

Toyota Canada Inc. – Awards and Accolades

| Year | Who | What |
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| 2014 | Interbrand Best Global Brands Top 100 | <ul style="list-style-type: none"> • Toyota #8 among all brands • Toyota #1 among automotive brands |
| | 2014 Vincentric Best Value in Canada (Consumer) | <ul style="list-style-type: none"> • Best Value in Canada Award: Toyota (3 consecutive years) • Best Hybrid Brand in Canada • Compact Hybrid: Toyota Prius c • Large Sedan: Toyota Avalon (3 consecutive years) • Mid-Size Crossover: Toyota Highlander • Crossover Hybrid: Toyota Highlander Hybrid (3 consecutive years) • Mid-Size SUV: Toyota 4Runner (3 consecutive years) • Large SUV: Toyota Sequoia (3 consecutive years) • Compact Pickup: Toyota Tacoma (3 consecutive years) • Premium Mid-Size Hybrid: Lexus ES 300h (2 consecutive years) • Micro: Scion iQ (2 consecutive years) |
| | 2014 Vincentric Best Fleet Value in Canada Awards | <ul style="list-style-type: none"> • Best Passenger Fleet Value in Canada Award : Toyota (3 consecutive years) • Best Hybrid Fleet Brand in Canada: Toyota (2 consecutive years) • Subcompact: 2014 Toyota Yaris CE • Compact Hybrid: 2014 Toyota Prius c • Mid-Size Sedan: 2014 Toyota Camry LE • Mid-Size Sedan, Hybrid: 2014 Toyota Camry Hybrid LE (2 consecutive years) • Mid-Level Compact Crossover: 2014 Toyota RAV4 LE • Crossover Hybrid: 2014 Toyota Highlander Hybrid LE (2 consecutive years) • Large SUV: 2014 Toyota Sequoia SR5 • Compact Pick: Toyota Tacoma 4x2 |
| | J.D. Power and Associates 2014 Initial Quality Study SM | <ul style="list-style-type: none"> • Platinum Plant Quality Award: TMMC Cambridge South Plant • Compact Premium Car: 2014 Lexus ES |
| | AutoNerve Magazine's 2014 Chinese-Canadian Consumers Top 10 Car Choice Awards | <ul style="list-style-type: none"> • 2014 Toyota Corolla • 2014 Lexus IS |
| | Kelley Blue Book's "10 Best Green Cars of 2014" | <ul style="list-style-type: none"> • 2014 Toyota Prius (#3) • 2014 Lexus ES 300h (#9) |
| | Harris Decima "Brand of the Year" Award in 2013 Harris Poll Canada EquiTrend Study | <ul style="list-style-type: none"> • Automobile Category: Toyota (3 consecutive years) |
| | 2014 Reader's Digest Trusted Brand TM Survey | <ul style="list-style-type: none"> • Most Trustworthy Passenger Car Brand: Toyota Brand (6 consecutive Year) • Hybrid Car Manufacturer: Toyota (4 consecutive years) |
| | 2014 Consumer Reports' Car Brand Report Cards | <ul style="list-style-type: none"> • Top Overall Score: Lexus • Top 10: Toyota (tied #4) |
| | 2014 Automotive Science Group Best 5 All-Around Performance | <ul style="list-style-type: none"> • 2014 Mini-Compact Cars: Toyota Yaris and Scion iQ • 2014 Compact Cars: Toyota Prius c • 2014 Mid-Size Cars: Toyota Prius Plug-in Hybrid and Prius Hybrid |
| 2014 Automotive Science Group Best All-Around | <ul style="list-style-type: none"> • 2014 Wagons: Toyota Prius v • 2014 Mid-Size Trucks – Extended Cab: Toyota Tacoma | |

