

TOYOTA OCTOBER 2009

Small Business, Big Boost TFS Offers Rebates on Vehicle Credit Lines

The flurry of "Cash for Clunkers" activity might have run its course. But opportunities to attract new customers still abound. Case in point: rebates offered by Toyota Financial Services (TFS) through its

Business Solutions Vehicle Credit Line (VCL) program through March 2010.

Compared with the Detroit automakers, Toyota is a newcomer to commercial sales. In 2006, TFS began to shift the balance in Toyota's favor by reaching

out to small businesses with a lineup of products under the Business Solutions banner. The VCL is the key offering. What is a VCL?

Simply put, a VCL provides small businesses access to cash they can tap quickly and efficiently when they

need to purchase a vehicle. For example, if a business opens

a \$100,000 VCL and buys a \$25,000 Camry, it would have \$75,000 ready and waiting when its next vehicle need arises. Even sole proprietors working out of their homes can qualify.

And now through the end of March next year, TFS is

making it even easier to get into the VCL program by offering you and your customers an incentive to open up a new VCL.

How Does the VCL Incentive Work?

- New and existing VCL customers get a \$500 rebate for each vehicle purchased or leased through March.
- Help your business customers open new VCLs between now and the end of March and your dealership will receive a \$100 flat fee per new credit line from TFS. To qualify, the VCL must be for a minimum of \$100,000.



- Previous Business Solutions incentives focused solely on Tundra. But this rebate is available on all new Toyota vehicles: cars, vans, SUVs and trucks (but not on Scions).
- This rebate can be combined with any other applicable incentives.
- The offer is limited to 20 leased or purchased vehicles per business customer in a single month.

What's in This for Me?

Clearly, this a great deal for your business customers and your dealership. But you can win, too. The VCL rebate is a golden opportunity to reach out to small business customers—precisely when they are beginning to spend again. Contact your local Chamber of Commerce, filter through existing sales to businesses and network with your local business community. Also, you can download business-targeted ads on Ad Planner and alter them as needed to fit your market.

Looking ahead, the extra sales you secure today will expand your base of highly qualified business customers. And that's the key to generating profitable repeat and referral sales no matter what the economy holds in store.

Where Do I Go from Here?

Check out Financial Services Bulletin (FSB) #2009-065 -065EXT with specifics on new VCL customers and FSB #2009-066-066EXT for existing VCL customers. Your TFS representative can also answer your questions and help you get up to speed.



Opportunity Awaits

TFS Business Solutions is a program whose time has come. Through 2008, the number of small businesses in the U.S. swelled to a record 29.6 million. While that number has declined during the recession, trends suggest small businesses will be the first to rally when growth resumes. In a survey conducted by <u>BusinessKnowHow.com</u> in March, 49 percent of its small business respondents said they'd be more profitable in 2009 than in 2008 while only 39 percent expect a decline.

The bottom line? The TFS Business Solutions program meets the needs of small businesses. And now, with the VCL incentives for you and your business customers, there's no time like the present to take advantage of it.

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Financial Services Bulletin

FSB #2009-065EXT September 17, 2009

TO: ALL TOYOTA DEALERS

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RE: BUSINESS SOLUTIONS \$500 VEHICLE CREDIT LINE (VCL) REBATE PROGRAM - For New Vehicle Credit Lines - *EXTENDED*

Toyota Financial Services (TFS) and Toyota Motor Sales are pleased to announce the **Business** Solutions \$500 Vehicle Credit Line (VCL) Rebate Program for New VCLs. <u>This program is</u> available on all new Toyota cars, trucks, vans, and SUVs and is effective June 3, 2009 through <u>March 31, 2010.</u>

The extension of this program allows more time to increase awareness of the program with business retail customers, helping to stimulate sales in the months ahead, as we close out 2009.

Eligible Business Solutions customers **opening a minimum \$100,000 Vehicle Credit Line** with TFS **and** financing a **new** untitled Toyota that same day, or anytime through **March 31, 2010**, will receive a \$500 rebate to be used towards their purchase or lease. The \$500 rebate will apply to each vehicle financed with TFS within the program period.

The rebate must be used as a down payment on Retail and Preferred Option contracts. On Lease Agreements, the rebate must be applied towards the "Capitalized Cost Reduction".

