



Dealership
RECOGNITION
Program



*Let's
Go
Places*



Dealership RECOGNITION Program

Dear Toyota Dealer,

You and your dealership team are a driving force for Toyota's continued growth and success. As I reflect on the past year, I am proud of the remarkable strides we made together:

#1 Retail Brand 7th year running

#1 Selling Passenger Car 17th year running – Camry

#1 Selling SUV – Rav4

All-Time Best Ever Light Truck Sales

#1 Certified Pre-Owned

Your commitment and passion has enabled Toyota to remain one of the strongest automakers in the world. As you plan for the new year, please review this brochure and share it with your team. These awards will support your efforts to deliver outstanding customer experiences that result in greater retention and loyalty.

I look forward to partnering with you to bring innovative products and amazing customer experiences to the market.
"Start Your Impossible!"

Let's Go Places!

A handwritten signature in black ink that reads 'Jack Hollis'.

Jack Hollis

Group Vice President and General Manager – Toyota Division
Toyota Motor North America, Inc.





Dealership RECOGNITION Program

Dealership Programs

- President's Cabinet
- President's Award for CustomerFirst
- Board of Governors
- Length of Service Recognition Awards

Sales Manager Program

- Sales Excellence Award

Sales Consultant Programs

- S.T.A.R.S. Program
- Sales Society
- Fleet Excellence
- TCUV Sales Society

Parts & Service Recognition Programs

- CustomerFirst Advisory Board (CFAB)
- Parts & Service Management Programs
 - Parts Excellence Award
 - Service Excellence Award
 - Customer Relations Excellence Award
 - Collision Center Excellence Award
- Parts & Service Professional Programs
 - Assistant Service Manager Excellence Award
 - Technician Excellence Award
 - Parts Professional Excellence Award

Toyota Rent a Car National Leadership Award

Toyota Financial Services

- Circle of Excellence Award
- Ambassador Award
- Insignia Award
- Millennium Award

Program Rules and Details



Dealership RECOGNITION Program

Dealership Programs

President's Cabinet

President's Award for CustomerFirst

Board of Governors

Length of Service Recognition Awards



Dealership **RECOGNITION** Program

2019 President's Cabinet

The President's Cabinet Award is Toyota's most exclusive and prestigious honor. Limited to a maximum of only 12 dealerships nationally, this elite award recognizes a combination of operational superiority, high-volume sales and, most importantly, outstanding customer satisfaction performance.



Required Achievements

- Dealership must be a 2019 Board of Governors AND 2019 President's Award for Customer**First** winner.
- Top 12 dealers ranked by highest Sales Satisfaction Index (SSI) 12 month – 2019 CYTD score at year-end.

Awards

- Commemorative award (first-year winner)
- Distinctive award plaque (repeat winner)
- Business cards acknowledging award status
- Special lapel pins
- Special seating at national events
- Identification as President's Cabinet winner on Toyota's website



2019 President's Award for Customer**First**

The President's Award for Customer**First** honors those Toyota Dealerships who excel in all facets of their operations. It is recognition for Dealerships that continue to go above and beyond at each customer touch point and represent the best of the best.



Required Achievements

- Must meet ALL Standards (details below).
- Must be in operation for all 12 months of calendar year 2019 (per "In Operation" definition).
- Region/Private Distributor General Manager nomination is required, in addition to satisfaction of all required achievements.

Sales Standard:

- Must achieve Sales Efficiency at or above 105% (Dec. '18 ~ Nov. '19 registration data).
- Sales Retention Metric must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (Nov. '18 ~ Oct. '19 registration data).
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Sales Satisfaction Index (SSI) at calendar year-end 2019 (CYTD).

Service Process Standard:

- Service Customer Retention (SCR) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (Jan. '19 ~ Dec. '19 SCR data).
- Service Market Share (SMS) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (Jan. '19 ~ Dec. '19 SMS Data).
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).

Facility Standard:

- Must meet the following Image USA II qualifiers:
 - Dealer has completed an Image USA II compliant facility.
 OR
 - Dealer has a clean facility, with no significant capacity deficiencies, has appropriate customer functionality AND is "in process" or has committed and agreed upon an Image USA II compliant facility plan and timetable agreed to with the Region/PD.

Toyota Dealer Marketing Covenant (TDMC)

- Dealership cannot have loss of two (2) Marketing Covenant Bonus (MCB) months (MAAP or Non-MAAP) in calendar year 2019.

Awards

- Distinctive Tiffany crystal President's Award (first-year winners)
- Distinctive award plaque (repeat winners)
- Lapel pins
- Business cards acknowledging award status
- Identification as President's Award for Customer**First** winner on Toyota's website





Dealership RECOGNITION Program

2019 Board of Governors

The Board of Governors Award recognizes a distinguished group of Dealers who have achieved outstanding vehicle sales performance while demonstrating a commitment to maintaining Toyota's high standard for customer satisfaction.



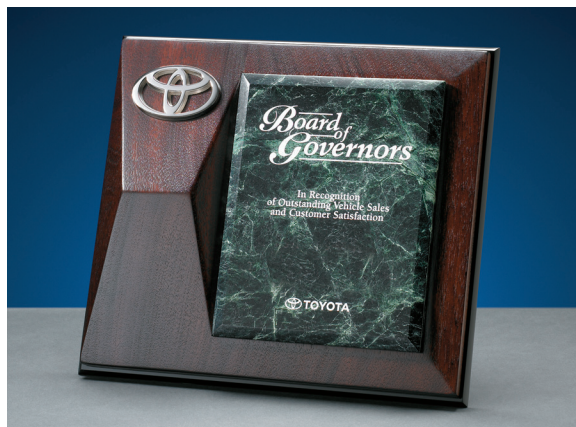
BOARD
OF GOVERNORS

Required Achievements

- Must be among the top 60 dealers in "non-fleet" vehicle sales volume (minimum of one top Dealer per Region/Private Distributor). **Qualifying vehicles include all NEW Toyota "non-fleet" cars and trucks sold and reported during 2019. All sales are subject to audit.**
- Region/Private Distributor General Manager nomination is **required**, in addition to satisfaction of all required achievements.
- Dealership cannot be ranked in the bottom 10% of both Region/Private Distributor AND the Nation – Sales Satisfaction Index (SSI) 12 month – 2019 CYTD score at year-end.
- Must be profitable for 2019.
- Must meet or exceed 2019 Net Working Capital requirement 9 out of 12 months.
- Must be in operation for all 12 months of calendar year 2019 (per "In Operation" definition).

Awards

- TMNA-hosted business conference
- Distinctive award plaque
- Business cards acknowledging award status
- Identification as Board of Governors winner on Toyota's website





Dealership **RECOGNITION** Program

2019 Length of Service Recognition Awards

Toyota's Length of Service Recognition Awards recognize dealers who have achieved significant milestones of service with Toyota. Toyota's gratitude for the continued commitment and dedication of these dealers is symbolized in these commemorative awards.