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| Performance | <ul style="list-style-type: none"> 2014 Mid-Size Trucks – Crew Cab: Toyota Tacoma |
| J.D. Power and Associates 2014 U.S. Vehicle Dependability Study | <ul style="list-style-type: none"> Compact Multi Purpose Vehicle: 2011 Scion xB Compact Premium Car: 2011 Lexus ES 350 Large Premium Car: 2011 Lexus LS Midsize Car: 2011 Toyota Camry Minivan: 2011 Toyota Sienna Midsize Premium Car: 2011 Lexus GS Midsize Premium Crossover SUV: 2011 Lexus RX Lexus Brand (3 consecutive years) |
| NRCan list of Most Fuel-Efficient Vehicles for Model Year 2014 | <ul style="list-style-type: none"> Compact Car: Toyota Prius c Mid-Size Car: Toyota Prius Mid-Size Station Wagon: Toyota Prius v Small Pickup Truck: Toyota Tacoma Sport Utility Vehicle: Toyota Highlander Hybrid Minicompact Car: Scion iQ |
| 2014 Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" Awards | <ul style="list-style-type: none"> 2014 Toyota Prius (TSP+) 2014 Toyota Camry 2014 Toyota Highlander (TSP+) 2014/2015 Scion FR-S 2014 Scion tC |
| 2013 J.D. Power and Associates Customer Service Index (CSI) Study | <ul style="list-style-type: none"> Lexus (Highest ranked luxury brand) |
| 2014 Automotive Science Group Best All-Around Performance | <ul style="list-style-type: none"> 2014 Wagons: Toyota Prius v 2014 Mid-Size Trucks – Extended Cab: Toyota Tacoma 2014 Mid-Size Trucks – Crew Cab: Toyota Tacoma |
| 2014 Kelley Blue Book 5-Year Cost to Own Awards | <ul style="list-style-type: none"> Best Luxury Brand: Lexus Best Compact Car: 2014 Toyota Corolla Best High-End Luxury Car: 2014 Lexus LS Best Hybrid/Alternative Energy Car: 2014 Toyota Prius c Best Hybrid SUV/Crossover: 2014 Lexus RX 450h Best Mid-Size Pickup Truck: 2014 Toyota Tacoma |
| 2014 Best Resale Value Awards | <ul style="list-style-type: none"> Best Full-Size Car: 2014 Toyota Avalon Best Entry-Level Luxury Car: 2014 Lexus ES 350 Best High-End Luxury Car: 2014 Lexus LS 460 Best Hybrid/Alternative Energy Car: 2014 Lexus ES 300h Best Mid-Size SUV/Crossover: 2014 Toyota FJ Cruiser Best Full-Size SUV/Crossover: 2014 Toyota Sequoia Best Luxury Mid-Size SUV/Crossover: 2014 Lexus GX 460 Best Luxury Full-Size SUV/Crossover: 2014 Lexus LX 570 Best Hybrid SUV/Crossover: 2014 Lexus RX 450h Best Mid-Size Pick-up Truck: 2014 Toyota Tacoma Best Full-Size Pick-up Truck: 2014 Toyota Tundra Best Minivan/Van: 2014 Toyota Sienna |
| 2014 Kelley Blue Book Resale Value Awards: Top Ten Cars | <ul style="list-style-type: none"> 2014 Toyota FJ Cruiser (#1) 2014 Toyota Tacoma (#2) 2014 Toyota 4Runner (#4) 2014 Toyota Tundra (#5) |
| 2014 Kelley Blue Book's Best Brand and Best Luxury Brand Awards | <ul style="list-style-type: none"> Best Brand: Toyota (3 consecutive years) Best Luxury Brand: Lexus |
| The National Highway Traffic Safety Administration (NHTSA) Five Star Overall Rating | <ul style="list-style-type: none"> 2015 Toyota Venza 2015 Highlander and Highlander Hybrid 2015 Lexus ES and ES Hybrid 2015 Lexus IS |

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| | | <ul style="list-style-type: none"> • 2015 Lexus RX and RX Hybrid (AWD only) • 2015 Scion FR-S • 2015 Scion tC |
| | 2014 Canadian Black Book Best Retained Value Awards | <ul style="list-style-type: none"> • Compact Car: Toyota Prius (2 consecutive years) • Full-Size Car: Toyota Avalon • Luxury Car: Lexus GS Series (3 consecutive years) • Mid-Size SUV: Toyota FJ Cruiser (4 consecutive years) • Small Pickup: Toyota Tacoma (5 consecutive years) • Full-Size Pickup: Toyota Tundra (5 consecutive years) • Full-Size SUV: Toyota Sequoia (4 consecutive years) |
| | 2014 ALG Residual Value Awards | <ul style="list-style-type: none"> • Full-Size Car: Toyota Avalon (2 consecutive years) • Alt-Fuel Vehicle: Toyota Prius c • Mid-Size Utility Vehicle: Toyota Highlander • Full-Size Utility Vehicle: Toyota Sequoia (2 consecutive years) • Off-Road Utility Vehicle: Toyota FJ Cruiser (4 consecutive years) • Midsize Pickup: Toyota Tacoma (4 consecutive years) • Full-Size Pickup: Toyota Tundra (5 consecutive years) • Premium Full-Size Utility Vehicle: Toyota Landcruiser |
| | Kelly Blue Book's 2014 Best Resale Value Awards for Luxury Brand | <ul style="list-style-type: none"> • Lexus Brand (4th time overall) • 2014 Lexus ES 350 • 2014 Lexus LS 460 • 2014 Lexus ES 300h • 2014 Lexus GX 460 • 2014 Lexus LX 570 • 2014 Lexus RX 450h |
| | Auto123.com 2014 Luxury Compact Car of the Year | <ul style="list-style-type: none"> • Lexus IS |
| | AJAC Best Luxury Car under \$50,000 | <ul style="list-style-type: none"> • 2014 Lexus IS |
| | SEMA Hottest Sport Compact | <ul style="list-style-type: none"> • Scion FR-S |
| | The National Highway Traffic Safety Administration (NHTSA) five star overall top rating | <ul style="list-style-type: none"> • 2014 Toyota Avalon • 2014 Toyota Camry • 2014 Toyota Camry Hybrid • 2014 Toyota Sienna |
| | Green Car Journal's top 5 Green Cars for 2014 | <ul style="list-style-type: none"> • 2014 Toyota Corolla |
| 2013 | L'Annual de L'automobile 2013 "Clefs d'Or" | <ul style="list-style-type: none"> • Toyota Avalon • Toyota Sequoia • Scion FR-S |
| | Le Guide de L'Auto 2013 "Best Buy" | <ul style="list-style-type: none"> • Toyota Avalon (Full-Size Sedan) |
| | Vincentric Best Value in Canada | <ul style="list-style-type: none"> • Toyota (Passenger Car Brand) • Toyota Prius (Compact Hybrid) • Toyota Prius Plug-in Hybrid (Electric/Plug-in Hybrid) • Toyota Camry Hybrid (Mid-Size Sedan, Hybrid) • Toyota Avalon (Large Sedan) • Toyota Highlander Hybrid (Crossover, Hybrid) • Toyota 4Runner (Mid-Size SUV) • Toyota Sequoia (Large SUV) • Toyota Tacoma (Compact Pickup) • Lexus ES 350 (Premium, Mid-Size Sedan) • Lexus ES 300h (Premium, Mid-Size Sedan, Hybrid) • Lexus IS C Series (Premium Convertible) • Scion iQ (Micro) |