Customers must meet the following criteria in order to be eligible for the \$500 VCL Rebate Program:

- 1. Meet the criteria to be a TFS Business Solutions customer
- 2. Open a minimum \$100,000 Vehicle Credit Line (VCL) with TFS*
- 3. Finance a new untitled Toyota vehicle within the stated program period

This program is designed to support repeat sales with your business customers. It is intended for business customers who want to establish a credit line for financing multiple vehicles through your dealership and TFS. Not all business customers will qualify.

The credit underwriting and decisioning process can be more complex for businesses requesting a VCL than individual consumer applications, so please allow for additional approval time. However, once approved by TFS, the VCL is good for 12 months and will help streamline the credit review process and acquisition of future vehicles.

Dealers will receive a \$100 flat fee per NEW VCL opened and approved by TFS during the eligible program period. This is for NEW VCLs only.

*Once the VCL is opened, all accounts with TFS must have clear payment history in order to add vehicles to the VCL and be eligible for the \$500 VCL Rebate Program.

All other parameters of the Business Solutions Finance Programs remain in effect.

Please refer to the attached Program Guidelines for complete program provisions. Should you have any questions regarding this program, please contact your Regional Business Solutions Manager or Area Sales Manager (ASM) at your local TFS office.

TOYOTA FINANCIAL SERVICES

Program Period

• The Business Solutions \$500 Vehicle Credit Line Rebate Program is effective June 03, 2009 through March 31, 2010.

Eligible Dealers

• All Toyota dealers serviced by TFS Dealer Sales & Service Offices (DSSOs)

Eligible Vehicles

- New untitled **Toyota** cars, trucks, vans, and SUVs, including dealer demonstrators with 20,000 miles or less qualify for the Business Solutions \$500 Vehicle Credit Line Rebate Program for New VCLs. (Scion and Lexus vehicles are not eligible.)
- Each vehicle purchased or leased through March 31, 2010 on an open VCL with TFS will be eligible for the \$500 rebate.
- Any vehicles used for rental, livery (i.e., taxi cabs), emergency or law enforcement are NOT allowed to be leased under TFS Business Solutions. See Marketing Letter #2006-195 for complete Business Solutions program guidelines.
- Only "Non-J" retail vehicles are eligible. Standard TMS USA Incentive Vehicle eligibility rules apply. Contact your respective TMS Region or Private Distributor for questions about these rules.

Business Customer Qualifications

To qualify for the **Business Solutions \$500 Vehicle Credit Line Rebate Program for New VCLs**, customers must meet the following conditions:

- 1. Be approved for a minimum \$100,000 Vehicle Credit Line (VCL) through the participating dealership and TFS DSSO
- 2. Business customer must be a legal entity or DBA (i.e., corporation, general partnership, limited partnership, limited liability company, or a sole proprietorship).
- 3. Business customer finances one or more new untitled Toyota vehicles within stated eligibility period after obtaining an approved VCL with TFS
- 4. Contract originated through an eligible Toyota dealership
- 5. Business is listed as the primary buyer or lessee on the contract

Maximum Terms, Rates, Dealer Participation and Flat Fees

Standard Business Solutions and Special program parameters continue to apply. Please refer to the program letters/announcements for more details.

In addition, dealers will receive a \$100 flat fee for each NEW VCL opened and approved under this program. This is for NEW VCLs only.

Program Compatibility

The **Business Solutions \$500 VCL Rebate Program for New VCLs** is compatible with other Standard and Special programs when the parameters permit the compatibility. (Please refer to the program letters/announcements for more detail).

See Marketing Letter #2006-195 and "Business Solutions at a Glance" document for Dealers for more information about TFS Business Solutions program.

Dealer Instructions

Dealers must verify the existence of the business by obtaining and reviewing the following information by type of business entity prior to submitting the credit application to TFS:

<u>Sole Proprietorship</u> A sole proprietorship is set up to allow an individual to own and operate a business by him/herself. A sole proprietor has total control, receives all profits from and is responsible for taxes and liabilities of the business. In most States they have no filing with the Secretary of State (SOS), but usually have a Fictitious Name Filing with the County (commonly referred to as a "dba"). Searches for Fictitious Name/dba filings are available on most County web-sites. Since sole proprietorships have unregistered trade names without any formal form of an organization, Business Solutions credit applications will be reviewed and analyzed according to the credit status of the individual.