The following longevity awards are given in recognition of continuous service with Toyota:

- 10-Year Longevity Award
- 25-Year Longevity Award
- 50-Year Longevity Award



10-Year Longevity Award



25-Year Longevity Award



50-Year Longevity Award



Dealership
RECOGNITION
Program

Sales Manager Program

Sales Excellence Award



Dealership RECOGNITION Program

2019 Sales Excellence Award

The Sales Excellence Award recognizes Toyota Sales Managers who demonstrate outstanding performance in professional development, new vehicle sales and sales personnel management.

Required Achievements

- Region/Private Distributor approval is **required**, in addition to satisfaction of all required achievements. Region/Private Distributor has the ability to disqualify a Sales Manager based on various circumstances (i.e., customer satisfaction issues).
- Must achieve Sales Efficiency at or above 105% (rolling 12-month).
- Vehicle Delivery Quality (VDQ) must be at or above 95%.
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor – Sales Satisfaction Index (SSI) 12 month score at calendar year-end 2019 (CYTD).
- Sales Retention Metric must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (based on November 2018 ~ October 2019 registration).
- Must attain Toyota Sales Manager Certification by year-end 2019.*
- CustomerFirst Sales Person Index (CF SPI) – Dealership Purchase Lease Survey (PLS) CYTD score must be at or above 90% utilizing the 12-month – 2019 CYTD score at year-end.
- Sales Staff Certification – Base Level Staff Count** must be at or above 90% by year-end.
- Must be actively employed as a Toyota Sales Manager and listed on the National Staff Master as of December 31, 2019, and when award is presented.

Awards

- Distinctive award plaque (first-year winner)
- Year plate addition for plaque (repeat winner)
- Business cards acknowledging award status

* For Sales Certification Program criteria, please consult the 2019 Sales Certification Guide and Course Catalog which can be found on the eShowroom Certification page or on <https://toyota.torchlms.com>.

** Base Level Staff Count is defined as approximately one Sales Consultant per 132 annual “non-fleet” sales (2018 non-fleet sales divided by 132 = Base Level Staff Count, rounded up to the nearest whole number).



Dealership **RECOGNITION** Program

Sales Consultant Programs

S.T.A.R.S. Program

Sales Society

Fleet Excellence Program

TCUV Sales Society



Dealership RECOGNITION Program

2019 S.T.A.R.S. Program

The S.T.A.R.S. program will continue to recognize exceptional sales consultants who are taking the art of selling Toyota vehicles to a whole new level. S.T.A.R.S. are sales consultants that consistently go above and beyond in the 5 key areas listed below:



- **S**ales – Focused on selling new Toyotas with honor and integrity
- **T**oyota Product Knowledge – Comprehensive understanding of the Toyota line-up, as well as the changing landscape of the competition
- **A**mbassadorship – In touch with the community, either in person, through volunteerism or membership in local organizations; or virtually, through social media
- **R**etention – Relationship-builders, who enjoy the benefits of maintaining contact with customers
- **S**ervice – Those who deliver more than vehicles, and leave their customers feeling happy about doing business with Toyota & their dealership

Required Achievements

- Region/Private Distributor nomination is **required**, in addition to satisfaction of all required achievements. Region/Private Distributor has the ability to disqualify a Sales Consultant based on various circumstances (i.e., customer satisfaction issues).
- Must have sales of 135 new Toyota “non-fleet” vehicles by 2019 year-end close. Qualifying vehicles include all NEW “non-fleet” cars and trucks sold and reported during 2019. All sales are subject to audit.
- Customer**First** Sales Person Index (CF SPI) – Purchase Lease Survey (PLS) CYTD score must be at or above 90% utilizing the 12-month – 2019 CYTD score at year-end.
- Must attain Toyota “Master” Certification by year-end 2019.*
- Must be actively employed as a Toyota Sales Consultant and listed on the National Staff Master as of December 31, 2019, and when the award is presented.
- Must meet all additional Region/Private Distributor criteria (please contact your Regional Representative for more details).

Award

- TMNA-hosted business conference (location and details to be determined)

** For Sales Certification Program criteria, please consult the 2019 Sales Certification Guide and Course Catalog which can be found on the eShowroom Certification page or on <https://toyota.torchlms.com>.*

2019 Sales Society

The Toyota Sales Society honors Sales Consultants who demonstrate outstanding sales performance while still focusing on CustomerFirst initiatives.

Required Achievements for All Levels

- Region/Private Distributor approval is **required**, in addition to satisfaction of all required achievements. Region/Private Distributor has the ability to disqualify a Sales Consultant based on various circumstances (i.e., customer satisfaction issues).
- CustomerFirst Sales Person Index (CF SPI) – Purchase Lease Survey (PLS) CYTD score must be at or above 90% utilizing the 12-month – 2019 CYTD score at year-end.
- Must attain Toyota Sales Consultant Certification by year-end 2019.*
- Must be actively employed as a Toyota Sales Consultant and listed on the National Staff Master as of December 31, 2019, and when the award is presented.
- Must meet minimum Award Criteria for a Sales Society Achievement Level for both sales volume and tenure (see following pages). **Qualifying vehicles include all NEW “non-fleet” cars and trucks sold and reported during 2019. All sales are subject to audit.**

Bronze Level—Award Criteria

- Must have sales of **135** new Toyota “non-fleet” vehicles at 2019 year-end close
- Tenure Standard – six months (must be listed on the National Staff Master)

Bronze Level—Awards

- Distinctive award plaque (first-year Sales Society winner)
- Nameplate addition for plaque designating Bronze level (repeat winner)
- Business cards reflecting Bronze level

Silver Level—Award Criteria

- Must have sales of **200** new Toyota “non-fleet” vehicles at 2019 year-end close
- Tenure Standard – one year (must be listed on the National Staff Master)

Silver Level—Awards

- Distinctive award plaque (first-year Sales Society winner)
- Nameplate addition for plaque designating Silver level (repeat winner)
- Business cards reflecting Silver level

* For Sales Certification Program criteria, please consult the 2019 Sales Certification Guide and Course Catalog which can be found on the eShowroom Certification page or on <https://toyota.torchlms.com>.



2019 Sales Society *(continued)*

Gold Level—Award Criteria

- Must have sales of **255** new Toyota “non-fleet” vehicles at 2019 year-end close
- Tenure Standard – one year (must be listed on the National Staff Master)

Gold Level—Awards

- Distinctive award plaque (first-year Sales Society winner)
- Nameplate addition for plaque designating Gold level (repeat winner)
- Business cards reflecting Gold level

Platinum Level—Award Criteria

- Must rank among the top **150** Gold level members (based on “non-fleet” sales volume)
- Tenure Standard – one year (must be listed on the National Staff Master)

Platinum Level—Awards

- Distinctive award plaque (first-year Sales Society winner)
- Nameplate addition for plaque designating Platinum level (repeat winner)
- Business cards reflecting Platinum level

Master Level—Award Criteria

- Must rank among the top **50** Platinum level members (to include a minimum of one top-ranked Sales Consultant from each Region/Private Distributor)
- Must be “Master” Certified by year-end
- Tenure Standard – one year (must be listed on the National Staff Master)

Master Level—Awards

- Distinctive award plaque (first-year Sales Society winner)
- Nameplate addition for plaque designating Master level (repeat winner)
- Business cards reflecting Master level



2019 Sales Society Truck Recognition

The Toyota Sales Society Truck Recognition honors Sales Consultants who demonstrate outstanding truck sales performance while still focusing on CustomerFirst initiatives.

