



Fleet Advantage

PROCEDURAL GUIDE

For Fleet Management Companies and Delivering Dealers



INTRODUCTION



Putting Fleet Customers in Toyota Vehicles

Toyota has been a major presence in the fleet business for years, including daily rentals, mobility and commercial/government fleets.

The Toyota Fleet Advantage program makes it easy for Fleet Management Companies to order, deliver and manage Toyota vehicles for commercial/government fleets of 10 or more vehicles. We work with FMCs, selling Dealers and delivering Dealers to ensure an industry-leading driving experience for fleet drivers with the same vehicles that our customers love and trust.

If you're a **Fleet Management Company** interested in providing Toyota vehicles for your fleet customers, or a **Toyota Dealer** looking to expand your business, please read on to learn more about how you can benefit from this growing market.

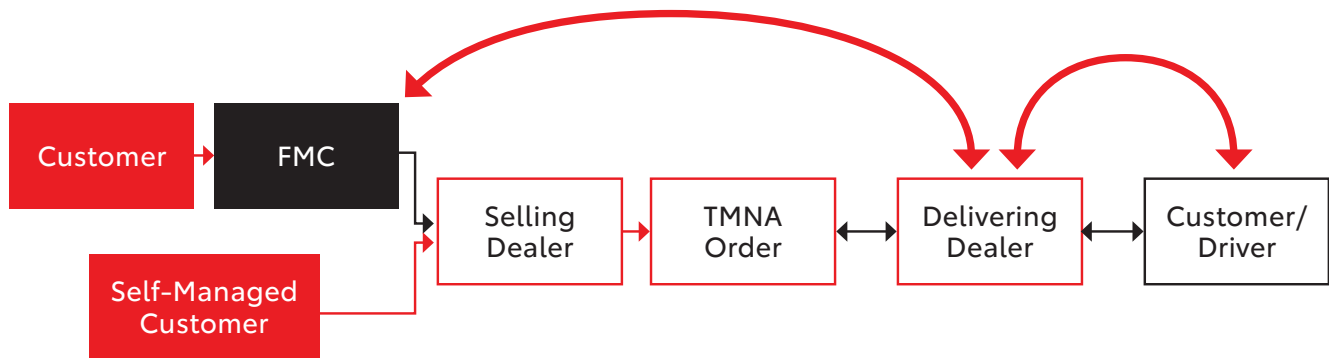
Inside:

- Toyota Fleet At-a-Glance
- The Role of the Fleet Management Company
- Working with TFA Dealers
- Tips and Best Practices
- Getting Started

Toyota Fleet At-a-Glance

Here is a summary of the major players in the TFA process and their roles in bringing Toyota vehicles to your customers.

- **Fleet Customer:** The company that owns or leases the fleet (usually a business, government, utility or non-profit)
- **Selling Dealer:** A TFA selling Dealer can help you identify the best vehicle(s) for your customer. They also arrange for the fleet purchase or lease and for delivery to one or more selected delivering Dealers, who in turn deliver the vehicles to the fleet customer's driver.
- **Fleet Management Company:** The FMC assists the fleet customer with the purchase or lease of vehicles, negotiates terms of delivery and other services with one or more delivering TFA Dealers, and provides delivery packets to the selected delivering Dealer(s). The FMC may also work with delivering Dealers (or other TFA Dealers) throughout the duration of the fleet account to arrange for maintenance, service, etc.
- **Delivering Dealer(s):** Each delivering Dealer is responsible for coordinating delivery with drivers, performs high-quality courtesy deliveries and may continue to provide maintenance and other services to drivers.



BEYOND ZERO

Fleet Management Companies: Your customers can include **hybrid and electric Toyota vehicles** in their fleets (in addition to gas models) to help them promote and advance their sustainability and other important goals. A Toyota Fleet Dealer can help you suggest the right mix of vehicles to meet your customer's needs.



The Role of the FMC

Fleet Management Companies play a central role in the acquisition, delivery, maintenance and disposition of fleet vehicles, as well as the relationship with fleet customers. The TFA program is here to make that experience seamless and transparent for you, your fleet customers and their drivers. Primarily, you are the liaison between your customer and Toyota selling and delivering Dealers. Here's a quick summary of that role throughout the process:

- **Vehicle Acquisition:** You can select a Toyota selling Dealer to help you identify the vehicle(s) best suited for your customer. The selling Dealer then arranges for the purchase or lease, and you can provide financing and other services to the fleet customer.
- **Operations Management:** You'll track the status of orders and provide delivery packets to the delivering Dealer(s).
- **Driver Management:** You can request courtesy deliveries by TFA Dealers across the United States (excluding Hawaii). Fleet drivers should experience the same high-quality delivery and service provided to retail Toyota guests. The delivering Dealer will notify each driver when their vehicle is ready to be picked up; however, the FMC is responsible for ensuring that drivers pick up their vehicles on time and for notifying the fleet account of any fees the delivering Dealer is authorized to charge.
- **Vehicle Maintenance:** Please feel free to have your Toyota fleet vehicles maintained and serviced at Toyota dealerships. TFA Dealers have personnel assigned to Fleet Manager and TFA Professional roles to help FMCs and fleet drivers with their particular needs.
- **Route Monitoring:** FMCs may utilize certain technologies to monitor their fleet vehicles throughout the driving experience.
- **Vehicle Disposition:** A TFA delivering Dealer can assist you and your drivers with the return of leased fleet vehicles.

