

Toyota Announces March Sales Event

March 02, 2010

TORRANCE, Calif., March 2, 2010 – Toyota Motor Sales, U.S.A., Inc. today announced plans to launch the company's most far-reaching sales program in its history.

Starting today, through April 5, 2010, the national marketing program includes financing, leasing and customer loyalty offers. Highlights of the program include:

- **0% APR financing for up to 60 months** on 2010 Avalon, Camry, Corolla, Highlander, Matrix, RAV4, Tundra and Yaris, for qualifying buyers.
- **Low lease rates** on 2010 Avalon, Camry, Corolla, Highlander, Matrix, Prius, RAV4, Tundra and Venza, for qualifying buyers. Examples include a Corolla lease for \$179 a month and a Camry lease for \$199 a month, although offers may vary regionally.
- **Complimentary two-year premium maintenance program** for customers who purchase or lease a new vehicle and provide proof of a Toyota, Lexus or Scion vehicle already registered in household, with applicable conditions.

"We launched this program to expand the focus on our customers, and thank them for their loyalty by adding value to our products," said Bob Carter, group vice president and general manager of Toyota Division for Toyota Motor Sales, USA, Inc. "We are standing behind our customers and our vehicles. It's a great time to buy a Toyota."

The marketing program will be supported by a television ad campaign from Toyota's advertising agencies Saatchi & Saatchi and Conill LA.

The March Sales Event television ads will begin airing on March 2, and will highlight the special 0% financing for 60 months offer. In addition, the ads will feature discussions with customers who recently purchased Toyota vehicles and reflect their feedback. Other commercials feature Toyota dealership associates, including salespeople, customer service representatives, technicians and others, thanking customers for their support and loyalty to Toyota.

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