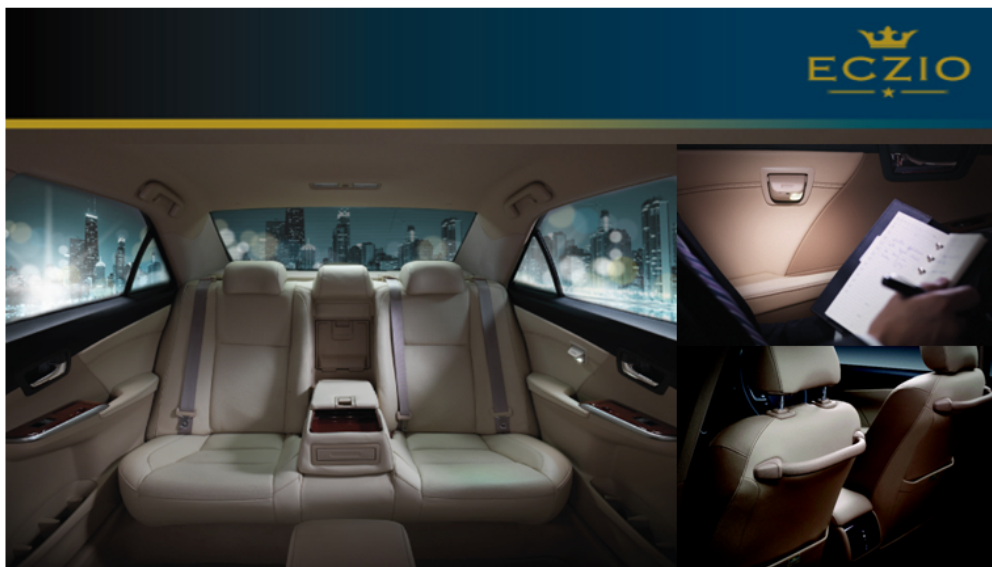


Toyota Boshoku Asia develops the ‘ECZIO’ Premium Rear Seat Package and launches sales in Thailand

Creating solutions for regional needs

(Bangkok, Thailand) February 19, 2014 – Toyota Boshoku Asia Co., Ltd., a leading manufacturer of automotive seating and interior components in the Asia & Oceania region, is pleased to announce the development and launch of the ‘ECZIO*’ Premium Rear Seat Package to meet customer needs in Thailand.

With the aim to offer rear seat solutions for chauffeur driven vehicles in the Thai market Toyota Boshoku Asia developed the ‘ECZIO’ Premium Rear Seat Package with associated interior parts. Designed specifically to enhance luxury, comfort and provide spacious seating for business executives, these custom made premium seats are slated to go on sale from March 1, 2014 as an aftermarket product that can be installed in Thai produced Toyota ‘Camry’ models based on customer requests. Toyota Boshoku Asia is targeting customers in Thailand and is proactively expanding newly developed premium products with global customers in mind.



■ The Features of ‘ECZIO’ Premium Rear Seat Package

1. First-class comfortable seating

- Highly ergonomic and comfortable rear seating
- Top quality original leather

2. Luxurious rear interior space

- High quality stitching
- Center armrest with wooden tray

3. Eco- and User Friendly Accessories

- Sleek back pockets made with “Kenaf”, a plant-derived material
- Door spot lamp supports nighttime reading.
For increased passenger safety and privacy, lighting is set lower than window level

Only 999 exclusive units of the 'ECZIO' Premium Seat Package will go on sale until December 2015. The original 'ECZIO' brand packages are available for Camry 2.5G and 2.0G only (not available for Camry Hybrid) and are priced at Baht 135,000 (not including VAT).

* The 'ECZIO' brand name stands for premium excellence and comfort

About Toyota Boshoku Asia

Toyota Boshoku Asia. Co.,Ltd. a subsidiary of Toyota Boshoku group, one of the world's premier interior systems suppliers and filter manufacturers, develops and produces interior components, filtration and power train components. Toyota Boshoku Asia was established in Thailand in June 2001 and is a leading manufacturer of automotive seating and interior components with 17 production sites in Thailand, Indonesia, the Philippines, Vietnam and other countries throughout the Asian region.

For further information, please access <http://www.toyota-boshoku-asia.com/>