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| Kelly Blue Book "Top 10 Best Back to School Car of 2013" | <ul style="list-style-type: none"> • Prius c |
| 2013 J.D. Power and Associates APPEAL Award | <ul style="list-style-type: none"> • Lexus LS (Large Premium Car) |
| 2013 J.D. Power and Associates Initial Quality Study (IQS) | <ul style="list-style-type: none"> • Lexus LS |
| 2013 Reader's Digest "Most Trusted Brand" in Canada | <ul style="list-style-type: none"> • Toyota |
| 2013 Best Green Global Brand | <ul style="list-style-type: none"> • Toyota |
| BrandZ 2013 Top 100 Most valuable Global Brands | <ul style="list-style-type: none"> • Toyota • Lexus (Top 10) |
| 2013 Chinese-Canadian Consumer Car Choice Top 10 (AutoNerveMagazine) | <ul style="list-style-type: none"> • Lexus GS • Scion FR-S |
| 2013 J.D. Power and Associates Customer Service Index (CSI) Study | <ul style="list-style-type: none"> • Lexus (Highest ranked luxury brand) |
| News and World Report's Best Cars for Families | <ul style="list-style-type: none"> • 2013 Toyota Prius (Best Hatchback for Families) • 2013 Highlander Hybrid (Best Hybrid SUV for Families) |
| Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards | <ul style="list-style-type: none"> • Toyota 4Runner • Toyota Avalon • Toyota Camry • Toyota Corolla • Toyota Highlander • Toyota Prius • Toyota Prius c • Toyota Prius v • Toyota RAV4 • Toyota Sienna • Toyota Tundra • Toyota Venza • Toyota Yaris hatchback • Lexus CT 200h • Lexus ES 350 • Lexus GS • Lexus RX • Scion FR-S • Scion tC • Scion xB • Scion xD |
| ecoENERGY Awards | <ul style="list-style-type: none"> • Toyota Prius v [Most Fuel-Efficient Station Wagon] • Toyota Tacoma 4X2 [Most Fuel-Efficient Pickup] |
| 2013 Canadian Black Book Retained Value Awards | <ul style="list-style-type: none"> • Compact Car: Toyota Prius • Luxury Car: Lexus GS Series • Mid-Size SUV: Toyota FJ Cruiser • Full-Size Luxury SUV: Lexus LX 570 • Small Pickup: Toyota Tacoma • Full-Size Pickup: Toyota Tundra • Minivan: Toyota Sienna • Full-Size SUV: Toyota Sequoia |
| ALG Residual Value Awards | <ul style="list-style-type: none"> • Toyota Avalon [Fullsize Car] • Toyota Sequoia [Fullsize Utility Vehicle] • Toyota Tacoma [Midsize Pickup] • Toyota Tundra [Fullsize Pickup] |

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| | | <ul style="list-style-type: none"> Lexus GS 350 [Premium Fullsize Car] |
| | J.D. Power and Associates 2013 U.S. Vehicle Dependability Study | <ul style="list-style-type: none"> Compact Car: 2010 Toyota Prius Compact Crossover SUV: 2010 Toyota RAV4 Compact Multi Purpose Vehicle: 2010 Scion xB Entry Premium Car: 2010 Lexus ES 350 Midsize Premium Crossover SUV: 2010 Lexus RX Midsize Van: 2010 Toyota Sienna Sub Compact Car: 2010 Scion xD Lexus Brand |
| | Polk Longevity Claims | <ul style="list-style-type: none"> Toyota Brand: "Over 80% of Toyotas sold in Canada in the last 20 years are still on the road today." Corolla: "Over 80% of Corollas sold in Canada in the last 20 years are still on the road today." RAV4: "More than 90% of RAV4s sold in the last 15 years are still on the road today." |
| | AutoGuide.com Car of the Year Award | <ul style="list-style-type: none"> Scion FR-S |
| | Autos.ca 2013 Top Picks | <ul style="list-style-type: none"> Sports Cars Low: Scion FR-S |
| | Car and Driver Magazine 2013 10Best: Cars | <ul style="list-style-type: none"> Scion FR-S |
| | Cars.com 2013 Best of Year Award | <ul style="list-style-type: none"> Scion FR-S |
| 2012 | 2012 Vincentric Best Value in Canada Awards | <ul style="list-style-type: none"> Toyota Brand for Passenger Cars Toyota Prius c Toyota Prius Toyota Camry Hybrid Toyota Avalon Toyota Venza Toyota Highlander Hybrid Toyota 4Runner Toyota Sequoia Toyota Prius v Toyota Sienna Toyota Tacoma Best Hybrid Brand Prius for Best Hybrid Model |
| | Harris/Decima EquiTrend® | <ul style="list-style-type: none"> 2012 "Brand of the Year" in the automobile category |
| | 2012 J.D. Power and Associates Initial Quality Study (IQS) | <ul style="list-style-type: none"> Toyota Motor Manufacturing Canada's (TMMC) Cambridge South plant receives Gold Plant Quality Award Toyota Motor Manufacturing Canada's (TMMC) Woodstock plant receives Bronze Plant Quality Award 2 Toyota models ranked highest in their respective categories: Toyota Yaris for Sub-Compact Car and Toyota Corolla for Compact car. Lexus earned the highest ranking nameplate in the industry; ES ranked highest for Entry Premium Car (2nd year); RX for Midsize Premium Crossover SUV; and LS for Large Premium Car (5th year) |
| | AutoNerve Chinese-Canadian Consumers Car Choice Awards 2012 | <ul style="list-style-type: none"> Toyota Camry named Best Family Car |
| | 2012 J.D. Power and Associates Canadian | <ul style="list-style-type: none"> Toyota ranked #1 overall in customer satisfaction |