Verification:

- Copy of Fictitious Name Filing (or verification of active name from County website); or
- Copy of applicable "Schedule C" from most recent tax return to support existence of the sole proprietorship; or
- Copy of current Business License

Documentation:

- Signed Business Credit Application (with SSN# listed under Tax I.D. number)
- Name; "dba" name must be listed as the primary applicant/buyer/lessee; owner must be listed as co-applicant/co-buyer/co-lessee
 - Example: If sole proprietorship is "John Smith dba John Smith Woodworking"
 - Applicant: John Smith Woodworking Co-Applicant: John Smith
- All signatures should just be proprietor's name

Corporation A corporation chartered by the state in which it is headquartered is considered by law to be a unique entity, separate and apart from those who own it. A corporation can be taxed, it can be sued, and it can enter into contractual agreements. The owners of a corporation are its shareholders, officers and director(s). Officers and the Director(s) are listed on the Articles of Incorporation (or supporting documents).

Verification: Copy of Articles of Incorporation (or verification of active name from SOS). It is imperative that the name of the Corporation as stated on the credit application be verified and that the name of the entity on the retail contract or lease agreement be identical (including capitalization and punctuation) to the name shown on the Secretary of State's records.

Documentation:

- Signed Business Credit Application (with Tax I.D. number)
- Legal Name & Trade Name (dba) must be listed on Application
- All signatures should be "Legal Name" by (Officer/Director).
- Corporate Resolution & Incumbency Certificate (7175)

<u>General Partnerships</u> In a Partnership, two or more people share ownership of a single business. Like proprietorships, the law does not distinguish between the business and its owners. The partners should have a legal agreement that sets forth how decisions will be made. General Partnership statements are not always filed with the Secretary of State's Office, so the Partnership Agreement needs to be obtained to verify the legal name and officers.

Verification:

- Copy of Partnership Agreement; or
- Copy of Fictitious Name Filing (or verification of active name from County web-site)

Documentation:

- Signed Business Credit Application (with Tax I.D. number)
- Partnership Name & Trade Name (dba) should be listed on Application
- All signatures should be "Partnership Name" by (Partner)
- Partnership Resolution & Incumbency Certificate (7177)

Limited Partnership Most of the partners have limited liability (to the extent of their investment) as well as limited input regarding management decisions. In CA (and other states), Limited liability partnerships may only be formed by licensed persons for the practices of public accountancy, law or architecture. Limited Partnerships are required to register with the SOS (in most states).

Verification:

- Copy of Partnership Agreement (or verification of active name from SOS), or
- Copy of Fictitious Name Filing (or verification of active name from County web-site).

Documentation: Same as for General Partnerships (above).

<u>Limited Liability Company</u> The LLC is a relatively new type of hybrid business structure that is now permissible in most states. It is designed to provide the limited liability features of a corporation and the tax efficiencies and operational flexibility of a partnership. The owners are members, and the duration of the LLC is usually determined when the organization papers are filed.

Verification: Copy of Articles of Organization (or verification of active name from SOS). It is imperative that the name of the LLC as stated on the credit application be verified and that the name of the entity on the retail contract or lease agreement be identical (including capitalization and punctuation) to the name shown on the Secretary of State's records.

Documentation:

- Signed Business Credit Application (with Tax I.D. number)
- Legal Name & Trade Name (dba) should be listed on Application
- All signatures should be "Legal Name" by (owner/member)
- LLC Resolution & Incumbency Certificate (7176)

** The business entity descriptions contained herein are intended to provide high-level overviews and are not necessarily complete legal definitions for each entity for every state. Since each state has its own laws on business organizations, you should refer to that state's information for specific definitions and descriptions.

Financial Documentation:

The credit decisioning process can be more complex for businesses requesting a VCL than individual consumer applications, so please allow for additional approval time. However, once approved by TFS, the VCL is good for 12 months and will help streamline the credit review process and acquisition of future vehicles.

For VCL requests from \$100K - \$500K, your DSSO may require additional financial information from you and your business customer. Sometimes, a personal guarantor is required.

For VCL requests over \$500K, your DSSO may typically require audited Financial Statements (balance sheet, income statement, and cash flow statement) for the 2 previous fiscal years.* Sometimes, a personal guarantor is required.

