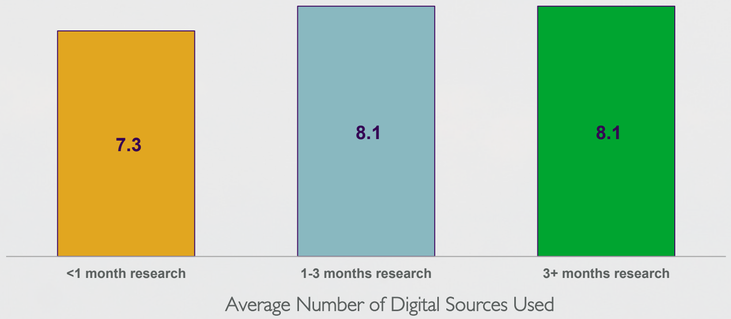

TOYOTA
Let's
Go
Places

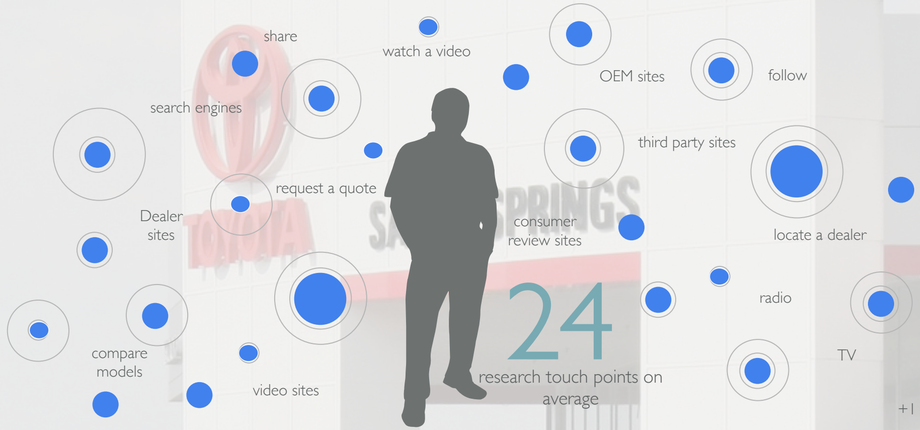



#TundraEndeavour
Let's Go Places
BORN IN AMERICA
TUNDRA

82% OF PURCHASERS ARE IN-MARKET FOR 3 MONTHS OR LESS

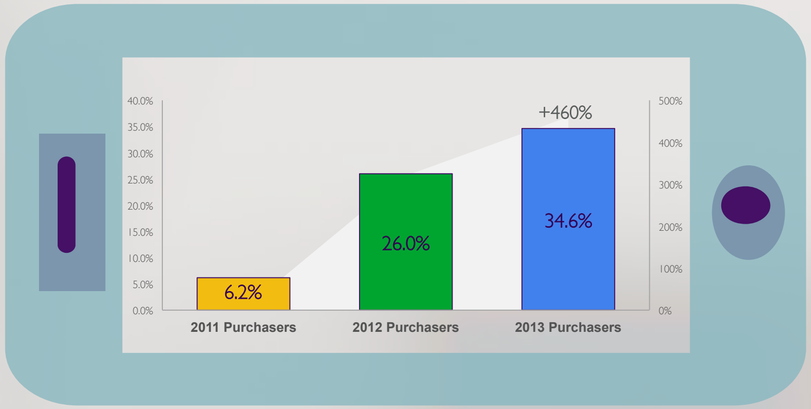


MORE TOUCHPOINTS ARE USED IN THE PURCHASE PATH



Source: Vehicle Shopper Path to 4RUNNER, Millward Brown Digital / Google September 2013