Required Achievements for Master Truck Level

- Must rank among the top 50 truck Sales Consultants in “non-fleet” truck sales volume (to include a minimum of one top-ranked Sales Consultant from each Region/Private Distributor). **Qualifying trucks include all NEW Toyota “non-fleet” trucks (Tacoma and Tundra) sold and reported during 2019. All sales are subject to audit.**
- Region/Private Distributor approval is **required**, in addition to satisfaction of all required achievements. Region/Private Distributor has the ability to disqualify a Sales Consultant based on various circumstances (i.e., customer satisfaction issues).
- CustomerFirst Sales Person Index (CF SPI) – Purchase Lease Survey (PLS) CYTD score must be at or above 90% utilizing the 12-month – 2019 CYTD score at year-end.
- Must be “Master” Certified by year-end.*
- Must be actively employed as a Toyota Sales Consultant and listed on the National Staff Master as of December 31, 2019, and when the award is presented.
- Tenure standard – Must be listed on the National Staff Master for at least one year.

Master Truck Level—Awards

- Distinctive award plaque (first-year winner)
- Nameplate addition for plaque (repeat winner)

* For Sales Certification Program criteria, please consult the 2019 Sales Certification Guide and Course Catalog which can be found on the eShowroom Certification page or on <https://toyota.torchlms.com>.



2019 Fleet Excellence Program

The Fleet Excellence Award honors the outstanding performance of the nation's highest sales volume Toyota Fleet dealers and their designated sales professionals in 2019.

Required Achievements

Top 5 Total Fleet Sales Volume Award:

- Dealership must be enrolled in the Toyota Executive Delivery Program for a minimum of 9 consecutive months during the calendar year.
- The dealership must sell a minimum of 1,000 qualifying fleet vehicle sales based on "J Category" sales.
- Sales volume will be based on sales reported through January 1, 2019.
- Sales consultant chosen by dealership management must be a Toyota Fleet sales consultant, must be listed on the National Staff Master for all 12 months of the year and must be actively employed by that dealership when award is presented.
- One award recipient per dealership.

Eligible Sales (By Sales Code)	Ineligible Sales (By Sales Code)
H1 – Commercial H2 – Livery H3 – Rental H4 – Rental H5 – Rental H6 – Rental H7 – Government	H0 – TRAC H9 – Mobility

Top Fleet Commercial Sales Volume Award:

- Dealership must be enrolled in the Toyota Executive Delivery Program for a minimum of 9 consecutive months during the calendar year.
- The Top Fleet dealer with a minimum of 250 sales within their region/private distributor that did not achieve the top 5 volume Fleet sales dealer ranking will qualify.
- Sales consultant chosen by dealership management must be a Toyota Fleet sales consultant, must be listed on the National Staff Master for all 12 months of the year and must be actively employed by that dealership when award is presented.
- One award recipient per dealership.

Eligible Sales (By Sales Code)	Ineligible Sales (By Sales Code)
H1 – Commercial H2 – Livery H7 – Government	H0 – TRAC H3 – Rental H4 – Rental H5 – Rental H6 – Rental H9 – Mobility



2019 Fleet Excellence Program *(continued)*

Awards

- **Top 5 Total Fleet Sales Volume** – Selected fleet sales consultants of the winning dealerships meeting minimum sales volume of 1,000 fleet vehicles will receive a \$1,000 gift card award.
- **Top Commercial Fleet Sales Volume Award** – The fleet sales consultant chosen by dealership management of the winning dealership within each region/private distributor, not included in the Top 5 nationally, meeting the minimum sales volume of 250 fleet vehicles will be invited to attend the TMNA Commercial Fleet Executive Meeting (date/location TBD).

Additional recognition items awarded to all winners:

- Distinctive award plaque (first-year winner)
- Nameplate addition for plaque (repeat winner)
- Business cards reflecting Fleet Excellence

** Sales Consultants can qualify for STARS, Sales Society or Fleet Excellence Recognition but not all.*

2019 TCUV Sales Society

The Toyota Certified Used Vehicles (TCUV) Sales Society award honors the sales accomplishments of TCUV Sales Consultants that have shown exceptional skill in selling the Toyota Certified brand.

The University of Toyota administers the training prerequisite necessary for participation in the TCUV Sales Society Program, and to qualify all TCUV Sales Consultants must complete the following:

Qualifiers

- Must be Certified* in the Toyota Sales Consultant Certification Program.
- Must have credit for course C207 “The TCUV Value Story.”
- Qualifying vehicles include all Toyota Certified Used Vehicles sold and reported as of 2019 year-end close. All sales are subject to audit.
- Training must be completed by December 31, 2019.
- Must be listed on the National Staff Master as a TCUV Sales Consultant.
- Specific questions regarding the certification program should be directed to your district manager or your regional TCUV/TRAC manager.

** For Sales Certification Program criteria, please consult the 2019 Sales Certification Guide and Course Catalog which can be found on the eShowroom Certification page or on <https://toyota.torchlms.com>.*

Criteria & Awards

TCUV Bronze Level—Award Criteria

- Must have sales of **35** Toyota Certified Used Vehicles as of 2019 year-end close
- Must complete all training prerequisites by December 31, 2019
- Must be actively employed as a Toyota Sales Consultant as of December 31, 2019, and when the award is presented

TCUV Bronze Level—Awards

- TCUV Bronze level award plaque (first-year winner)
- Nameplate addition for plaque designating award level (repeat winner)
- Business cards reflecting TCUV Bronze level

TCUV Silver Level—Award Criteria

- Must have sales of **60** Toyota Certified Used Vehicles as of 2019 year-end close
- Must complete all training prerequisites by December 31, 2019
- Must be actively employed as a Toyota Sales Consultant as of December 31, 2019, and when the award is presented



2019 TCUV Sales Society *(continued)*

TCUV Silver Level—Awards

- TCUV Silver level award plaque (first-year winner)
- Nameplate addition for plaque designating award level (repeat winner)
- Business cards reflecting TCUV Silver level

TCUV Gold Level—Award Criteria

- Must have sales of **80** Toyota Certified Used Vehicles as of 2019 year-end close
- Must complete all training prerequisites by December 31, 2019
- Must be actively employed as a Toyota Sales Consultant as of December 31, 2019, and when the award is presented