* based on financial statements, additional questions may be asked and additional information may be requested.

Credit Application Submission Process:

- 1. Determine if the credit application is for Business with Co-Applicant (BC) or Business (B) only and submit via Route One accordingly.
 - Add comments in Route One that a VCL is being requested, including the dollar amount.
- 2. Ensure the submitted application is complete and accurate
 - Dealership personnel must verify the correct legal name of the entity and ensure that all documents are accurately completed/signed.
- 3. Ensure that all required documentation is provided to the DSSO
 - Refer to the "Dealer Instructions" section above for the documentation required for each type of business entity.
 - Note: Additional documentation may be required to initially set up a VCL, but most likely will not be required on subsequent transactions.

Contract Documentation Requirements

- Standard Retail, Lease and Preferred Option documents are required. Wherever possible, Business Solutions Retail and Lease contracts should be used. Non-Business Solutions contracts will be accepted, as long as the "Business" use box is checked on the form, as applicable.
- "VCL Rebate" must be denoted on the Dealer Funding Checklist.
- All applications must be denoted "VCL Rebate" in the upper right hand corner.
 - Rebates are only available on contracts that are actually booked with TFS.

Contract Disclosure

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Retail/Preferred Option: The \$500 rebate must be disclosed as "**VCL Rebate**". Since not all TFS Retail Contracts contain an itemized disclosure for a Rebate, the dealer should ensure the following contract disclosures are made:

- 1. In the "*Itemization of Amount Financed*" section, the \$500 must be included in the amount of any cash down paid by the customer;
 - The dealer must type an asterisk (*) following the amount of cash down payment;
 - In an available area of the "Down Payment" section, type" *Incl.'s \$500 VCL Rebate."



Business Solutions Lease Contracts (Closed-End & Open-End Leases)

- On Business Solutions lease contracts the \$500 VCL Rebate <u>must</u> be applied towards the Capitalized Cost Reduction in Section #8a. Since the Rebate can only be applied to the Capitalized Cost Reduction, the customer will be responsible for any other items due at lease signing that is not capitalized (i.e. First Monthly Payment, Security Deposit, Acquisition Fee, etc.)
- Under the Business Solutions \$500 VCL Rebate program, Section #8a of the Business Solutions Lease Contract should be \$500 at minimum. Should the customer provide additional Capitalized Cost Reduction beyond the \$500 VCL Rebate, Section #8a would need to reflect both items accordingly:
 - Example: customer provides \$1,500 cash at lease signing of which \$1,000 represent Capitalized Cost Reduction from the customer and \$500 from the VCL Rebate = \$1,500 Total Capitalized Cost Reduction should be listed in Section 8a
- Dealer must manually write the following verbiage next to Section #8a and have all parties involved initial, including dealer, lessee and co-lessee when available: (Incl. \$500 VCL Rebate) See Example Below

8. a. Capitalized Cost Reduction	(Incl \$500 VCL Rebate)	<u>\$1,500</u>
b. First Monthly Payment	J.D L.M	<u>\$425</u>

Required STEPS for dealer to receive reimbursement:

- 1. Properly disclose the \$500 Rebate in the Retail/Lease contract. The VCL rebate must be disclosed on the specified areas listed under the Contract Disclosure section in order for the dealer to be eligible for reimbursement.
- 2. Denote "VCL Rebate" on the Dealer Funding Checklist.
- 3. Provide copies of documents requested by your local DSSO (i.e. copy of fictitious name filing, business license, Articles of Incorporation, Certified Resolutions and Incumbency Certificates, etc.)
- 4. Ensure that all parameters are met (i.e. New Toyota vehicle, eligible business customer, etc.)

Check Disbursement for Dealer \$500 Rebate Reimbursement (UPDATED)

The month following the booking of the contract, each Dealer will receive a rebate reimbursement check for contracts booked under the Business Solutions \$500 Vehicle Credit Line Rebate Program for New VCLs. Checks will be disbursed by TFS Torrance on a monthly basis.

Check Disbursement for Dealer \$100 Flat Fee per VCL opened (UPDATED)

The month following the opening of the VCLs, each Dealer will receive a dealer flat fee check for the total # of VCLs opened under the Business Solutions \$500 Vehicle Credit Line Rebate Program for New VCLs for that month. **Checks will be disbursed by TFS Torrance on a monthly basis**.





