

For Immediate Release

For more information contact:

Lenora Campos, Ph.D.

917.593.6752

lcampos@toto.com

Brittani Kaim

212.704.8144

brittani.kaim@edelman.com

**TOTO Presents NEOREST to the Rolls-Royce Owners Club at Its
World of Luxury Celebration**

*Company's High-Design Intelligent Toilets are Featured in World of Luxury Showcase and New
Publication, Strive for Perfection: A Journey into Design, Luxury & Quality*

(Morrow, GA) June 23, 2017 — TOTO, the world's largest plumbing manufacturer with more than \$4.9 billion in annual sales, announced today that it will join Rolls-Royce Owners' Club (RROC) members, VIP guests and more than 1,000 classic Rolls-Royce motorcars at the RROC's 65th Annual Meet. Held at the magnificent French Lick Resort in French Lick, Indiana, this prestigious week-long event attracts Rolls-Royce owners and enthusiasts from across the country. This year's Meet culminates on Saturday, June 24th, with the RROC's World of Luxury Showcase and official launch of its new book, *Strive for Perfection: A Journey into Design, Luxury & Quality*.



“We are proud to partner with the Rolls-Royce Owners Club in its celebration of bespoke design,” said Kazuo Sako, CEO of TOTO USA and TOTO Europe. “At TOTO, we pare our designs down to their essence. Clean and unencumbered, the innate poetry of their form shines forth, revealing their elegant simplicity and superb craftsmanship. We strive daily to help make people’s lives cleaner, healthier, less complicated, and more beautiful.”

World of Luxury Showcase

Held on the French Lick Springs Hotel’s Valley Links Driving Range, alongside an array of Rolls-Royce and Bentley motorcars, the day-long World of Luxury Showcase offers an impressive yet relaxed setting in which TOTO may present the NEOREST 750H and new NEOREST AC intelligent toilets to RROC members.

Winners of the iF International Award for Design Excellence, the NEOREST 750H and new NEOREST AC intelligent toilets offer the People-First Innovations that luxury consumers have come to expect from TOTO—intuitive sensor operation with auto open/close and auto flush; integrated personal cleansing system with warm, aerated water, warm air dryer, and heated seat; in-bowl catalytic deodorizer;

energy- and water-saving features; eWater+ and Actilight advanced cleansing technologies; and elegant high-design aesthetics.



Strive for Perfection: A Journey into Design, Luxury & Quality

TOTO and its leadership in innovation, technology, design and luxury in the U.S. are profiled in a four-page editorial in *Strive for Perfection—A Journey into Design, Luxury & Quality*—the RROC’s new 232-page hardback book. Written by a select group of motoring experts, this limited-edition publication explores the living legacy of the world’s most famous luxury automobile, Rolls-Royce.

Showcasing models old and new, the book

celebrates the company’s unceasing pursuit of excellence—an ethos that has earned Rolls-Royce the status of “best car in the world.” Produced by London-based publisher St. James’s House in collaboration with the RROC, the new book will be officially presented to the Club at a gala Champaign reception, against a backdrop of the Meet’s finest, award-winning Rolls-Royce motorcars.

Journalist's Note: High-resolution digital images of the TOTO’s NEOREST 750H, NEOREST AC, and RROC Official Partner logo are available for download from TOTO’s Online Press Room or immediately upon request.

About TOTO

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world’s largest manufacturer of bathroom fixtures and fittings with \$4.9 billion dollars in annual sales. For the past 100 years, TOTO has been the recognized leader in innovation, technology, performance, and design with products that enhance the luxury bathroom experience. Today, the company maintains 28,100 employees in 20 countries and owns manufacturing facilities around the world in countries as diverse as Japan, Mexico, Germany, the USA, India and China. Guided by its corporate philosophy, the TOTO Global Group strives to create a great company, trusted by people all around the world, which contributes to the betterment of society. With three centers devoted to research and development, TOTO is dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance. Consumers enjoy the peace of mind that comes from knowing they purchased a brand

that innovates to improve people's quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations as to what is possible in the bath space, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5. Follow TOTO on Twitter ([@TOTOUSA](https://twitter.com/TOTOUSA)) and become a [TOTO fan](#) on Facebook.

#