TCUV Gold Level—Awards

- TCUV Gold level award plaque (first-year winner)
- Nameplate addition for plaque designating award level (repeat winner)
- Business cards reflecting TCUV Gold level

TCUV Platinum Level—Award Criteria

- Must have sales of **100** Toyota Certified Used Vehicles as of 2019 year-end close
- Must complete all training prerequisites by December 31, 2019
- Must be actively employed as a Toyota Sales Consultant as of December 31, 2019, and when the award is presented

TCUV Platinum Level—Awards

- TCUV Platinum level award plaque (first-year winner)
- Nameplate addition for plaque designating award level (repeat winner)
- Business cards reflecting TCUV Platinum level

TCUV Master Level—Award Criteria

- Must achieve Platinum level and be ranked in the top 25 nationally or number one within the Region/Private Distributor as of 2019 year-end close
- Must complete all training prerequisites by December 31, 2019
- Must be actively employed as a Toyota Sales Consultant as of December 31, 2019, and when the award is presented

TCUV Master Level—Awards

- TCUV Master level award plaque (first-year winner)
- Nameplate addition for plaque designating award level (repeat winner)
- Business cards reflecting TCUV Master level



Dealership **RECOGNITION** Program

Toyota Parts & Service Recognition Programs

Customer**First** Advisory Board (CFAB)

Parts & Service Management Programs

- Parts Excellence Award

- Service Excellence Award

- Customer Relations Excellence Award

- Collision Center Excellence Award

Parts & Service Professional Programs

- Assistant Service Manager
Excellence Award

- Technician Excellence Award

- Parts Professional Excellence Award



Dealership RECOGNITION Program

2019 CustomerFirst Advisory Board

The 2019 CustomerFirst Advisory Board (CFAB) recognizes the top 50 Parts, Service and Customer Satisfaction dealerships in the United States. Membership within the CFAB will be based on the following:



Criteria

2019 CFAB Standards	Weighted Percentages
Service Customer Retention (SCR) at or above R/PD average (Metro or Single Point)	20%
CPRO Volume (includes TC/TCP)*	40%
General Parts & Accessory Purchase Volume (DIO only)	40%
Total	100%

Qualifiers

- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) as of 12/31/19.
- Winners determined based on year-end standings as of December 31, 2019.
- Must be in operation for all 12 months of 2019.
- Must be profitable in 2019.**
- A minimum of one winner per Region/Private Distributor.
- Region/Private Distributor General Manager nomination is required, in addition to satisfaction of all required criteria and qualifiers.

Awards

- Air travel for winning dealer principal and spouse/guest to the CFAB event and business meeting at a resort in 2020
- Commemorative gift
- National recognition within Automotive News

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* CPRO Volume includes financial statement accounts 4402T, 4475A, 4455A, 4465A.

** Profitable includes financial statement account 7700T.

2019 Parts Management Excellence Award

The 2019 Parts Excellence Award recognizes managers who lead their Parts Departments in achieving increased dealership Parts and Accessory sales while contributing to improved customer satisfaction and retention.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Parts Management Excellence Award:

Parts & Accessory Sales (including internal & less Parts & Accessory Warranty)

- Must achieve **1** out of **2** of the following criteria:
 1. At or above 105% of prior year sales
 2. Top 10% Sales Volume within Region/Private Distributor

Parts & Accessory Sales includes internal & less Parts & Accessory warranty. Financial statement accounts 6611T less (4720S, 4775S).

Net Parts Purchase Dollars

- Must achieve 1 out of 2 of the following criteria:
 1. At or above 105% of prior year purchases
 2. Top 10% Purchase Volume within Region/Private Distributor

Net Parts Purchases consist of total parts purchases minus warranty parts, special service campaigns/recall parts, and parts returns.

Service Retention Metric

- Service Customer Retention (SCR) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (based on service retention reports released by mid-January).

Customer Experience

- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).

Training/Certification

- Must attain Toyota Parts Manager Certification by year-end and have "active" status.*
- Must meet Parts Professional Skill Level Guideline.**

Parts Professional Skill Level Guidelines			
Parts & Accessory Sales (\$)	Certified PP Requirement	Parts & Accessory Sales (\$)	Certified PP Requirement
1 – 2,499,999**	1	11,000,000 – 12,999,999	6
2,500,000 – 4,999,999	2	13,000,000 – 14,999,999	7
5,000,000 – 6,999,999	3	15,000,000 – 16,999,999	8
7,000,000 – 8,999,999	4	17,000,000 – 18,999,999	9
9,000,000 – 10,999,999	5	19,000,000 – or Greater	10



Dealership RECOGNITION Program

2019 Parts Management Excellence Award *(continued)*

Awards

- Updatable plaque for dealership and winning manager
- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

** For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.*

*** If dealership does not employ at least one Parts Professional, criteria is met if Parts Manager is Certified.*



2019 Service Management Excellence Award

The 2019 Toyota Service Excellence Award recognizes managers who lead their Service Team in obtaining superior customer satisfaction and retention while improving Service Department operations.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Service Management Excellence Award:

Customer Experience

- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).
- Customer **First** Index must be at or above Region/Private Distributor average. The index is the average of the following questions:
 - Did the dealer keep you updated on the status of your vehicle?
 - Did the dealer explain work and costs in servicing your vehicle?
 - Multi-point Inspection (MPI)?
 - Offered to Schedule Next Service Appointment?
 - Overall Satisfaction with Service Advisor?
- Service Delivery Quality must be at or above 90% for the following question:
 - Were you satisfied with the condition of your vehicle when it was returned to you?
- Fixed Right the First Time (FRFT) must be at or above Region/Private Distributor average.

Service Retention Metric

- Service Customer Retention (SCR) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (based on service retention reports released by mid-January).

ToyotaCare

- Any increase over base (12/18) 12-Month Rolling 1st Paid Post TC Service Score, or, @ or above R/PD average (Metro or Single Point).
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor (Metro or Single Point) in 12-Month Rolling 1st Paid Post TC Service Score.

R.O. Mechanical Parts Sales

- Must achieve **1** out of **2** of the following criteria:
 1. At or above 103% of prior year sales
 2. Top 10% Sales Volume within Region/Private Distributor

R.O. Mechanical Parts Sales include financial statement accounts 4702T, 4765S, 4755S, 4725S, 4760S.

Training/Certification

- Must attain Toyota Service Manager Certification by year-end and have "active" status.*
- Must meet ASM Skill Level Guideline.
- Must achieve Technician Skill Level Guideline 9 out of 12 months during program year.



2019 Service Management Excellence Award *(continued)*

Skill Level Guidelines

- Must meet ASM Skill Level Guideline listed below.**

ASM Skill Level Guidelines	
Repair Order Count**	Certified ASM Requirement
0 – 7,999	1
8,000 – 14,999	2
15,000 – 22,499	3
22,500 – 29,999	4
30,000 – 37,499	5
37,500 – 44,999	6
45,000 – 52,499	7
52,500 – 59,999	8
60,000 or Greater	9

- Must achieve Technician Skill Level Guideline listed below 9 out of 12 months during program year.

