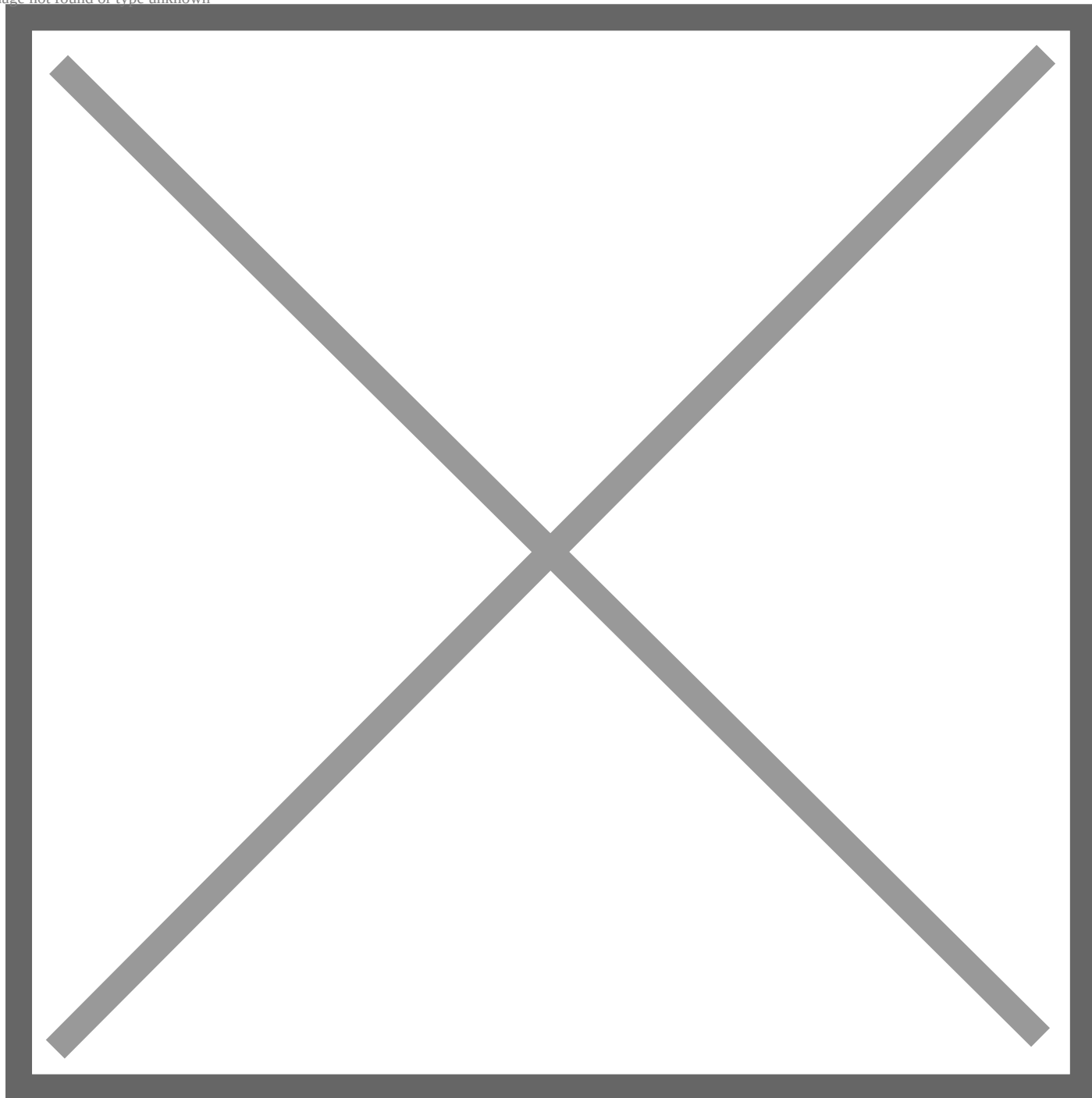


Toyota Financial Services / Lexus Financial Services Support Our Nation's Heroes and Their Families through Enhanced Military Rebate Program

June 18, 2014

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TORRANCE, Calif., June 18, 2014 – Toyota Financial Services (TFS) / Lexus Financial Services (LFS), in partnership with Toyota Motor Sales and Lexus, announces the expansion of its longstanding Military Rebate Program; offering a \$500 rebate* on all new Toyota and Scion vehicles, and a \$750 rebate** on all new and Certified Pre-Owned Lexus vehicles. Established to thank our troops for their service and dedication to defending our country, and to help them afford the car or truck they want, the program has offered rebates for eligible military personnel and inactive reserves since April of 2007. The program has now been expanded to include retirees and veterans within a year of their (honorable) discharge, and household members of eligible qualifying military personnel.

