch wide screen 16:9 ratio TFT/LCD monitor, with Pre-Loaded Key locking system. The digital display provides four screen modes (Full, Wide, Cinema, Zoom) and is flush mounted for original factory fit and finish. All wiring descends through headrest pole for clean installation and the new "Quick Swap" system employs Din Cable to USB for simple plug & play.

Nintendo GameCube

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems. Each year, hundreds of all-new titles for the best-selling Game Boy[®] Advance and Nintendo GameCube[™] systems extend Nintendo's vast game library and continue the tradition of delivering a rich, diverse mix of quality video games for players of all ages. Since the release of its first home video game system in 1983, Nintendo has sold more than 1.8 billion video games globally, creating enduring industry icons such as Mario[™] and Donkey Kong[®] and launching popular culture franchise phenomena such as Metroid[™], Zelda[™] and Pokémon[®]. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web sites at either www.nintendo.com or press.nintendo.com. Please note that press.nintendo.com is a password-protected site; to receive a password, contact Tom Stratton at (206) 505-

8308.

Donahoe Racing Enterprises

Donahoe Racing is well known for its suspension refinements and work with springs and shocks. For more information visit www.donahoeracing.com.

-more-

Toyota/Yamaha Concept Truck Partners 6-6-6-6

Steel Horse

Steel Horse Products OEM division is a subsidiary of Berryman Products, Inc. in Dallas Texas. Steel Horse has plants in Texas, Oklahoma and California and produces OE and Port accessories for companies such as Toyota, Hyundai, Sony and Pioneer. Steel Horse specialize in stainless steel exterior styling components like Tubes and Brush Guards and also makes Side Steps and Body components out of ABS plastic and high pressure Urethane. Interior accessories like Cargo Covers and Overhead Entertainment Pods are made out of fabric and ABS plastic.

The Challenger Series ovalized Stainless Tube with costume step pads and end caps are featured on the Toyota/Yamaha Concept Truck. This product will be offered through Toyota's Supplier Brand Accessory Group in a brushed stainless finish.

Universal Engineering

Universal Engineering manufactures a variety of high performance motocross parts and accessories, geared toward the journeyman racer. Their products include handlebars, triple clamps, clutch perches, radiator braces, skid plates, frame guards, bike stands and bed racks. In addition to state of the art designs and materials Universal puts a huge emphasis on fit & finish so every part looks great, fit perfectly and lasts a long time. Universal Engineering is a branch of the parent company Kinesis USA Inc., one of the worlds leading manufacturer of aluminum bicycles.

Ready Ramp

ReadyRamp® is best known for its patented bed extender which also folds open to become a motorcycle ramp. It uses the same 6061 T6 aluminum extrusions as the single fold ramp, and also folds for easy storage. For more information on all ReadyRamp® products, please go to www.ReadyRamp.com.

-more-

Toyota/Yamaha Concept Truck Partners 7-7-7-7

The ReadyRamp® single fold ramp has a 1,000 pound load capacity in a ramp that stores easily behind the seat of a standard truck cab, or neatly folded on the garage wall. A rubber-coated ramp lip is used to protect the tailgate during loading, and prevents the ramp from pushing forward when a vehicle is loaded. An angled hinge and smooth edges help keep low bikes from scratching their frames.

Coco Mats

Cocomats.Com, manufacturer of handcrafted auto floor mats for fine automobiles. Our auto floor mats are woven, using the finest materials available including, hand selected natural fibers, natural rubber-nibbed backing, vulcanized hard rubber heel pads and leather-looking reinforced vinyl binding. The woven matting allows for a very unique and attractive appearance, and most important, allows dirt to filter through the weave, where it is trapped at the rubber bottom. You'll never see sand and dirt on your floor mats again. Our mats come in a variety of beautiful color combinations to compliment all types of auto interiors.

###