

Toyota Sales Manager Travel Incentive Program



August 1, 2015

Dear Team Toyota Sales Manager:

Pursue a goal. Go beyond. Realize a dream.

At Toyota, we pursue our goals with ardent determination, keeping an eye on the ultimate result of producing innovative, eye-catching vehicles that captivate people the moment they see them.

As a Toyota Sales Manager, your achievements as a leader in sales, customer service and sustaining meaningful relationships with Toyota owners, merit elite recognition — the opportunity to choose your dream.

From **August 1 – November 2, 2015**, I invite you to participate in **2015 Apex: Choose Your Dream** Sales Manager Travel Incentive program. Exceed your sales goals to finish at the top, and one of six experiences of a lifetime can be yours.

These destinations offer something irresistible for everyone:

- Experience majestic Rocky Mountain luxury during an **Aspen Family Adventure** or go big on the Big Island with **Hawaii Family Fun**
- Take a **Riviera Maya Run** and see the breathtaking beauty of white-sand beaches and turquoise waters on Mexico's Caribbean coast
- Get a **Kiwi Rush** in the faraway land of New Zealand
- **London Calling** is your ticket to the smashing British holiday you've always imagined
- With the luxury of choice, **Maui No Limits** is an unbridled escape to paradise

Strive to reach the Apex. Your dream awaits.

Bill Fay

Group Vice President and General Manager – Toyota Division
Toyota Motor Sales, U.S.A., Inc.

Log on to the **Toyota Performance** website to enroll in the **2015 Apex: Choose Your Dream** Sales Manager Travel Incentive program, view official program rules and learn more about your travel award choices. The program runs from **August 1 – November 2, 2015**. Check back often to track your progress toward choosing one of these outstanding travel awards.



Take your family on the ultimate alpine adventure, snow-covered in luxury.



Aspen Family Adventure
St. Regis Aspen
Aspen, Colorado
January 15 – 20, 2016



Turquoise waters, white-sand beaches and world-class hospitality give you a run you'll never forget.



Riviera Maya Run
Grand Velas Riviera Maya
Riviera Maya, Mexico
February 6 – 11, 2016



Natural beauty, exhilaration and indulgence meet in a faraway land.



New Zealand Kiwi Rush
Sofitel Queenstown Hotel and Spa
Queenstown, New Zealand
February 29 – March 7, 2016



Go big on the Big Island, and you'll create family memories for a lifetime.



Hawaii Family Fun
The Fairmont Orchid
Waimea, Hawaii
March 19 – 24, 2016



This is your ticket to luxury, British culture and the living history of London.



London Calling
Hotel Café Royal
London, England
April 6 – 12, 2016



This island paradise offers the luxury of choice, from lush landscape to stunning seascape.



Maui No Limits
Andaz Maui at Wailea Resort
Wailea, Maui, Hawaii
April 17 – 22, 2016

Enrollment Deadline: August 21, 2015. Log on to enroll: www.toyotaperformancecenter.com