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| Manufacturer Website Evaluation Study SM | |
| Reader's Digest Trusted Brand Awards 2012 | <ul style="list-style-type: none"> • Toyota named "Most Trusted Brand" for both Passenger Cars and Hybrid Cars |
| Consumer Reports' Top Picks for 2012 | <ul style="list-style-type: none"> • Small SUV: Toyota RAV4 • Family Sedan: Toyota Camry hybrid • SUV: Toyota Highlander • Minivan: Toyota Sienna • Green car: Toyota Prius |
| Consumer Reports' 2012 Car Reliability Survey | <ul style="list-style-type: none"> • Toyota, Lexus, Scion claimed the top three spots of Consumer Reports' 2012 Car Reliability Survey • #1 – Scion • #2 – Toyota • #3 – Lexus |
| J.D. Power and Associates 2012 U.S. Vehicle Dependability Study | <ul style="list-style-type: none"> • Sub-compact car: Toyota Yaris • Compact car: Toyota Prius • Compact Multi-Purpose Vehicle: Scion xB • Compact Sporty Car: Scion tC • Entry Premium Car: Lexus ES350 • Midsize Van: Toyota Sienna • Midsize Premium Crossover SUV: Lexus RX350 • Large Pick-up: Toyota Tundra (7th year in a row) |
| Canadian Black Book Best Retained Value Awards 2012 | <ul style="list-style-type: none"> • Full-size car: Toyota Avalon • Luxury car: Lexus GS series • Premium luxury car: Lexus LS series • Small pickup: Toyota Tacoma • Full-size pickup: Toyota Tundra • Mid-size SUV: Toyota FJ Cruiser • Full-size SUV: Toyota Sequoia |
| ALG Residual Value Awards | <ul style="list-style-type: none"> • Mid-size car category: Toyota Camry • Mid-size Pickup segment: Toyota Tacoma • Full-size Pickup segment: Toyota Tundra |
| Consumer Reports Car Brand Perceptions Survey | <ul style="list-style-type: none"> • Toyota #1 in overall brand perception • Toyota #1 in Environmentally Friendly / Green • Toyota #1 in Quality |
| ecoENERGY for Vehicle Awards | <ul style="list-style-type: none"> • Most fuel-efficient pick-up: 2012 4-cylinder Toyota Tacoma • Most fuel-efficient station wagon: 2012 Toyota Prius v |
| Consumer Reports | <ul style="list-style-type: none"> • 2012 Camry Hybrid – Top Sedan |
| Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards | <ul style="list-style-type: none"> • Toyota Avalon • Toyota Camry • Toyota Corolla • Toyota Highlander • Toyota Prius • Toyota Prius c • Toyota Prius v • Toyota Sienna • Toyota Tundra crew cab models • Toyota Venza • Toyota Yaris 4-dr hatchback • Lexus CT 200h • Lexus ES |

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| | | <ul style="list-style-type: none"> • Lexus RX • Scion FR-S • Scion tC • Scion xB • Scion xD |
| 2011 | Rallye Vert de Montréal (part of FIA Alternative Energies Cup) | <ul style="list-style-type: none"> • Prius Plug-In Hybrid, overall winner |
| | 2011 J.D. Power and Associates Initial Quality Study (IQS) | <ul style="list-style-type: none"> • Toyota Motor Manufacturing Canada's (TMMC) Cambridge South plant ties for prestigious Global Platinum Plant Quality Award • Lexus models highest ranked in four segments, most segment awards of any nameplate |
| | 2011 J.D. Power and Associates Canadian Manufacturer Website Evaluation Study SM | <ul style="list-style-type: none"> • Toyota ranked #1 overall in customer satisfaction |
| | AutoNerve Chinese-Canadian Consumers Car Choice Awards 2011 | <ul style="list-style-type: none"> • Toyota Sienna named Best Minivan |
| | Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards | <ul style="list-style-type: none"> • 2011 Lexus CT 200h • 2011 Toyota Prius |
| | The National Highway Traffic Safety Administration (NHTSA) five star overall top rating | <ul style="list-style-type: none"> • 2011 Scion tC |
| | Reader's Digest Trusted Brand Awards 2011 | <ul style="list-style-type: none"> • Toyota named "Most Trusted Brand" for both Passenger Cars and Hybrid Cars |
| | J.D. Power and Associates 2011 U.S. Vehicle Dependability Study | <ul style="list-style-type: none"> • Compact Car – Toyota Prius • Compact Multi-purpose – Scion xB • Midsize Crossover/SUV – Toyota 4Runner • Large Pickup – Toyota Tundra (6th year in a row) • Midsize Pickup – Toyota Tacoma • Midsize Van – Toyota Sienna • Midsize Premium Crossover/SUV – Lexus RX |
| | Consumer Report 2011 Auto Issue | <ul style="list-style-type: none"> • 2011 Automakers Report Card: Toyota as one of the top three best all-around car makers for the third year in a row • Consumer Reports' Top Picks for 2011: Toyota had the most of any other automaker with three picks (RAV4 small SUV, Sienna minivan and Prius hybrid) |
| | Canadian Black Book Best Retained Value Awards 2011 | <ul style="list-style-type: none"> • Full-size car: Toyota Avalon • Midsize SUV: Toyota FJ Cruiser • Full-size SUV: Toyota Sequoia • Full-size pickup: Toyota Tundra • Small pickup: Toyota Tacoma • Premium luxury car: Lexus LS series |
| | ALG Residual Value Awards | <ul style="list-style-type: none"> • Full-size car: Toyota Avalon • Midsize pickup: Toyota Tacoma • Full-size pickup: Toyota Tundra |
| | 2011 World of Wheels Editors' | <ul style="list-style-type: none"> • Best Luxury Car: Lexus IS 350 AWD |