FSB #2009-066EXT September 17, 2009

TO: ALL TOYOTA DEALERS

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RE: BUSINESS SOLUTIONS \$500 VEHICLE CREDIT LINE (VCL) REBATE PROGRAM - For Existing Vehicle Credit Lines - *EXTENDED*

Toyota Financial Services (TFS) and Toyota Motor Sales are pleased to announce the **Business** Solutions \$500 Vehicle Credit Line (VCL) Rebate Program for Existing VCLs. <u>This program is</u> <u>available on all new Toyota cars, trucks, vans, and SUVs and is effective June 3, 2009 through</u> <u>March 31, 2010.</u>

The extension of this program allows more time to increase awareness of the program with business retail customers, helping to stimulate sales in the months ahead, as we close out 2009.

Eligible Business Solutions customers with an existing open Vehicle Credit Line with TFS* and financing a **new** untitled Toyota through March 31, 2010 on that VCL, will receive a \$500 rebate to be used towards their purchase or lease. The \$500 rebate will apply to each vehicle financed with TFS through March 31, 2010.

The rebate must be used as a down payment on Retail and Preferred Option contracts. On Lease Agreements, the rebate must be applied towards the "Capitalized Cost Reduction".

Customers must meet the following criteria in order to be eligible for the \$500 VCL Rebate Program:

- 1. Meet the criteria to be a TFS Business Solutions customer
- 2. Have an existing open Vehicle Credit Line (VCL) with TFS*
- 3. Finance a new untitled Toyota vehicle within the stated program eligibility period

This program is designed to support repeat sales with your business customers. It is intended for business customers who have an established credit line for financing multiple vehicles through your dealership and TFS.

All other parameters of the Business Solutions Program remain in effect.

Please refer to the attached Program Guidelines for complete program provisions. Should you have any questions regarding this program, please contact your Regional Business Solutions Manager or Area Sales Manager (ASM) at your local TFS office.

TOYOTA FINANCIAL SERVICES

Program Period

• The Business Solutions \$500 Vehicle Credit Line Rebate Program for Existing VCLs is effective June 03, 2009 through March 31, 2010.

Eligible Dealers

• All Toyota dealers serviced by TFS Dealer Sales & Service Offices (DSSOs)

Eligible Vehicles

- New untitled **Toyota** cars, trucks, vans, and SUVs, including dealer demonstrators with 20,000 miles or less qualify for the Business Solutions \$500 Vehicle Credit Line Rebate Program for Existing VCLs. (Scion and Lexus vehicles are not eligible.)
- Each vehicle purchased or leased within the stated program period, on an open VCL with TFS, will be eligible for the \$500 rebate.
- Any vehicles used for rental, livery (i.e., taxi cabs), emergency or law enforcement are NOT allowed to be leased under TFS Business Solutions. See Marketing Letter #2006-195 for complete Business Solutions program guidelines.
- Only "Non-J" retail vehicles are eligible. Standard TMS USA Incentive Vehicle eligibility rules apply. Contact your respective TMS Region or Private Distributor for questions about these rules.

Business Customer Qualifications

To qualify for the **Business Solutions \$500 Vehicle Credit Line Rebate Program for Existing VCLs**, customers must meet the following conditions:

- 1. Have a current open VCL with TFS*
- 2. No more than 12 months have passed since the VCL was established or last renewed
- 3. The customer is not in default under any of its existing TFS lease agreements or retail contracts
- 4. There is no known adverse information regarding the applicant that may jeopardize repayment to TFS
- 5. The new credit request is within the remaining available credit line
- 6. Business customer finances one or more new untitled Toyota vehicles within stated program period
- 7. Contract originated through an eligible Toyota dealership
- 8. Business is listed as the primary buyer or lessee on the contract

For customers with an existing VCL, clear payment history is required on all open accounts with TFS in order to add vehicles to the line and take advantage of the \$500 rebate.

Customers with expired VCLs must apply to renew their VCL with TFS. Once approved, they are eligible for the \$500 VCL Rebate Program for Existing VCLs, subject to the conditions noted above.

Maximum Terms, Rates, Dealer Participation and Flat Fees

Standard Business Solutions and Special program parameters continue to apply. Please refer to the program letters/announcements for more details.

