



Fleet Advantage

Toyota Fleet Advantage Is Here!

Toyota Fleet Advantage (TFA) is here to help you grow your dealership by delivering and servicing commercial, government, non-profit and utility fleet vehicles. We've reimaged fleet delivery with policies, procedures and training that better align with today's needs to benefit fleet customers and your dealership.

What's New in TFA

- **Policies and Procedures:** Liability is better defined, fee structures have been clarified and updated, and storage fees have been extended.
- **Assigned TFA Staff with Training:** We've added Staff Master roles for Fleet Manager and TFA Professional, as well as eModules for them that include:
 - Introduction to TFA
 - Managing Your TFA Dealership
 - TFA Best Practices
 - Your Role as a TFA Professional
 - Working with Fleet Management Companies
- **Recognition Programs¹:** We've added performance-based recognition programs for both TFA roles at selling and delivering dealerships!
 - **Monthly TFA Delivery Rewards:** Trekpoints for every claimed TFA delivery performed beginning 1/8/2024.
 - **Annual TFA Sales Excellence Award:** 10,000 Trekpoints to a TFA Professional at the dealership with the most commercial Fleet vehicle sales (a minimum of 250). Also, a TFA Professional from each of the top 10 Dealerships is invited to attend the TMNA Commercial Fleet Executive Meeting.
 - **Annual TFA Delivery Excellence Award:** 5,000 Trekpoints to the TFA Professional with the most TFA deliveries (a minimum of 100). Plus three TFA Professionals with the most TFA deliveries (a minimum of 100) will be invited to attend the TMNA Commercial Fleet Executive Meeting.

Dealership Benefits

This is a relationship business. Providing a courtesy delivery by treating fleet drivers just like retail guests can open up new avenues for growth:

- **Retail Referrals:** Referrals offer a new potential source of revenue.
- **Sales Opportunities:** You may be able to purchase returning fleet vehicles for used or TCUV sales. You can also increase out-of-stock sales from total losses and other immediate replacement needs.
- **Service Growth:** Fleet vehicles are eligible for ToyotaCare, which can mean increased business for Parts and Service.

How to Get Started!

Enroll in the TFA program at fleet.TOYOTA.com. You can also learn more about the incredible benefits TFA has to offer. Or contact us at 1.800.732.2798. It's just *smart* business.

¹ See the rules for complete details.