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| | Choice Awards | |
| | ecoENERGY for Vehicle Awards | <ul style="list-style-type: none"> • Most fuel-efficient midsize: 2011 Toyota Prius (11th year in a row) • Most fuel-efficient minivan: 2011 4-cylinder Toyota Sienna • Most fuel-efficient pick-up: 2011 4-cylinder Toyota Tacoma |
| 2010 | JD Power and Associates 2010 Canadian Consumer Retail Experience Study (CRES) | <ul style="list-style-type: none"> • Lexus ranks highest in overall new vehicle sales satisfaction among the brands included in this year's study |
| | Automobile Journalists Association of Canada (AJAC) "2011 Canadian Car of the Year" Awards | <ul style="list-style-type: none"> • Best New Minivan - 2011 Toyota Sienna |
| | 2010 International Engine of the Year Awards | <ul style="list-style-type: none"> • "Green Engine of the Year" - Toyota Hybrid Synergy Drive powertrain • "Sub 1.0-litre Engine of the Year" - 1.0 VVT-i (engine not available in North America) • Toyota has won a total of 22 International Engine of the Year awards since the awards began in 1999 |
| | 2010 J.D. Power and Associates Initial Quality Study (IQS) | <ul style="list-style-type: none"> • Toyota Motor Manufacturing Canada's (TMMC) Cambridge South plant receives prestigious Gold Plant Quality Award for North/South America • Toyota and Lexus awarded a combined 5 segment awards • Lexus ties for most segment awards of any nameplate |
| | AutoNerve Chinese-Canadian Consumers Car Choice Awards 2010 | <ul style="list-style-type: none"> • Lexus RX 450h named Best SUV |
| | Insurance Institute for Highway Safety (IIHS) Safety Ratings - "Top Safety Pick" awards | <ul style="list-style-type: none"> • 2011 Toyota Sienna • 2011 Toyota Avalon • 2010 Toyota 4Runner • 2010 Toyota Highlander • 2010 Toyota Venza • 2010 Corolla • 2010 Scion xB |
| | J.D. Power and Associates 2010 Canadian Automotive Manufacturer Web Site Evaluation Study | <ul style="list-style-type: none"> • Lexus ranked #1 overall in customer satisfaction • Toyota ranked #3 overall in customer satisfaction |
| | Canadian Black Book's 5 th Annual Best Retained Value Awards | <ul style="list-style-type: none"> • Toyota/Lexus models take top honours in 7 categories: <ul style="list-style-type: none"> ○ Sub-compact: Toyota Yaris ○ Full-size car: Toyota Avalon ○ Entry luxury car: Lexus IS Series ○ Compact SUV: Toyota RAV4 ○ Full-size SUV: Toyota Sequoia (tie) ○ Small pick-up: Toyota Tacoma ○ Large pick-up: Toyota Tundra |
| | R.L. POLK & Co. 14 th Annual Automotive Loyalty Awards | <ul style="list-style-type: none"> • Toyota #1 in Overall Loyalty to Manufacturer • Toyota #1 in Asian Market Loyalty to Make • Toyota Prius #1 - mid-size/full-size car category • Lexus RX 350 #1 - mid-size/full-size SUV category |
| | CanadianDriver.com's "Top 20 Picks for 2010" | <ul style="list-style-type: none"> • 2010 Lexus RX 450h • 2010 Toyota RAV4 |
| ecoENERGY for Vehicle Awards | <ul style="list-style-type: none"> • 2010 Toyota Prius – 10th year in a row • 2010 Toyota Yaris Sedan & Hatchback – 5th year in a row | |