Technician Skill Level Guidelines										
R/O Count	Expert (or above) Requirement					Certified (or above) Requirement				Maintenance (or above)
	Engine	Drivetrain	Chassis	Electrical	Hybrid	Engine	Drivetrain	Chassis	Electrical	Maintenance
1 – 3,999	1	1	1	1	1	1	1	1	1	1
4,000 – 7,999	1	1	1	1	1	1	1	1	1	2
8,000 – 11,999	1	1	1	1	1	1	1	1	1	3
12,000 – 15,999	1	1	1	1	1	2	2	2	2	4
16,000 – 19,999	1	1	1	1	1	2	2	2	2	5
20,000 – 23,999	2	2	2	2	2	3	3	3	3	5
24,000 – 27,999	3	3	3	3	3	4	4	4	4	6
28,000 – 31,999	3	3	3	3	3	5	5	5	5	7
32,000 – 35,999	3	3	3	3	3	5	5	5	5	8
36,000 – 39,999	4	4	4	4	4	6	6	6	6	9
40,000 – 43,999	4	4	4	4	4	6	6	6	6	10
44,000 – 47,999	5	5	5	5	5	7	7	7	7	10
48,000 – 51,999	5	5	5	5	5	7	7	7	7	11
52,000 – 55,999	5	5	5	5	5	8	8	8	8	12
56,000 – 59,999	6	6	6	6	6	9	9	9	9	13
60,000 – 63,999	6	6	6	6	6	9	9	9	9	14
64,000 – 67,999	6	6	6	6	6	10	10	10	10	15
68,000 – 71,999	7	7	7	7	7	10	10	10	10	16
72,000 – 75,999	7	7	7	7	7	11	11	11	11	16
76,000 – 79,999	8	8	8	8	8	12	12	12	12	17
80,000 – 83,999	8	8	8	8	8	12	12	12	12	18
84,000 – 87,999	8	8	8	8	8	13	13	13	13	19

CONTINUED ON NEXT PAGE

2019 Service Management Excellence Award *(continued)*

Technician Skill Level Guidelines										
R/O Count	Expert (or above) Requirement					Certified (or above) Requirement				Maintenance (or above)
	Engine	Drivetrain	Chassis	Electrical	Hybrid	Engine	Drivetrain	Chassis	Electrical	Maintenance
88,000 – 91,999	9	9	9	9	9	13	13	13	13	20
92,000 – 95,999	9	9	9	9	9	14	14	14	14	21
96,000 – 99,999	10	10	10	10	10	14	14	14	14	22
100,000 – 103,999	10	10	10	10	10	15	15	15	15	22
104,000 – 107,999	10	10	10	10	10	16	16	16	16	23
108,000 – 111,999	11	11	11	11	11	16	16	16	16	24
112,000 – 115,999	11	11	11	11	11	17	17	17	17	25
116,000 – 119,999	11	11	11	11	11	17	17	17	17	26
120,000 – 123,999	12	12	12	12	12	18	18	18	18	27
124,000 – 127,999	12	12	12	12	12	18	18	18	18	28
128,000 – 131,999	13	13	13	13	13	19	19	19	19	29
132,000 – 135,999	13	13	13	13	13	20	20	20	20	29
136,000 – 139,999	13	13	13	13	13	20	20	20	20	30
140,000 – 143,999	14	14	14	14	14	21	21	21	21	31
144,000 – 147,999	14	14	14	14	14	21	21	21	21	32
148,000 – 151,999	14	14	14	14	14	22	22	22	22	33
152,000 – 155,999	15	15	15	15	15	22	22	22	22	34
156,000 – 159,999	15	15	15	15	15	23	23	23	23	35
160,000 – 163,999	16	16	16	16	16	24	24	24	24	35
164,000 – 167,999	16	16	16	16	16	24	24	24	24	36
168,000 – 171,999	16	16	16	16	16	25	25	25	25	37
172,000 – 175,999	17	17	17	17	17	25	25	25	25	38
176,000 – 179,999	17	17	17	17	17	26	26	26	26	39
180,000 – 183,999	18	18	18	18	18	27	27	27	27	40
184,000 – 187,999	18	18	18	18	18	27	27	27	27	41
188,000 – 191,999	18	18	18	18	18	28	28	28	28	42

Awards

- Updatable plaque for dealership and winning manager
- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.

** R.O. Count includes F/S Account 6431T.



Dealership RECOGNITION Program

2019 Customer Relations Management Excellence Award

The 2019 Toyota Customer Relations Excellence Award recognizes managers who achieve overall excellence in their Customer Relations operations, ensuring the dealerships' overall commitment to their customers.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Customer Relations Management Excellence Award:

Customer Experience

- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) or Sales Satisfaction Index (SSI) at calendar year-end 2019 (CYTD).
- Meets Toyota hot alert standards. At least 90% closed within 7 days at year-end (calendar year-to-date).

Service Retention Metric

- Service Customer Retention (SCR) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (based on service retention reports released by mid-January).

Dealer Daily 800 Number/Customer Connection Performance

- Dealer must have no more than two "No Responses."
- Dealer must have no more than two "Overdues."

Customer Relations Manager

- Region/Private Distributor approval required for Non-Dedicated Customer Relations Manager.

Training/Certification

- Must attain Toyota C.R. Manager Certification by year-end and have "active" status.*

Awards

- Updatable plaque for dealership and winning manager
- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.

2019 Toyota Collision Center Management Excellence Award

The 2019 Toyota Collision Center Excellence award recognizes individuals who have Collision Centers that achieve overall excellence in operations, contributing to long-term satisfaction and retention.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Collision Center Management Excellence Award:

Customer Experience

- Must have at least 20% completed customer surveys based on CYTD 12-Month Customer Pay Repair Order count (as reported on the dealer's Financial Statement).
- Must be at or above a 93.0 composite CYTD 12-Month CSI Score from a Toyota-approved CSI service provider who utilizes the Toyota survey questions and scoring system.
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).

Sales

- Dealers YTD Part Sales per Customer Pay Body Shop Repair Order is greater than or equal to \$825.00.

Body Shop Repair Order include financial statement account 4500A and Body Shop Parts Sales include financial statement account 4710S.

Training/Certification

- Must attain Toyota Collision Center Manager Certified by year-end and have "active" status.*
- Must meet Estimator Skill Level Guideline, which is listed below:

Staff Guidelines—Estimator	
Repair Order Count	Certified Estimator Requirement
1 – 2,200	1
2,201 – 4,400	2
4,401 – 6,600	3
6,601 – 8,800	4
8,801 or Greater	5



2019 Toyota Collision Center Management Excellence Award *(continued)*

- Must meet Repair Technician Skill Level Guideline.