Working with TFA Dealers

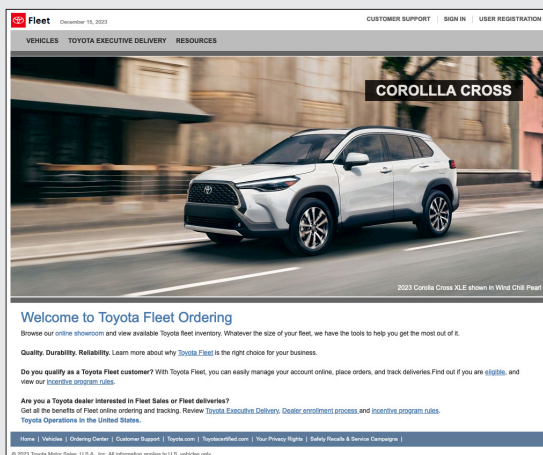
TFA Dealers have personnel assigned to the roles of Fleet Manager and TFA Professional to help ensure driver satisfaction as well as a positive client experience.

- **Vehicle Acquisition:** TFA selling Dealers can help you select the best Toyota vehicle(s) for your fleet.
- **Delivery:** Either you or the selling Dealer should notify the delivering Dealer(s) when vehicles are scheduled to arrive. The delivering Dealer(s) will inspect each vehicle, perform a pre-delivery service and fill the fuel tank (as applicable), notify each driver that their vehicle is ready to be picked up, and potentially perform title and licensing tasks.
- **Cost Management:** TFA delivering Dealers can negotiate a delivery fee (not to exceed \$350.00 per vehicle), reimbursement and fees for licensing and titling, and storage fees for new and returned vehicles not picked up within 30 business days.
- **Vehicle Disposition:** TFA Dealers may negotiate the purchase of turned-in fleet vehicles with you. That can be convenient and cost-effective for you, as Toyota Dealers routinely handle used car trade-ins and lease returns.
- **Accident Repair or Replacement:** In the unfortunate event of an accident or immediate vehicle need, a TFA Dealer can assist you with the repair or replacement of the leased vehicle.
- **Vehicle Maintenance:** TFA Dealers can also assist your fleet drivers with scheduled vehicle maintenance and other service issues, just as with any retail customer.

TFA Dealer Commitment

Our goal is to provide you, your fleet customers and their drivers with the same experience throughout the relationship that our retail guests enjoy. TFA dealerships are expected to:

- Coordinate and perform a world-class delivery for each fleet vehicle.
- Have a Fleet Manager and at least one TFA Professional on staff to assist FMCs and drivers with their needs.
- Otherwise abide by the TFA Policies and Procedures manual.



Need to Find a TFA Dealer?

To find an enrolled TFA selling or delivering Dealer, visit fleet.TOYOTA.com. You'll find a variety of resources for fleet customers, including a comprehensive list of TFA Dealers.

Tips and Best Practices

Here are a few ways to help provide the best experience for fleet customers and drivers.

Fleet Management Companies (and Selling Dealers)

- **Vehicle Information Delivery Packet:** The FMC or the selling Dealer must provide one of these to delivering Dealer(s) for each vehicle. See the TFA Policies and Procedures manual for required packet details.
- **Delivery Notification:** The FMC or the selling Dealer should notify the delivering Dealer(s) when vehicles are scheduled to arrive. Check fleet.TOYOTA.com periodically (Dealers can also check Dealer Daily) for a list of incoming deliveries. Please notify delivering Dealers right away, as the vehicles might arrive before you are able to send them their Vehicle Information Delivery Packets.

TFA Delivering Dealers

- **Arriving Fleet Vehicles:** Fleet vehicles arrive with a special yellow sticker. Your first arrival notification might be via Dealer Daily or from the selling Dealer or the FMC. Coordinate with your dealership's Inventory Manager to be sure you're notified when each fleet vehicle arrives.
- **Preparing for Delivery:** When possible, contact the driver by phone to schedule the delivery. This allows you to have a conversation about the driver's needs and preferences, including:
 - How much time to allow for the delivery
 - Specific vehicle features they want to cover during the delivery
 - Whether they will be turning in a vehicle as part of the transaction
 - Accessories they or their company might wish to add to the vehicle
- **Deliver the Vehicle:** You should provide the same high-quality delivery for fleet drivers that you would for any retail guest. Each driver represents potential maintenance and service visits, as well as potential future sales to their friends and families. They might also provide feedback about the delivery to the FMC.
 - Customize your delivery presentation based on what you know about the driver and their preferences. Be mindful of the driver's time.
 - Offer to assist the driver in setting up Audio Multimedia and Connected Services included with the vehicle.
 - Let the driver know about ToyotaCare services included with the vehicle, even if they tell you their company handles maintenance another way. They are entitled to use these services if they want them.
 - Introduce the driver to the Service Department. Ask the driver how many miles they typically drive per month and offer to schedule the first ToyotaCare appointment based on their answer.



GETTING STARTED

Feel free to visit fleet.TOYOTA.com to learn more about the Fleet program, such as:

- Our electrified lineup
- Our commitment to your business
- Driver safety features
- Staying connected to your fleet 24/7

You'll find a list of TFA Dealers, ordering schedules, vehicle availability and much more!

You can also contact us at 1.800.732.2798 to learn more about the amazing benefits of TFA for you and fleet drivers.



Fleet Advantage



We hope you'll select Toyota for your organization's fleet and enjoy the benefits of Toyota Fleet Advantage.