

Toyota Publications Available on Helminc.com

DETROIT (January 13) – Toyota Motor Sales, U.S.A. selected Highland Park specialty fulfillment company Helm Incorporated to provide a marketing channel for selected vehicle owner and service publications. As of January 2, 2009, Helm will make them available on www.helminc.com.

Under the terms of the agreement, Helm will target consumers and aftermarket – repair facilities - two key audiences that may need materials for the maintenance and repair of their vehicles. Marketing strategies will include search engine optimization, promotional banner placement, and the establishment of inbound links from relevant Web sites.

Helminc.com was launched in 1997 by Helm Incorporated and has become the go-to place for automotive dealers, aftermarket repair facilities, enthusiasts, and Do-It-Yourselfers. It is recognized as the *nation's largest source* for official, factory-authored service and owner information. Materials available include repair manuals, electrical-wiring diagrams, body repair, and owner's manuals.

According to Vice President of Marketing, Garry Cole, companies have found that by reaching out to customers and providing them with convenient access to sometimes hard-to-locate publications, they can build satisfaction and loyalty long after an initial purchase.

Industries that currently offer publications through www.helminc.com include the automotive, recreational vehicle, truck, and power equipment sectors.

About Helm

Helm is a specialty fulfillment provider based in Highland Park, Mich., which focuses on Branded Merchandising, Publications Management & Fulfillment and Distribution. Established in 1943 in Detroit, Helm supports some of the most recognizable companies in the world including BP Lubricants/Castrol, Carhartt, Chrysler, Ford Motor Company, FTD, General Motors, Honda and Napa Auto Parts. As an ISO 9001:2000 certified company, Helm is recognized for its unique approach to fulfillment emphasizing cost reduction and customer satisfaction. Helm is the nation's largest provider of *factory-authorized* service and owner information. Additional information is available at www.helm.com.

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

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs over 36,000 people in the U.S. and sold more than 2.2 million vehicles in 2008.