



Offer:

Get Toyota Complete, including Oil Change, Multi-Point Inspection, Tire Rotation and Battery Check, for \$39.95 with conventional oil and \$54.95 with synthetic. Also, get a \$25 Toyota Visa® Prepaid Card by mail with Genuine Toyota Battery purchase.¹

[Note – all offer mentions must include full disclaimer as written below]

Abbreviated Offer:

Get Toyota Complete, including Oil Change, Multi-Point Inspection, Tire Rotation and Battery Check, for as low as \$39.95.¹

[Note – all offer mentions must include full disclaimer as written below]

Headline Option:

You bought a complete Toyota. Get it completely serviced.

Key Copy Points and Official Language:

- Regular maintenance is one of the best ways to keep your Toyota a Toyota.

-Visit the Toyota Service Center at your local Toyota dealership during the months of July and August for this amazing deal.

-There's no better team of technicians to service your Toyota than the experts at your local Toyota dealership.

-20% of people on the road today need a new battery without even being aware of it.

July/August Disclaimer Copy

1. Full disclosure will be placed on dynamic assets and the Toyota Owner's website.
 2. Abbreviated disclosure will need to be on the static banner assets, any assets where room is limited and print may be too small to fit in for proper reading. The viewer will have the option to click to view the full disclosure.
 3. Lastly, dealers will receive a POS kit. This material will be displayed throughout the dealership and room for a full disclosure will be limited. Additionally, we would like to allow dealers to keep and re-use the POS as we may consider running another National Parts & Service campaign in the future.
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Maintenance Special(1) \$39.95 Includes:

- Oil (conventional; synthetic \$54.95) and Oil filter change
- Multi-Point Inspection (MPI)
- Battery Check
- Tire Rotation

Battery Special(2)

TrueStart(3) or True 2 Battery(4) w/\$25 Toyota Visa® Prepaid Card(5) Redemption

Full Disclaimer:

(1) If you have a ToyotaCare or Scion Service Boost (TC/SSB) plan, this service may be complimentary, in which case this offer may not be applicable. Please refer to your plan for complete coverage details. See your Toyota scheduled maintenance guide for additional mileage-specific recommendations. Synthetic Oil \$54.95: Toyota requires OW-20 synthetic motor oil for some 2010 and newer models at 10,000 mile intervals. Toyota synthetic motor oil slightly higher. Up to 5 quarts oil. Installation and labor included. Tax and shop supplies extra. Some models higher. See a Toyota dealer associate for details.. Please present offer when order is written. Not valid with any other offer, advertised special, or prior purchase. Toyota and Scion vehicles only. Offer valid 7/1/14-8/31/14.

Battery Special

(2) Restrictions apply. Offer excludes all applicable tax. Please present offer when order is written. Not valid with any other offer or advertised special. See participating Toyota dealer for details. Excludes previous purchases. Toyota and Scion vehicles only. Offer only available at participating Toyota dealers 7/1/14-8/31/14.

(3) TrueStart Battery offer includes 84 month warranty, 24 month complimentary replacement, 24 month roadside assistance, 60 month prorated, and check of all battery connections and cables. Battery must be installed at your participating Toyota dealer. Excludes hybrid vehicle batteries. Towing warranty only valid with dealer installation. Please present offer when order is written. Not valid with any other offer, advertised special, or prior purchase. Some restrictions may apply. See dealer for details. Toyota and Scion vehicles only. Offer valid 7/1/14-8/31/14.

(4) True 2 Battery offers includes 60 month warranty, 18 month complimentary replacement, 24 month roadside assistance, 42 month proration, and check of all battery connections and cables. Battery must be installed at your participating Toyota dealer. Excludes hybrid vehicle batteries. Towing warranty only valid with dealer installation. Please present offer when order is written. Not valid with any other offer, advertised special, or prior purchase. Some restrictions may apply. See dealer for details. Toyota and Scion vehicles only. Offer valid 7/1/14-8/31/14.

(5) Prepaid card is issued by MetaBank[®], Member FDIC, pursuant to a license from Visa U.S.A. Inc. Cards are issued in connection with a loyalty, award or promotion program. Card issued in the name submitted on rebate form and is not transferable; card cannot be issued to minors. Card does not have cash access and can be used at any merchants that accept Visa debit cards. Card valid for up to 6 months, unused funds forfeit at midnight EST the last day of the month of the valid thru date, subject to applicable law. Country restrictions apply and are subject to change. Card terms, conditions, and limitations apply; see MyPrepaidCenter.com/site/visa-promo for details.

Abbreviated Disclosures:

Only static banner – one click must take user to full disclosure

Restrictions apply. Offer ends 8/31/14. Click here for offer details.

POS Material –

Restrictions apply. Toyota and Scion vehicles only. See service advisor for details.

Radio –

Restrictions apply. Toyota & Scion vehicles only. See service advisor for details. Offer ends 8/31/14.