“Toyota Financial Services is incredibly grateful to our troops, and strongly supports the Armed Forces,” says Karen Ideno, Vice President of Product and Marketing at TFS. “An important part of that is to also support the loved ones who stand behind those service members deployed overseas. We hope this program makes life a little easier for them, and helps them get the vehicle of their choice.”

To take advantage of the rebate, individuals must:

- Provide verifiable proof of military status or active service at the time of purchase
- Receive a qualifying salary
- Receive credit approval by Toyota Financial Services or Lexus Financial Services through a Toyota, Scion, or Lexus dealer

“When service members come into the dealership, you really want to do everything you can to help them drive away in that car or truck they want,” says Danny Renshaw, owner of Toyota of Hopkinsville near Fort Campbell, Kentucky. “With Toyota’s Military Rebate Program, we have a way to do just that; a way to say thank you, and give back to those who continue to give us so much. It’s the right thing to do.”

For more information on the Military Rebate Program, please contact your local Toyota, Lexus, or Scion dealer; or visit toyotafinancial.com/PRmilitary or lexusfinancial.com/PRmilitary.

** \$500 rebate offered by Toyota Motor Sales, U.S.A., Inc. and may be applied toward finance or lease contracts executed between April 1, 2014 and January 5, 2015 on all new Toyota and Scion vehicles. To qualify for the rebate, at the time of purchase or lease you must (1) be in current active duty status in the U.S. military (Navy, Army, Air Force, Marines, National Guard, Coast Guard and Active Reserve) OR a U.S. military Inactive Reserve (i.e., Ready Reserve) that is part of the Individual Ready Reserve, Selected Reserve and Inactive National Guard; OR a military veteran or retiree of the U.S. military within one year of their discharge/retirement date; OR a household member of an eligible U.S. military personnel, including Gold Star family members; AND (2) provide verifiable proof of military status or active service; (3) receive a salary sufficient to cover ordinary living expenses and payment for your Toyota; and (4) receive credit approval through a participating Toyota dealer and Toyota Financial Services. Not all applicants will qualify. On lease contracts, rebate must be applied toward the Amount Due at Lease Signing or toward the Capitalized Cost Reduction. On finance contracts, rebates must be applied toward the Down Payment. Limit one rebate per finance or lease transaction per eligible U.S. military personnel or eligible household member. Offer not combinable with the College Graduate Rebate Program, the iFi Program, and the Lease-End Refi Program. Terms, conditions and restrictions apply. Program may not be available in all states. Must pay sales tax. Void where prohibited by law. Not redeemable for cash.*

*** \$750 Lexus Financial Services Military Reward may be applied toward finance or lease contracts executed between April 1, 2014 and January 5, 2015 on all new and Certified Pre-Owned Lexus vehicles. To qualify for the reward, at the time of purchase or lease you must (1) be in current active duty status in the U.S. military (Navy, Army, Air Force, Marines, National Guard, Coast Guard and Active Reserve) OR a U.S. military Inactive Reserve (i.e., Ready Reserve) that is part of the Individual Ready Reserve, Selected Reserve and Inactive National Guard; OR a military veteran or retiree of the U.S. military within one year of their discharge/retirement date; OR a household member of an eligible U.S. military personnel, including Gold Star family members; AND (2) provide verifiable proof of military status or active service; (3) receive a salary sufficient*

to cover ordinary living expenses and payment for your Lexus; and (4) receive credit approval through a participating Lexus dealer and Lexus Financial Services. Not all applicants will qualify. On lease contracts, reward must be applied toward the Amount Due at Lease Signing or toward the Capitalized Cost Reduction. On finance contracts, rewards must be applied toward the Down Payment. Limit one reward per finance or lease transaction per eligible U.S. military personnel or eligible household member. Offer not combinable with the College Graduate Reward Program, the iFi Program, and the Lease-End Refi Program. Terms, conditions and restrictions apply. Program may not be available in all states. Must pay sales tax. Void where prohibited by law. Not redeemable for cash.