Program Compatibility

The **Business Solutions \$500 VCL Rebate Program for Existing VCLs** is compatible with other Standard and Special programs when the parameters permit the compatibility. (Please refer to the program letters/announcements for more detail).

See Marketing Letter #2006-195 and "Business Solutions at a Glance" document for Dealers for more information about TFS Business Solutions program.

Dealer Instructions

Credit Application Submission Process:

- 1. Determine if the credit application is for Business with Co-Applicant (BC) or Business (B) only and submit via Route One accordingly.
 - Add comments in Route One that a VCL exists for this Business customer, as well as any additional information you want to provide regarding this transaction
- 2. Ensure the submitted application is complete and accurate (Submission of the credit application via RouteOne is required. No need to send hardcopy of credit application if a VCL exists.)
 - Dealership personnel must verify the correct legal name of the entity and ensure that all documents are accurately completed/signed.
- 3. Ensure that all required documentation is provided to the DSSO

Contract Documentation Requirements

- Standard Retail, Lease and Preferred Option documents are required. Wherever possible, Business Solutions Retail and Lease contracts should be used. Non-Business Solutions contracts will be accepted, as long as the "Business" use box is checked on the form, as applicable.
- "VCL Rebate" must be denoted on the Dealer Funding Checklist.
- All applications must be denoted "VCL Rebate" in the upper right hand corner.
 - Rebates are only available on contracts that are actually booked with TFS.

Contract Disclosure

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Retail/Preferred Option: The \$500 rebate must be disclosed as "**VCL Rebate**". Since not all TFS Retail Contracts contain an itemized disclosure for a discount certificate, the dealer should ensure the following contract disclosures are made:

- 1. In the "*Itemization of Amount Financed*" section, the \$500 must be included in the amount of any cash down paid by the customer;
 - The dealer must type an asterisk (*) following the amount of cash down payment;
 - In an available area of the "Down Payment" section, type" *Incl.'s \$500 VCL Rebate."



Business Solutions Lease Contracts (Closed-End & Open-End Leases)

- On Business Solutions lease contracts the \$500 VCL Rebate <u>must</u> be applied towards the Capitalized Cost Reduction in Section #8a. Since the Rebate can only be applied to the Capitalized Cost Reduction, the customer will be responsible for any other items due at lease signing that is not capitalized (i.e. First Monthly Payment, Security Deposit, Acquisition Fee, etc.)
- Under the Business Solutions \$500 VCL Rebate Program for Existing VCLs, Section #8a of the Business Solutions Lease Contract should be \$500 at minimum. Should the customer provide additional Capitalized Cost Reduction beyond the \$500 VCL Rebate, Section #8a would need to reflect both items accordingly:
 - Example: customer provides \$1,500 cash at lease signing of which \$1,000 represent Capitalized Cost Reduction from the customer and \$500 from the VCL Rebate = \$1,500 Total Capitalized Cost Reduction should be listed in Section 8a
- Dealer must manually write the following verbiage next to Section #8a and have all parties involved initial, including dealer, lessee and co-lessee when available: (Incl. \$500 VCL Rebate) See Example Below

8. a. Capitalized Cost Reduction	(Incl \$500 VCL Rebate)	<u>\$1,500</u>
b. First Monthly Payment	J.O L.M	<u>\$425</u>

Dealer Reimbursement

Required STEPS for dealer to receive reimbursement:

- 1. Properly disclose the \$500 Rebate in the Retail/Lease contract. The VCL rebate must be disclosed on the specified areas listed under the Contract Disclosure section in order for the dealer to be eligible for reimbursement.
- 2. Denote "VCL Rebate" on the Dealer Funding Checklist.
- 3. Provide copies of documents requested by your local DSSO (i.e. copy of fictitious name filing, business license, Articles of Incorporation, Certified Resolutions and Incumbency Certificates, etc.)
- 4. Ensure that all parameters are met (i.e. New Toyota vehicle, eligible business customer, etc.)

Check Disbursement for Dealer \$500 Rebate Reimbursement (UPDATED)

The month following the booking of the contract, each Dealer will receive a rebate reimbursement check for contracts booked under the Business Solutions \$500 Vehicle Credit Line Rebate Program. Checks will be disbursed by TFS Torrance on a monthly basis.