


① If this message is not displaying properly please click [here](#)

② DEALERSHIP
LOGO HERE

③  **TOYOTA**
moving forward



TOYOTA'S DOING BUSINESS AS USUAL.
YOU CAN STILL GET GREAT FINANCING AND LOW LEASES.

④ Have you tried to lease or finance a car lately? You may have noticed it's harder than ever these days. Well, at Toyota you still can. Despite the market's ups and downs, Toyota is steady as ever. If you're looking for low financing on a new car, truck, or SUV, see your [TOYOTA DEALER] now.

NOW, GET 0% FINANCING FOR 36 MONTHS ON 12 DIFFERENT TOYOTA MODELS.¹

2008 Models: RAV4, Highlander, Yaris, 4Runner, Sequoia, Tacoma, Tundra, and FJ Cruiser. 2009 Models: Corolla, Matrix, Camry, Sienna, and Tacoma.

⑤ [TOYOTA DEALER]
[DEALER ADDRESS]
[DEALER CITY, STATE]
[(000) 000-0000]

⑥ VISIT OUR WEB SITE

③  **TOYOTA**
moving forward

⑦ ¹0% APR financing for 36 months or more with \$27.78 per \$1000 borrowed or less. For qualified buyers with approved Tier I- through Tier III excellent credit through Toyota Financial Services on qualifying new 2008 and 2009 Toyotas. Offer excludes Hybrids, Matrix S & XRS and Yaris Sedan Models only. Down payment may be required. Does not apply to other offers. Offers may vary by region. Subject to availability. See participating dealer for details. Offers end 12/1/08.

⑧ [Unsubscribe](#) from this mailing list.

⑨ This e-mail was sent by:

[Dealership]
[Address]
[City, State XXXXX]

E-Mail Template
11/11/08

Please use the following subject line.

A: At Toyota, you can STILL finance and lease.

HTML Template Editable Items

The following numbered items are editable.

1. ALTERNATIVE WEB-VIEW-VERSION TEXT/LINK

Be sure to link the "click here" text to a Web version of your e-mail. If you do not have the capacity to link to a Web version, this entire sentence and link should be removed.

2. DEALERSHIP LOGO

If you have a dealership logo, place it here. You can also link it to your dealership Web site homepage. If you do not have a dealership logo, use the blank logo file titled blank_logo.gif

3. MOVING FORWARD LOGO IMAGE

This is the Toyota moving forward logo image. It is recommended that the URL for this image link to your dealership Web site.

4. DEALER OFFER

If you have a special offer, it should be inserted here. If there is no offer, remove this text. Enter Dealer Name in space provided if using this copy.

5. DEALER CONTACT INFO

Fill in your dealership name, address and contact information in this area.

6. CALL-TO-ACTION BUTTON

This image should link directly to your dealership Web site homepage.

7. VEHICLE DISCLAIMER

The current disclaimer relates to an offer. Any disclaimers and/or offer end dates should be inserted here.

8. UNSUBSCRIBE

The unsubscribe link should direct to your dealership unsubscribe URL.

9. DEALERSHIP INFO

Insert your dealership name and full address here.

!..Important..! For instructions 7, 8, and 9 be sure to fill in the variable areas for the offer legal and dealership contact information, as well as the unsubscribe link and contact address required by the CAN-SPAM Act.

```

1 *****
  TOYOTA -- BEST-SELLING CAR IN AMERICA
  *****

2 YOU CAN FINANCE A CAR NOW.

  TOYOTA'S DOING BUSINESS AS USUAL.
  YOU CAN STILL GET GREAT FINANCING AND LOW LEASES.

  Have you tried to lease or finance a car lately? You may have noticed
  it's harder than ever these days. Well, at Toyota you still can.
  Despite the market's ups and downs, Toyota is steady as ever.
  If you're looking for low financing on a new car, truck or SUV,
  see <TOYOTA DEALER> now.

3 Now, get 0% financing for 36 months on 12 different Toyota models.[1]
  2008 Models: RAV4, Highlander, Yaris, 4Runner, Sequoia, Tacoma, Tundra
  and FJ Cruiser.
  2009 Models: Corolla, Matrix, Camry, Sienna, & Tacoma.

4 <TOYOTA DEALER>
  <DEALER ADDRESS>
  <DEALER CITY, STATE>
  <(000) 000-0000>

5 VISIT OUR WEB SITE
  http://#

6 [1] 0% APR financing for 36 months or more with $27.78 per $1000
  borrowed or less. For qualified buyers with approved Tier I+ through
  Tier III excellent credit through Toyota Financial Services on
  qualifying new 2008 and 2009 Toyotas. Offer excludes Hybrids. Matrix
  S & XRS and Yaris Sedan Models only. Down payment may be required.
  Does not apply to other offers. offers may vary by region.
  Subject to availability. See participating dealer for details.
  offers end 12/1/08

  *****
  *****

7 To unsubscribe from this mailing list, click the link below:
  http://<UNSUBSCRIBE LINK>

  This e-mail was sent by:
  <Dealership>
  <Address>
  <City, State XXXXX>
  -----
    
```

<p>E-Mail Template – Text Version 11/11/08</p> <p>Note: There is a 70-character-width maximum per line. Please use the following subject line.</p> <p>A: At Toyota, you can STILL finance and lease.</p>	<p>4. CALL TO ACTION The call to action should be represented as:</p> <p>VISIT OUR WEBSITE < A link to your dealership Web site homepage goes here></p> <p>5. VEHICLE DISCLAIMER The current disclaimer relates to an offer. Any disclaimers and/or offer end dates should be inserted here.</p> <p>6. UNSUBSCRIBE There should be a double row of asterisks spanning the entire 70-character width above the unsubscribe section.</p> <p>The unsubscribe link should direct to your dealership unsubscribe URL.</p> <p>7. DEALERSHIP INFO Insert your dealership name and full address here. A line of space should be present under the address, followed by a 70-character dashed line.</p> <p><i>!..Important..!</i> For instructions 5, 6, and 7 be sure to fill in the variable areas for the offer legal and dealership contact information, as well as the unsubscribe link and contact address required by the CAN-SPAM Act.</p>
<p>The following numbered items are editable.</p> <p>1. HEADLINE A headline is required and should match the headline chosen for the HTML version. The text "TOYOTA -" should precede the headline, and the headline copy should be in all capital letters. The headline should be on one line if it will fit within the 70-character width. If the headline is more than 70 characters, it can be split into two lines of text.</p> <p>There should be a row of asterisks spanning the entire 70-character width above and below the headline.</p> <p>2. DEALER OFFER If you have a special offer, it should be inserted here. If there is no offer, remove this text.</p> <p>3. DEALER CONTACT INFO Fill in your dealership name, address and contact information in this area.</p>	