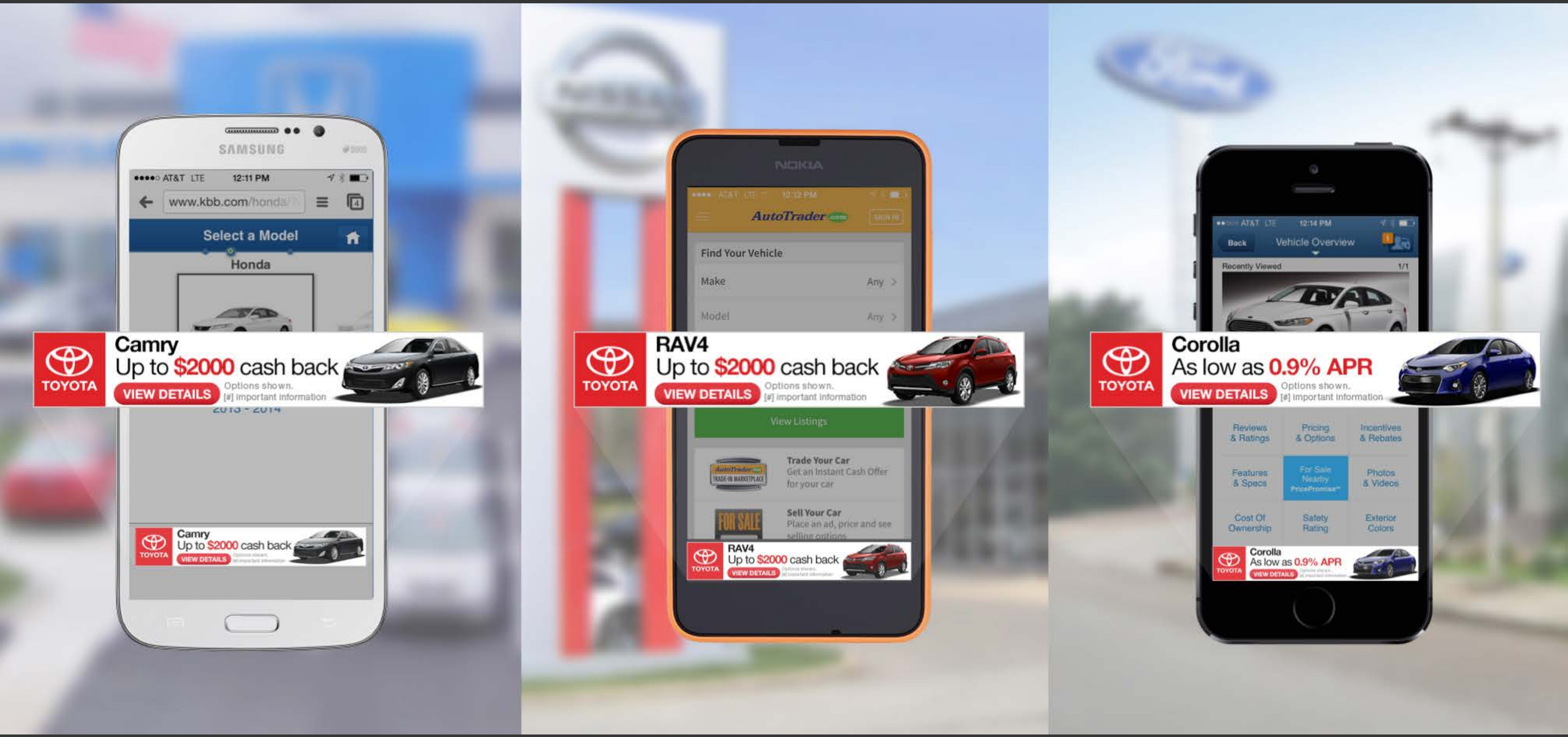
MOBILE USAGE IN AUTMOTIVE SHOPPING HAS INCREASED ALMOST 5X SINCE 2011



Source: Vehicle Shopper Path to Purchase, Millward B[illegible] September 2013



Flickr photo credit: Gabor Hajdufi


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Up to $2000 cash back
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Options shown.
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Model Any
View Listings
Trade Your Car
Get an Instant Cash Offer for your car
Sell Your Car
Place an ad, price and see selling options
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Safety Rating
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Corolla
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TOYOTA



THE FOLLOWING T-VIEW HAS BEEN APPROVED FOR
ALL AUDIENCES
BY COACH T AND THE TOYOTA COACHING STAFF.

THE FILM HAS BEEN RATED

UNDER 16 REQUIRES ACCOMPANYING PARENT TO DRIVE

PERVASIVE COACH T-ISMS, STUNT DRIVING,
HOOTIN'-N'-HOLLERIN,' LARGE BUSTS, GUMBO,
ILL-FITTING SPORTSWEAR, ODOROUS CHILDREN, AND THE LIKE.

T

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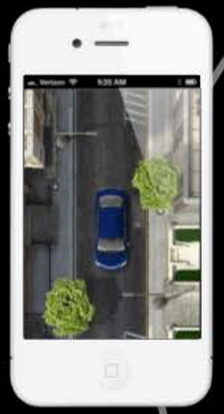


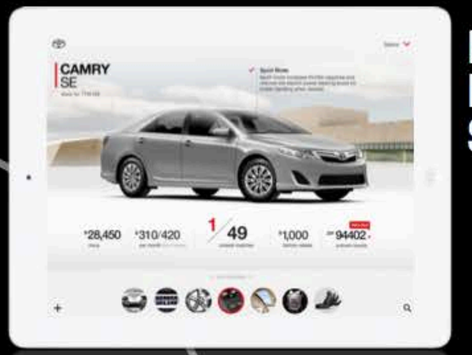
CONNECTED CUSTOMER JOURNEY

LIVING ROOM



BUILD EXCITEMENT AROUND THE BRAND AND VEHICLES





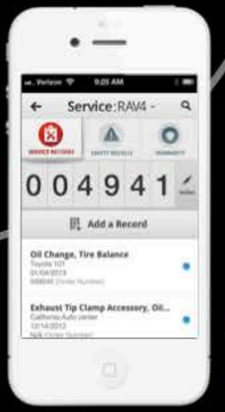
HELP GUESTS NAVIGATE THE SHOPPING PROCESS



SHOWROOM

DRIVER'S SEAT





SATISFIED TOYOTA OWNERS