

Toyota - Cincinnati Region Incentives  
**APRIL, 2009**  
 Effective Dates: April 1, 2009 - May 4, 2009

MODELS	ELIGIBLE MODEL YEAR	DEALER CASH (NON-J ONLY)	CUSTOMER CHOICE			LEASE OFFERS *See Advertised Lease Offers with details on the March website (available for details)	
			CUSTOMER CASH (NON-J ONLY)	OR	TPS SPECIAL REDUCED APR (TIER I, II, III ONLY)		OR
Yaris	2009		\$1,000	OR	0.0% for 36 months 0.0% for 48 months 0.0% for 60 months	Tier I+ - .00162 for up to 36 mos Tier I - .00172 for up to 36 mos Tier II - .00217 for up to 36 mos Tier III - .00287 for up to 36 mos	Model 1422 (FE CG CP CF) \$189 Mo \$1999 Down
Corolla	2009		S Models Only \$1,790 LE Models Only \$1,000 Base/RS/XLE Models Only \$750	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00068 for up to 36 mos Tier I - .00078 for up to 36 mos Tier II - .00123 for up to 36 mos Tier III - .00193 for up to 36 mos	Model 1630 (FE CL EM EV CK HE LE CF) \$249 Mo \$249 Down
Matrix	2009		\$1,250	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00084 for up to 36 mos Tier I - .00094 for up to 36 mos Tier II - .00139 for up to 36 mos Tier III - .00209 for up to 36 mos	Model 1932 (FE CL CK PD CF) \$239 Mo \$2199 Down
Prius	2009		\$1,000	OR	0.0% for 36 months 2.9% for 48 months 3.9% for 60 months		
Camry Sedan Gas Only	2009		\$1,500	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00066 for up to 36 mos Tier I - .00066 for up to 36 mos Tier II - .00141 for up to 36 mos Tier III - .00211 for up to 36 mos	Model 2532 (FE CF) \$259 Mo \$299 Down
Camry Sedan Hybrid Only	2009		\$1,500	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00123 for up to 36 mos Tier I - .00133 for up to 36 mos Tier II - .00178 for up to 36 mos Tier III - .00248 for up to 36 mos	Model 2960 (FE HM UP CF) \$299 Mo \$2899 Down
Solara Excludes Convertible	2008		\$1,000				
Solara Convertible Only	2008		\$2,000				
Avalon	2008		\$600				
RAV4	2009		\$750	OR	3.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00173 for up to 36 mos Tier I - .00183 for up to 36 mos Tier II - .00228 for up to 36 mos Tier III - .00298 for up to 36 mos	Model 4432 (FE OV CF) \$249 Mo \$2999 Down
Highlander Gas	2008	\$2,000					
Highlander Gas	2009		\$750	OR	3.9% for 36 months 3.9% for 48 months 3.9% for 60 months	Tier I+ - .00210 for up to 36 mos Tier I - .00220 for up to 36 mos Tier II - .00265 for up to 36 mos Tier III - .00335 for up to 36 mos	Model 6942 (FE EH CG PE RL TH ZX) \$399 Mo \$2999 Down
Highlander Hybrid	2008		\$2,000	OR	1.9% for 36 months 2.9% for 48 months 3.9% for 60 months		
Highlander Hybrid	2009		\$1,000	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months		
FJ Cruiser	2008	\$1,000					
4Runner	2008		\$2,000	OR	2.9% for 36 months 2.9% for 48 months 2.9% for 60 months		
Sequoia	2008		\$4,000	OR	1.9% for 36 months 1.9% for 48 months 1.9% for 60 months		
Sienna	2009		\$1,000	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00010 for up to 36 mos Tier I - .00020 for up to 36 mos Tier II - .00055 for up to 36 mos Tier III - .00135 for up to 36 mos	Model 5336 (FE CP RL TO CF) \$239 Mo \$2699 Down
Tacoma Excludes D Cab	2009		\$1,000	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00083 for up to 36 mos Tier I - .00103 for up to 36 mos Tier II - .00148 for up to 36 mos Tier III - .00218 for up to 36 mos	Model 7104 (FE HI RL CF) \$199 Mo \$2999 Down
Tacoma D Cab Only	2009		\$1,250	OR	2.9% for 36 months 3.9% for 48 months 4.9% for 60 months	Tier I+ - .00063 for up to 36 mos Tier I - .00103 for up to 36 mos Tier II - .00148 for up to 36 mos Tier III - .00218 for up to 36 mos	Model 7186 (FE HI RL SL CF) \$249 Mo \$2499 Down
Tundra	2008		\$4,500	OR	0.0% for 36 months 0.0% for 48 months 0.0% for 60 months		
Tundra	2009		\$2,500	OR	1.9% for 36 months 2.9% for 48 months 3.9% for 60 months	Tier I+ - .00055 for up to 36 mos Tier I - .00075 for up to 36 mos Tier II - .00120 for up to 36 mos Tier III - .00150 for up to 36 mos	Model 8241 (FE EV CX HU XJ TO CF) \$339 Mo \$2999 Down

**TPS COLLEGE GRADUATE AND MILITARY REBATE PROGRAM**

**College Graduate:** We're offering college grads up to \$400 if you received your degree within the last two years, you could qualify for a rebate on the purchase of a new Toyota.  
**Military Rebate Program:** You serve us. We'd like to return the favor. In appreciation of all that you do, Toyota is offering a special \$400 rebate to eligible active duty personnel.

Here's how to get more information on each program:

Dealer Daily / Financial Services / Toyota Financial Services / Document Center / In Search box, type in either "military" or "college graduate" and click on "all" box

Vehicle leased through TPS using the Special Lease Programs. DR purchased with Special APR rate do not qualify for dealer cash or customer cash (unless otherwise stated).

TPS Leases and APNs. Please consult TPS Financial Services or your local branch for details.

Please refer to TPS for all lease information.

Please refer to Toyota's Eligibility website for more information on the Rebate and Lease Offer Programs.

TMAC INCLUDE 1-800-898-0100

Please make sure you submit all of your documents on-line via the special link to TPS: [www.toyota.com/finance](http://www.toyota.com/finance)