

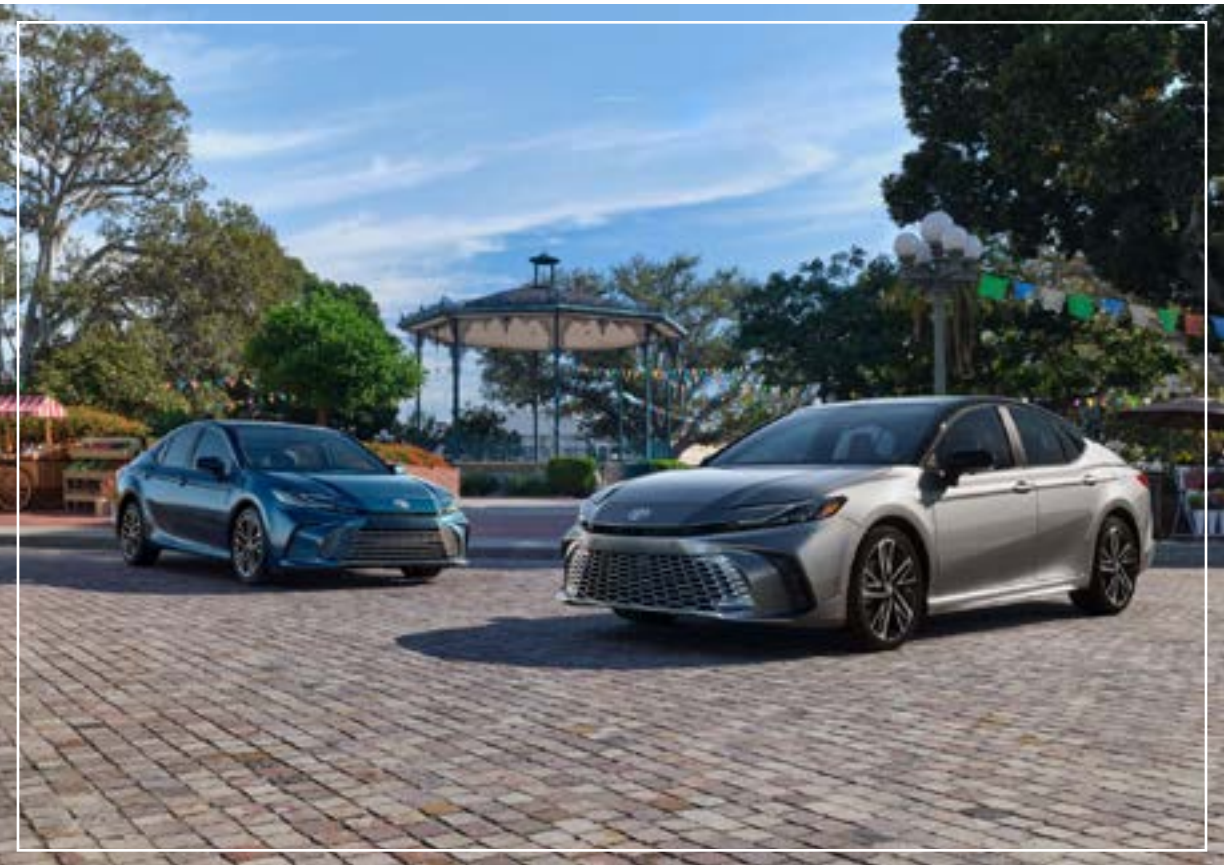


Fleet Advantage

Program Guide

GROW YOUR DEALERSHIP BY DELIVERING AND SERVICING FLEET VEHICLES

Learn more about the TFA program and how to get started!



Benefits That Can Drive Your Success

Some of the largest companies in the world are driving Toyota Fleet vehicles. Your dealership can benefit from this market of over 45,000 vehicles and growing by providing the same industry-leading delivery and services for fleet drivers that retail guests have come to expect.

Revenue Opportunities

- Courtesy Delivery Fee (up to \$350)
- Pre-delivery Service (varies by series)
- Administrative fees (title, licensing, registration)
- Storage fees (for vehicles not picked up after 30 days)
- Maintenance and repair (e.g., via ToyotaCare)

Additional Opportunities

- Retail referrals: A potential source of revenue from vehicle sales, service visits, and parts and accessory sales
- A new stream of potential TCUVs from returned vehicles
- Out-of-Stock sales: Potential revenue opportunities when fleet vehicles need to be replaced
- Fleet Management Companies (FMCs) probably track the quality of the fleet experience with different dealerships. So, your commitment to world-class fleet delivery and service could really pay off.