Staff Guidelines	
Repair Order Count	Certified Collision Repair Technicians Requirement
1 – 1,100	1
1,101 – 2,200	2
2,201 – 3,300	3
3,301 – 4,400	4
4,401 – 5,500	5
5,501 – 6,600	6
6,601 – 7,700	7
7,701 – 8,800	8
8,801 or Greater	9

- Must meet Refinish Technician Skill Level Guideline.

Staff Guidelines	
Repair Order Count	Certified Collision Refinish Technicians Requirement
1 – 3,300	1
3,301 – 6,600	2
6,601 – 9,900	3
9,901 or Greater	4

Awards

- Updatable plaque for dealership and winning manager
- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.



2019 ASM Excellence Award

The 2019 Toyota Assistant Service Manager (ASM) Excellence award recognizes individuals who consistently go beyond expectations and achieve overall excellence in Customer Retention and Satisfaction.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Assistant Service Manager (ASM) Excellence Award:

Customer Experience

- Customer **First** Index must be at or above Region/Private Distributor average. The index is the average of the following questions:
 - Did the dealer keep you updated on the status of your vehicle?
 - Did the dealer explain work and costs in servicing your vehicle?
 - Multi-point Inspection (MPI)?
 - Offered to Schedule Next Service Appointment?
 - Overall Satisfaction with Service Advisor?
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).

Service Retention Metric

- Service Customer Retention (SCR) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (based on service retention reports released by mid-January).

ToyotaCare

- Any increase over base (12/18) 12-Month Rolling 1st Paid Post TC Service Score, or, @ or above R/PD average (Metro or Single Point).
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor (Metro or Single Point) in 12-Month Rolling 1st Paid Post TC Service Score.

Training/Certification

- Must attain ASM Certification by year-end and have “active” status.*

ASM R.O. Mechanical Parts Sales

- Must achieve **1** out of **2** of the following criteria:
 1. At or above 103% of prior year sales
 2. Top 10% Sales Volume within Region/Private Distributor

Awards

- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.



2019 Technician Excellence Award

The 2019 Technician Excellence Award recognizes individuals who achieve overall excellence in Customer Retention and Customer Satisfaction.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Technician Excellence Award:

Customer Experience

- “Fixed Right the First Time” (FRFT) score must be at or above Region/Private Distributor average.
- Multi-point Inspection (MPI) score must be @ or above Region/Private Distributor average.
- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).

Training/Certification

- Must attain Technician Certification by year-end and have “active” status.*

Awards

- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.



2019 Parts Professional Excellence Award

The 2019 Parts Professional Excellence Award recognizes individuals who increase Parts and Accessory Sales while improving Toyota Customer Retention.

Required Achievements

Achieve excellence criteria in ALL categories below to be eligible for the 2019 Parts Professional Excellence Award:

Parts & Accessory Sales (including internal & less Parts & Accessory Warranty)

- Parts Department must achieve **1** out of **2** of the following criteria:
 1. At or above 105% of prior year sales
 2. Top 10% Sales Volume within Region/Private Distributor

Training/Certification

- Must attain Parts Professional Certification by year-end and have “active” status.*

Customer Experience

- Dealership cannot be ranked in the bottom 10% of Region/Private Distributor in Service Process Satisfaction Index (SPSI) at calendar year-end 2019 (CYTD).

Service Retention Metric

- Service Customer Retention (SCR) must be at or above Region/Private Distributor average (Metro or Single Point) at year-end (based on service retention reports released by mid-January).

Awards

- Region/Private Distributor individual awards may differ

NOTE:

For Parts & Service Marketing reports, please consult the Toyota Performance Center, which can be found on www.ToyotaPerformanceCenter.com.

* For Certification Program Criteria, please consult the 2019 University of Toyota Certification Guide and Course Catalog, which can be found on www.uotcertification.com.



Dealership
RECOGNITION
Program

**Toyota Rent a Car
National Leadership Award**

2019 Toyota Rent a Car National Leadership Award

The Toyota Rent a Car (TRAC) National Leadership Award honors those dealerships that show exceptional performance in all facets of their TRAC operations. It is recognition for dealerships that see the benefit and competitive advantage of keeping Toyota customers in Toyota products, which helps generate dealer traffic, increases TRAC brand awareness and ultimately, sells cars.



The TRAC National Leadership Award criteria emphasize several key factors in any successful TRAC operation, including training, fleet size and marketing.

Rules

- Qualifying vehicles include all Toyota vehicles invoiced into TRAC service during the program period and as of the 2019 year-end close. All UIO are subject to audit.
- Winners determined using a points system outlined in the criteria section below. Criteria must be met by the end of the 2019 program period. Dealership associate criteria points will only be awarded for associates employed at the dealership on December 31, 2019.
- Winners are subject to Region/Private Distributor approval.

Qualifiers

- Dealership must utilize TSD rental software or equivalent fleet management software.
- Dealership must complete the TRAC Loss Prevention Program with Sedgwick, or current insurance administrator, during the program period AND pass Rental Agreement scoring with a 'B' or better.
- Dealership must have an average of 15 UIO or more during the program period.
- Dealership must have a valid TRAC dedicated email address listed in ELMS for TRAC leads.
- One or more Dealer associates must achieve TRAC Master Level Certification.
- Dealership must complete the Dealer Locator Preference Form in TOPS.
- Dealership must achieve a minimum of 70 total points, prior to any Regional/PD bonus points being awarded, to qualify as a winner.

Criteria

Achieve the highest points regionally based on the following areas:	Maximum Points:
<ul style="list-style-type: none"> • Mystery Shop <ul style="list-style-type: none"> - Website shop: <ul style="list-style-type: none"> - Current TRAC logo and/or link to TRAC page prominently displayed on the dealership's main website homepage or in the homepage main navigation bar as its own separate link (5 points) - Designated TRAC website page that includes hours of operation, dealership TRAC department contact information, vehicles available for rent and rates (5 points) - Dealership website on-line reservation system or form (5 points) - Lead Response Shop: <ul style="list-style-type: none"> - Provide relevant, personal response to lead. Auto responders do not count. Personal response must be sent within 24 hours (5 points) - Response includes price and availability for the vehicle requested or alternate vehicle information if first choice is not available (5 points) - Response includes TRAC department contact information and request for business (5 points) 	30