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| | J.D. Power and Associates U.S. Vehicle Dependability Study | <ul style="list-style-type: none"> • Most Dependable Midsize Multi Activity Vehicle – Highlander (for 3rd consecutive year) • Most Dependable Compact Car – Prius (for 3rd consecutive year) • Most Dependable Large Multi Activity Vehicle – Sequoia (for 4th consecutive year) • Most Dependable Large Pickup – Tundra (for 5th consecutive year) • Most Dependable Midsize Premium Multi Activity Vehicle - Lexus GX 470 (for 5th consecutive year) |
| | MotorWeek Drivers' Choice Awards | <ul style="list-style-type: none"> • Best of the Year - Toyota Prius • Best Eco-Friendly – Toyota Prius |
| | Reader's Digest Trusted Brand Awards 2010 | <ul style="list-style-type: none"> • Toyota voted the most Trusted Brand within the categories of Passenger Car Manufacturer and SUV Manufacturer |
| | Consumers Digest Automotive Best Buy Awards | <ul style="list-style-type: none"> • Small Cars – Toyota Corolla • Family Cars – Toyota Camry • Hybrids – Toyota Prius |
| | Protégez-vous et APA (Association pour la protection des automobilistes) – Guide AUTOS 2010 (Meilleurs choix) | <p>Toyota "Best Picks" in each category :</p> <ul style="list-style-type: none"> • Subcompact – Toyota Yaris • Compact – Toyota Corolla, Toyota Matrix • Intermediate – Toyota Prius • SUV – Toyota RAV4, Toyota Highlander |
| | 2010 Ward's Auto Interior of the Year awards | Hybrid car: Lexus HS 250h |
| 2009 | 2009 Canadian Marketing Awards | <ul style="list-style-type: none"> • Gold Award in Automotive Promotion & Best Promo honours - Matrix Potentialmatic Campaign |
| | Auto123.com 2010 Awards | <ul style="list-style-type: none"> • 2010 Mid-size Utility of the Year - Toyota Venza |
| | Automobile Journalists Association of Canada "Canadian Car of the Year" Awards | <ul style="list-style-type: none"> • Best New SUV/CUV (over \$60,000) - 2010 Lexus RX 450h |
| | L'Annuel de L'Automobile Category Awards | <ul style="list-style-type: none"> • Best New Green Vehicle - 2010 Toyota Prius • Best New Intermediate SUV - 2010 Toyota 4Runner |
| | Le Guide de L'Auto "Best Buy" Awards | <ul style="list-style-type: none"> • Best New SUV over \$50,000 - 2010 Lexus RX 350 • Best New Compact SUV under \$40,000 - 2010 Toyota RAV4 |
| | World of Wheels Magazine "Editors Choice Awards" | <ul style="list-style-type: none"> • Best SUV/Crossover under \$40,000 – Toyota Venza |
| | Carguide Magazine Driver's Choice Awards | <p>Gold Awards:</p> <ul style="list-style-type: none"> • Economy Car - Toyota Corolla • Family Car - Toyota Camry • SUV/CUV Under 40K - Toyota Venza • SUV/CUV Over \$40k - Toyota Sequoia • Pickup Truck - Toyota Tundra • Overall Hybrid - Toyota Prius |
| | Corporate Knights 2009 - Top Foreign Corporate Citizens in Canada | <ul style="list-style-type: none"> • Toyota one of only 2 automakers who placed in rankings (Honda Motor Company Limited other automaker) |
| | J.D. Power Initial Quality Study | <ul style="list-style-type: none"> • Lexus first overall – awards received in all 5 segments it entered • LX 570 top spot as most problem-free vehicle (Premium Large Multi-Activity Vehicle) • LS 460 winner of Large Premium Car – 9th time in 12 years to earn this achievement • Toyota 6th overall – awards received in 4 segments |

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| | <ul style="list-style-type: none"> • 4Runner tied for top Midsize MAV • Sienna highest Mid-size Van • Yaris highest Sub-compact car • Tundra tied for top in Large Pickup |
| J.D. Power Vehicle Dependability Study | <ul style="list-style-type: none"> • Toyota/Lexus/Scion won more segment awards than any other automaker (10 categories won) • Lexus LS 430 has lowest “problems per 100” of the entire industry |
| Marketing Magazine / Leger Corporate Reputation Survey | <ul style="list-style-type: none"> • Toyota highest ranked automaker, placing in Top 10 |
| AutoNerve Chinese-Canadian Consumers Car Choice Awards 2009 | <ul style="list-style-type: none"> • Corolla named Best Economy Vehicle |
| JD Power Automotive Manufacturer’s Website Evaluation | <ul style="list-style-type: none"> • Toyota.ca ranks #2 overall |
| Kelley Blue Book – 2009 Brand Image Award Winners | <ul style="list-style-type: none"> • Toyota wins for Best Value Brand and Most Family-Friendly Brand |
| Reader’s Digest Trusted Brand Awards 2009 | <ul style="list-style-type: none"> • Toyota voted the most Trusted Brand within the categories of Passenger Car Manufacturer and SUV Manufacturer |
| Canadian Black Book | <ul style="list-style-type: none"> • Five Toyota vehicles made Top 10 list (unprecedented in CBB awards history) • RAV4, Echo, Tacoma, Corolla, Matrix |
| Automotive Lease Guide – Residual Value Awards | <ul style="list-style-type: none"> • “Models most likely to retain highest percentage of original price in Canada after a conventional retail lease” <ul style="list-style-type: none"> ◦ Toyota Camry – mid-size sedan, and Toyota Sequoia – full-size SUV • Toyota ranks second for overall mainstream brand residual value rankings. |
| Kelly Blue Book – Top 20 Most Researched Cars of 2008 | <ul style="list-style-type: none"> • Five of the top 10 vehicles were Toyotas <ul style="list-style-type: none"> ◦ Camry, Prius, Corolla, Highlander, RAV4, Yaris and Sienna |
| ecoENERGY for Vehicle Awards | <ul style="list-style-type: none"> • 2009 Toyota Prius – 9th year in a row • 2009 Toyota Yaris Sedan & Hatchback – 4th year in a row |
| CASSIE Awards | <ul style="list-style-type: none"> • Gold Award – Automotive and DIY (Toyota Tundra pick-up truck) – Toyota Tundra’s well-built relaunch • Silver Award – Automotive and DIY (Lexus) – Lexus “Moments” • Silver Award – Sustained Success (Lexus) – Lexus “Moments” • Silver Award – Sustained Success (Toyota Truck) – Toyota gets tough – Toyota Prairie Zone Dealers / Venture • Silver Award – Best Use Of Media (Toyota Highlander) – Toyota Highlander takes TV out of the box • Silver Award – Off To A Good Start (Toyota Highlander) - Toyota Highlander takes TV out of the box • Bronze Award – Off To A Good Start (Toyota Corolla) – Toyota Corolla relaunch |

