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FOR IMMEDIATE RELEASE

Toyota to Produce Prius at Blue Springs Plant

Toyota announced earlier this morning that it will produce the Prius, the world's most successful hybrid vehicle, at the new plant in Blue Springs, Mississippi—not the Highlander as previously planned.

Community Development Foundation Chairman, Mitch Waycaster expressed excitement stating, "To be chosen as the first production site in the United States for the highly successful, pioneering hybrid, the Toyota Prius, is truly an honor and a compliment to the Mississippi manufacturing workforce. As one of the company's top sellers, and in a rising oil market, the news couldn't be better for the P.U.L. Alliance counties and the region as a whole."

As for the network of suppliers that have located around the region Waycaster allowed, "Toyota's suppliers are a part of the company's family, and the assembly plant will certainly take the current supplier commitments into consideration." He stated further, "Just as the production change is positive for Mississippi, it will be positive for area suppliers as they work through the parts development and supply for the Prius."

A key figure in the Toyota recruitment, CDF President David Rumbarger said, "Toyota's decision demonstrates its keen ability to maintain manufacturing flexibility. In a tight oil and gas market, the Prius is a more competitive vehicle in the marketplace. In fact, the Prius is so popular, dealers are finding it hard to keep them on their lots."

Prius production is also a compliment to the mindset by which the plant is being developed. Blue Springs is one of four worldwide sustainable plants; it will include numerous measures for environmentally friendly production.