CONTINUED ON NEXT PAGE

2019 Toyota Rent a Car National Leadership Award *(continued)*

Achieve the highest points regionally based on the following areas:	Maximum Points:										
<ul style="list-style-type: none"> Average UIO Fleet Size – points based on the following scale: <table border="1"> <thead> <tr> <th>UIO Range</th><th>Points</th></tr> </thead> <tbody> <tr> <td>20-39</td><td>5</td></tr> <tr> <td>40-59</td><td>10</td></tr> <tr> <td>60-79</td><td>15</td></tr> <tr> <td>80+</td><td>20</td></tr> </tbody> </table> 	UIO Range	Points	20-39	5	40-59	10	60-79	15	80+	20	20
UIO Range	Points										
20-39	5										
40-59	10										
60-79	15										
80+	20										
<ul style="list-style-type: none"> Average TRAC Revenue Per Unit – points based on the following scale: <table border="1"> <thead> <tr> <th>Avg. RPU</th><th>Points</th></tr> </thead> <tbody> <tr> <td>\$600-\$649</td><td>10</td></tr> <tr> <td>\$650-\$699</td><td>15</td></tr> <tr> <td>\$700 +</td><td>20</td></tr> </tbody> </table> 	Avg. RPU	Points	\$600-\$649	10	\$650-\$699	15	\$700 +	20	20		
Avg. RPU	Points										
\$600-\$649	10										
\$650-\$699	15										
\$700 +	20										
• All TRAC vehicles are less than 16 months old	10										
• Two or more dealership associates achieve Master level TRAC certification	5										
• Dealership is listed and offers Business/Leisure Travel Rentals in the dealer locator on Toyota.com/rental during the program/mystery shop period	15										
• Dealership utilizes TSD 2.0 software	10										
• Participation in the TRAC Co-Op Program during the 2019 program period	5										
• Average age of TRAC UIO is 7 months or less	5										
• One or more currently employed associates registered as a TOPS user – Associate(s) must actively utilize the TOPS site during the 2019 program period	5										
• Dealership submits 1 best practice via the TRAC best practice survey template https://www.surveymonkey.com/r/2018NLAbestpractice	5										
• Regional/Private Distributor Bonus Criteria (contact TRAC Regional Manager for details)	10										
Total Program Points Available:	140										

Award

In order to win, the dealership must rank in the top 5 regionally, based on points, and achieve all qualifiers. The top five dealerships in each Region/Private Distributor will receive a personalized TRAC National Leadership crystal award acknowledging the dealership's outstanding commitment and performance during the program period. The dealership will receive identification as a TRAC National Leadership Award recipient on the Toyota.com/rental website.

The TRAC manager and guest from each of the winning dealerships will be invited to a TMNA-hosted recognition award trip* (location and details to be determined). All TRAC associates at the winning dealership will receive personalized business cards identifying them as a TRAC Leadership Award recipient and a commemorative gift. The eligible associate must be actively employed at the dealership, and listed in the TRAC Guild on the National Staff Master as of December 31, 2019 to receive a TRAC individual award.

** Recipients are solely responsible for any federal, state and local income tax liability for receiving the award. Toyota will issue I.R.S. 1099 forms to the award recipients. Upon conclusion of the travel program, final individual 1099 amounts will be determined. Trip values include 100% of actual gifts and airfare plus 70% of land costs.*



Dealership **RECOGNITION** Program

Toyota Financial Services

Circle of Excellence Award

Ambassador Award

Insignia Award

Millennium Award

2019 Circle of Excellence Award

The Toyota Financial Services (TFS) Circle of Excellence Award recognition program honors Toyota dealers who excel in all facets of their finance and insurance operations – measured in sales of TFS products and customer satisfaction. This prestigious award exemplifies the progressive partnership and collaborative efforts between TFS and Toyota dealers that helps to achieve increased sales, loyalty, and long-term profitable growth.

Required Achievements

- The top 33 Toyota dealerships that obtain the highest combined points during the calendar year.
- The dealership must be operational under the same ownership throughout 2019. (“In Operation” definition will be used.)
- Dealership cannot be ranked in the bottom 10% of both Region/Private Distributor AND the Nation – Sales Satisfaction Index (SSI) score as of December 2019 (calendar year-to-date).

Award Criteria

- Toyota dealerships earn points based on the following measurement criteria:

Retail Contract (New/Used/TCUV)	4
Lease Agreement (New/Used/TCUV)	4
Wholesale Flooring (Per New Unit)*	1
VSA Agreement (New/Used)	4
GAP/DCA Agreement (Retail/Lease)	2
Tire & Wheel (New/Used)	3
Prepaid Maintenance (New/Used)**	2

Awards

Dealer Principals will:

- Attend a business conference with their spouse or guest at The Lodge at Pebble Beach in Pebble Beach, California, hosted by TFS senior management
- Serve on an exclusive advisory board
- Receive a Tiffany & Co® crystal Circle of Excellence Award

Program Timing

- Program Period: January–December 2019
- Award Winners Notified: February 2020
- Business Conference: Summer 2020

* Dealers are awarded points for syndicated/non-conventional wholesale loans for Toyota National Accounts based on wholesale flooring of new vehicles with TFS.

** TCP/TAC/AC Agreement – ToyotaCare Plus and Auto Care Classic on all eligible vehicles.

Please see the TFS Performance Portal (TFSPerformance.com) for complete program rules. TFS reserves the right to change program parameters at any time.

Toyota Financial Services is a service mark used by Toyota Motor Credit Corporation (TMCC) and Toyota Motor Insurance Services, Inc. and its subsidiaries. TMCC is the authorized attorney-in-fact and servicer for Toyota Lease Trust.

2019 Ambassador Award

The Toyota Financial Services (TFS) Ambassador Award recognizes Toyota dealers who demonstrate significant levels of support for TFS finance products. Support is measured in total dollars outstanding for TFS retail and lease contracts.

Required Achievements

Dealer milestones are recognized based on total dollars outstanding with TFS at the following intervals.

Milestone	Plaque	Crystal
\$10 Million	✓	
\$25 Million	✓	
\$50 Million	✓	
\$100 Million	✓	✓
\$150 Million	✓	✓
\$200 Million	✓	✓
\$250 Million	✓	✓
\$300 Million	✓	✓
Every \$100 Million Thereafter	✓	✓

Awards

- Winning dealers will receive a recognition plaque at all milestones.
- Winning dealers who achieve \$100 Million or higher will receive a Tiffany & Co® crystal in addition to the recognition plaque.
- The Ambassador Award is presented to winning dealerships by their respective Dealer Sales and Service Office (DSSO).

Please see the TFS Performance Portal (TFSPerformance.com) for complete program rules. TFS reserves the right to change program parameters at any time.

Toyota Financial Services is a service mark used by Toyota Motor Credit Corporation (TMCC) and Toyota Motor Insurance Services, Inc. and its subsidiaries. TMCC is the authorized attorney-in-fact and servicer for Toyota Lease Trust.



Dealership RECOGNITION Program

2019 Insignia Award

The Toyota Financial Services (TFS) Insignia Award recognizes Toyota dealers who demonstrate significant levels of support for TFS insurance products. Support is measured in sales of Vehicle Service Agreements (VSA), Guaranteed Auto Protection (GAP), Prepaid Maintenance (PPM), Tire & Wheel (TWP) and Excessive Wear & Use (EWU) in relation to New Vehicles Sales (NVS).