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| | Consumer Reports Car Brand Perceptions Survey | <ul style="list-style-type: none"> • Toyota #1 in overall brand perception • Toyota #1 in Environmentally Friendly / Green |
| 2008 | JD Power Vehicle Dependability Study | <ul style="list-style-type: none"> • Toyota and Lexus earned 11 out of 19 possible segment awards – more than any other automaker • Lexus #1 brand overall • Six Lexus vehicles led segments – LS, IS, SC, ES, GX and LX • Five Toyota vehicles led their segments – Prius, RAV4 (which tied with the Honda Element), Highlander, Tundra and Sequoia. |
| | Consumer Reports Best Car Value | <ul style="list-style-type: none"> • 2009 Toyota Prius (Touring Edition) topped ranked |
| | 2008 CIO 100 Award from CIO Magazine | <ul style="list-style-type: none"> • Toyota Canada Inc. award honoree for customer-service software and implementation |
| | Motor Trend Truck of the Year | <ul style="list-style-type: none"> • Toyota Tundra |
| | ecoENERGY for Vehicle Awards | <ul style="list-style-type: none"> • Toyota Yaris • Toyota Prius |
| | CanadianDriver.com's 50-Litre Challenge | <ul style="list-style-type: none"> • Toyota Corolla travels 1,017 km's on 50L of fuel to win competition |
| | CAA Award for Safety Innovations | <ul style="list-style-type: none"> • LS 600h L award winner |
| | L'Annuel de L'Automobile 2009 "Cles d'Or" Awards | <ul style="list-style-type: none"> • LS 460 / LS 600h L – winner of Luxury Vehicles over \$100,000 category |
| | AutoNerve Chinese-Canadian Consumers Car Choice Awards | <ul style="list-style-type: none"> • LS 600h L wins Best Prestige Vehicle |
| | Automobile Journalists Association of Canada "Canadian Car of the Year" Awards | <ul style="list-style-type: none"> • Best New Car under \$18,000 - Toyota Corolla • Sports/Performance over \$50,000 - Lexus IS F |
| 2007 | Automobile Journalists Association of Canada "Canadian Car of the Year" Awards | <ul style="list-style-type: none"> • Canadian Car of the Year – Toyota Camry Hybrid • Best New Family Car (\$22k-\$30k) - Toyota Camry LE • Best New Family Car (over \$30k) - Toyota Camry Hybrid • Best New Luxury Car (under \$50k) - Lexus ES 350 • Best New SUV/CUV (under \$35k) - Toyota RAV4 |
| | 2007 World Car of the Year Award (WCOTY) | <ul style="list-style-type: none"> • Lexus LS 460 |
| | CAA Pyramid Award for Environmental Initiatives | <ul style="list-style-type: none"> • 2007 Camry Hybrid |
| | Energuides Awards | <ul style="list-style-type: none"> • Toyota Yaris • Toyota Prius • Toyota Sienna FWD |
| | AutoNerve Readers Choice Awards | <ul style="list-style-type: none"> • Toyota Yaris Sedan "Best Economy" • Toyota Camry "Best Family" • Lexus LS 460 "Best Luxury" |
| | Truck King Challenge | <ul style="list-style-type: none"> • Toyota Tundra 4x4 5.7L Double Cab Standard Bed SR5 V8 "2008 Canadian Truck King Challenge Winner" • Toyota Tacoma 4x2 Access Cab "Best Midsize under V6" • Toyota Tacoma 4x4 Double Cab Standard Bed V6 "Best Midsize V6 and over" |
| L'Annuel de L'Automobile – Cles d'Or Awards | <ul style="list-style-type: none"> • Toyota 4Runner « Intermediate SUV » • Toyota Tundra « Full Size Pickup » | |
| 2006 | J.D. Power Quality Plant | <ul style="list-style-type: none"> • Silver Award for TMMK (Toyota Motor Manufacturing |