Dealership Commitments

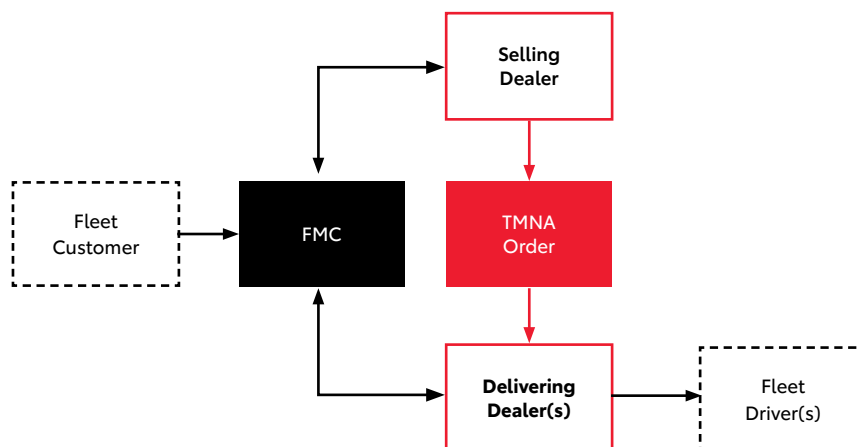
To help ensure that the TFA program is successful, dealerships are expected to:

- Coordinate and perform the same courtesy delivery experience for fleet drivers when they pick up their vehicles that our retail customers have come to expect.
- Appoint and register a Fleet Manager and at least one TFA Professional in Staff Master.
- Limit the delivery fee charged to the FMC to an amount defined within the TFA procedures and guidelines.
- Acknowledge and abide by the guidelines set forth in the Toyota Fleet Advantage Program Guide and the Policies and Procedures Manual.

Toyota Fleet At-a-Glance

For the TFA program to be effective, communication between all participants involved is essential:

- **Fleet Customer:** The company that owns or leases the fleet (usually a business, government, utility or non-profit)
- **Fleet Management Company (FMC):** Acts as the liaison between the Fleet Client and the Selling and Delivering Dealers
- **Selling Dealer:** Sells vehicles to the FMC and works closely with the FMC to assist in all aspects of the purchasing transaction, including financing, ordering fleet vehicles and arranging delivery with a Delivering Dealer
- **Delivering Dealer(s):** Provides high-quality courtesy delivery experiences for fleet vehicle drivers
- **Drivers:** Are provided fleet vehicles by the customer



What Is an FMC?

A Fleet Management Company manages fleets for commercial clients. An FMC will usually work with the client, the selling Dealer and delivering Dealer(s) as needed through the life of the fleet contract:

- Supplies statistical analysis, detailed vehicle specifications and financing information to the client so they can select fleet vehicles based on their needs
- Purchases the selected vehicles through a **selling** Toyota Fleet Dealer
- Coordinates delivery of fleet vehicles through one or more **delivering** TFA Dealers

Getting Started

To participate in the Toyota Fleet Program, each **SELLING** and **DELIVERING DEALER** must:

- Complete the Fleet Dealer Enrollment Process available via FTC (fleet.TOYOTA.com).
- Comply with all policies, procedures and guidelines for each applicable fleet program.
- Select their preferred FMCs.
- Designate a Fleet Manager and at least one TFA Professional (which can be the same person) and register them as such in *Staff Master*.
- Agree to participate in the *Toyota Fleet Advantage Program*.
- Agree to sell and/or deliver both commercial and government units.

Available Resources & Training

We are here to help you succeed as a TFA Dealer with comprehensive training courses and other valuable resources:

- **Fleet Field Manager:** Your FFM is your dealership's primary contact at Toyota for fleet information.
- **Region/PD:** Your District Manager and District Parts & Service Manager are your dealership's primary contacts with Toyota. They may not be able to assist with fleet-specific issues but can point you in the right direction.
- **engage.TOYOTA.com:** Toyota Engage vehicle and technology information to support deliveries.
- **fleet.TOYOTA.com:** The Toyota fleet website includes a variety of resources for fleet customers and TFA Dealers. From the Resources tab, you can download the fleet policy and procedures manual.
- **eModules:** We've provided several online courses for your Fleet Manager and TFA Professional. Employees with those roles in *Staff Master* are strongly encouraged to complete the eModules to help you succeed as a TFA delivering Dealer.

For More Information

Feel free to visit fleet.TOYOTA.com to learn more about the Fleet program. You can also contact us at **1.800.732.2798** to learn more about the amazing benefits of TFA for your dealership and fleet drivers.



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