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| | Awards | Kentucky) |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Yaris Hatchback • Toyota Prius • Toyota Matrix |
| 2005 | Automobile Journalists Association of Canada "Canadian Car of the Year" Awards | <ul style="list-style-type: none"> • Best New Pick Up - 2005 Tacoma |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Prius • Toyota Matrix • Toyota Echo Hatchback |
| 2004 | CAA Pyramid Award for Environmental Initiatives | <ul style="list-style-type: none"> • 2004 Prius |
| | Automobile Journalists Association of Canada "Canadian Car of the Year" Awards | <ul style="list-style-type: none"> • Best New Minivan - 2004 Sienna |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Prius • Toyota Matrix • Toyota Echo Hatchback |
| | J.D. Power and Associates - 2004 U.S. Initial Quality Study | <ul style="list-style-type: none"> • Highest Ranked Premium Luxury Car in the U.S. - SC 430 • Highest Ranked Entry Luxury SUV in the U.S. - RX 330 • Highest Ranked Premium Luxury SUV in the U.S. - LX 470 • Highest Ranked Mid Luxury Car in the U.S. - GS 430 |
| 2003 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 2003 Camry for model years 1997 - 2001 • 2003 Sienna for model years 1998 - 2001 |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Prius • Toyota Celica • Toyota Matrix |
| 2002 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 2002 Corolla |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Bronze Award for NUMMI (New United Motor Manufacturing Inc.) |
| | Carguide Best Buy Awards | <ul style="list-style-type: none"> • Toyota Echo - Economy Car |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Prius |
| 2001 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 2001 Sienna • 2001 Corolla |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMC (Toyota Motor Manufacturing Canada) • Silver Award for TMMK (Toyota Motor Manufacturing Kentucky) |
| | Carguide Best Buy Awards | <ul style="list-style-type: none"> • Toyota Corolla - Compact Car • Toyota Camry - Family Car |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Prius |
| 2000 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 2001 Camry |
| | Carguide Best Buy Awards | <ul style="list-style-type: none"> • Toyota Camry - Family Car |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMK (Toyota Motor Manufacturing Kentucky) • Silver Award for NUMMI (New United Motor Manufacturing Inc.) • Bronze Award for TMMC (Toyota Motor Manufacturing Canada) |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Avalon • Toyota Echo Sedan |
| 1999 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1999 Camry |

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| | Carguide Best Buy Awards | <ul style="list-style-type: none"> • Toyota Camry - Family Car • Toyota Corolla - Compact Car |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Silver Award for NUMMI (New United Motor Manufacturing Inc.) |
| | Energuide Awards | <ul style="list-style-type: none"> • Toyota Corolla |
| 1998 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1998 Camry |
| | Carguide Best Buy Awards | <ul style="list-style-type: none"> • Toyota Camry - Family Sedan |
| | Automobile Journalists Association of Canada “Canadian Car of the Year” Awards | <ul style="list-style-type: none"> • Best New Van - 1998 Sienna |
| 1997 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1997 Camry |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Bronze Award for TMMK (Toyota Motor Manufacturing Kentucky) |
| 1996 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1996 Tercel |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMC (Toyota Motor Manufacturing Canada) • Bronze Award for NUMMI (New United Motor Manufacturing Inc.) |
| 1995 | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMC (Toyota Motor Manufacturing Canada) • Bronze Award for NUMMI (New United Motor Manufacturing Inc.) |
| 1994 | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMK (Toyota Motor Manufacturing Kentucky) • Silver Award for NUMMI (New United Motor Manufacturing Inc.) |
| 1993 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1993 Camry |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMK (Toyota Motor Manufacturing Kentucky) • Bronze Award for TMMC (Toyota Motor Manufacturing Canada) |
| 1992 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1992 Camry |
| | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Silver Award for TMMC (Toyota Motor Manufacturing Canada) • Bronze Award for TMMK (Toyota Motor Manufacturing Kentucky) |
| 1991 | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMC (Toyota Motor Manufacturing Canada) • Silver Award for TMMK (Toyota Motor Manufacturing Kentucky) |
| | Automobile Journalists Association of Canada “Canadian Car of the Year” Awards | <ul style="list-style-type: none"> • Best New Van/Wagon - 1991 Previa • Best New Vehicle Built in Canada - 1991 Corolla |
| 1990 | J.D. Power Quality Plant Awards | <ul style="list-style-type: none"> • Gold Award for TMMC (Toyota Motor Manufacturing Canada) |
| 1989 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1989 Corolla |
| | Automobile Journalists Association of Canada “Canadian Car of the Year” Awards | <ul style="list-style-type: none"> • Best New Vehicle Built in Canada - 1989 Corolla |
| 1988 | CAA Pyramid Awards – CAA Used Car Performance Award | <ul style="list-style-type: none"> • 1988 Camry |
| | Automobile Journalists | <ul style="list-style-type: none"> • Best New Sports Car - 1988 MR2 |

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| | Association of Canada "Canadian Car of the Year" Awards | |
| 1987 | CAA Pyramid Awards – CAA Used Car Performance Award | • 1987 Corolla |
| | Automobile Journalists Association of Canada "Canadian Car of the Year" Awards | • Best New Import Sedan - 1987 Camry |
| 1985 | CAA Pyramid Awards – CAA Used Car Performance Award | • 1985 Corolla |
| 1984 | CAA Pyramid Awards – CAA Used Car Performance Award | • 1984 Celica |
| 1983 | CAA Pyramid Awards – CAA Used Car Performance Award | • 1983 Corolla |