Required Achievements

- The top 10 dealers in each TFS Region as measured by highest Insurance Penetration percentage during the calendar year.
- Please contact your Regional Office for specific volume qualifiers for this program.
- A dealership must have an 89.99% in-force loss ratio or lower at calendar year-end.
- Dealership cannot be ranked in the bottom 10% of both Region/Private Distributor AND the Nation – Financial Services Index (FSI) score as of December 2019 (calendar year-to-date).

Awards

- Winning dealers will receive a Tiffany & Co® crystal Insignia Award.
- The Insignia Award is presented to winning dealerships by their respective DSSO.

Program Timing

- Program Period: January–December 2019
- Award Winners Notified: February 2020

Please see the TFS Performance Portal (TFSPerformance.com) for complete program rules. TFS reserves the right to change program parameters at any time.

Toyota Financial Services is a service mark used by Toyota Motor Credit Corporation (TMCC) and Toyota Motor Insurance Services, Inc. and its subsidiaries. TMCC is the authorized attorney-in-fact and servicer for Toyota Lease Trust.



Dealership RECOGNITION Program

2019 Millennium Award

The Toyota Financial Services (TFS) Millennium Award recognizes Toyota dealers who demonstrate significant levels of support as loyal flooring customers.

Required Achievements

Dealer milestones are recognized based on number of years as a continuous TFS wholesale customer. Milestone awards begin at the 10-year mark and every 5 years thereafter.

Awards

- Winning dealers will receive a recognition plaque at the 10-year milestone.
- Winning dealers will receive a Tiffany & Co® crystal at the 15-year milestone and above.
- The Millennium Award is presented to winning dealerships by their respective Dealer Sales and Service Office (DSSO).

Please see the TFS Performance Portal (TFSPerformance.com) for complete program rules. TFS reserves the right to change program parameters at any time.

Toyota Financial Services is a service mark used by Toyota Motor Credit Corporation (TMCC) and Toyota Motor Insurance Services, Inc. and its subsidiaries. TMCC is the authorized attorney-in-fact and servicer for Toyota Lease Trust.



Dealership **RECOGNITION** Program

Program Rules and Details

Rules

Parts & Service Recognition Programs

“In Operation” Definition

“Qualifying Vehicles” Definition

Recognition Reports

Sales Efficiency Calculation



Dealership RECOGNITION Program

Rules

- All programs run January 2019 through December 2019 year-end close.
- The award recipient is responsible for any federal, state or local taxes that may be applicable on any segment of these programs.
- Toyota Motor North America and Toyota Financial Services reserve the right to amend, revoke or cancel any or all parts of the Toyota 2019 Dealership Recognition Programs at any time without written notice.
- Rural Opportunity Market (ROM) dealerships will be evaluated for award eligibility utilizing the combined primary and secondary store information (e.g., Sales Efficiency, Sales and Service Retention, SSI, SPSI and VDQ).
- Dealerships and managers must be approved by Region/Private Distributor.

Parts & Service Recognition Programs

- Each winner must be in respective position at the dealership for at least nine months during 2019.
- Each winner must be actively employed at the dealership and listed on the National Staff Master as of December 31, 2019 when award is presented.
- In order to generate Vehicle Service Surveys (VSS), the dealership must be providing Repair Order data to Toyota's data extraction vendor. Dealerships will significantly lessen their chance of winning this excellence award if Repair Order data is not provided to Toyota's data extraction vendor.
- For Service Management Excellence: Dealership cannot be in Level 3 of Dealer Warranty Expense Control Program as of December 31, 2019.
- Dealerships must meet Technician Skill Level Guidelines 9 out of 12 months during the program year.
- For Parts Management Excellence Purchase Performance: Dealership relies on Toyota Motor North America as the primary supplier for all Toyota parts and accessories carried in its inventory.
- For Collision Center Management Excellence: Collision Center must have been in business for at least 24 months, including all 12 months of the program year.

"In Operation" Definition

The 12-month operational Required Achievement for the President's Award for CustomerFirst and Board of Governors applies to the continuity of management, not the continuity of equity ownership. Under this "In Operation" definition, midyear buy-sells do not impact eligibility as long as at least 51% of the dealership associates remain employed under the new ownership.



Dealership RECOGNITION Program

“Qualifying Vehicles” Definition

- Qualifying vehicles for all sales programs except TCUV Sales Society, TRAC NLA and Fleet Excellence include all new Toyota “non-fleet” cars and trucks sold and reported January 2019 through December 2019 year-end close. All sales are subject to audit.
NOTE: Scion sales are included.
- Qualifying vehicles for TCUV include all certified used Toyota cars and trucks sold and reported as of 2019 year-end close. All sales subject to audit.
- Qualifying vehicles for Fleet Excellence and TRAC NLA include all new fleet (J-category) cars and trucks.

Recognition Reports

Dealerships, Sales Managers, Sales Consultants and TCUV Sales Consultants, Parts & Service Managers and ASM/Technician/Parts Professionals are encouraged to view the online Recognition Reports by going to www.toyota-recognition.com or www.toyotaperformancecenter.com.

Frequently Asked Questions and rules are also available at this site.

The following detailed reports will be available online, beginning May 2019:

- Sales Consultant Recognition
- Sales Consultant Program Enrollment Percent
- Sales Excellence Award
- Sales Consultant Certification
- ASM/Technician/PP Recognition
- President’s Award for CustomerFirst
- TCUV Sales Consultant Summary
- Truck Recognition Summary
- CustomerFirst Advisory Board
- Parts & Service Management Recognition

The December year-end report information will NOT be posted on the website, due to the appeal and nomination process. If you have any questions regarding the reports or any aspect of the 2019 Toyota Recognition Programs, please contact your Regional/Private Distributor Office or call the Toyota Hotline at 1-800-237-7743.



Dealership RECOGNITION Program

Sales Efficiency Calculation (as of January 1, 2019)

Sales efficiency will be calculated using retail vehicle industry numbers for all registration segments in which Toyota have represented series entries (12-month rolling average available at year-end).

$$\text{Sales Efficiency} = \frac{\text{Dealer's Total Retail Sales (Column D)}}{\text{Total Expected Sales By Series (Column C)}^1 \text{ (Based on State Average Market Share)}} = \frac{1,816}{1,725} = 105\%$$

¹Calculate Dealer's Expected Sales (Column C) = Industry retail registrations within Dealer's PMA for each segment listed (Column A) X Toyota's state average market share for each series = 1,000 (Column B)

RETAIL (with Adjusted Lease) SALES EFFICIENCY							
		(A)	(B)	(C)	(D)	(E)	(F)
Competitive Segment	Series	Industry Registrations in PMA	Toyota's State Market Share	Dealer's Expected Sales (A x B)	Dealer's Retail Sales	Dealer's Sales Above or Below Expected (D - C)	Sales Efficiency (D / C)
Entry Subcompact	Yaris	249	2.6%	7	7	0	100.0%
	Yaris iA		0.0%	0	0	0	0.0%
Standard Subcompact	Corolla	1,953	17.6%	344	369	25	107.3%
	Corolla HB		1.4%	27	51	23	182.1%
	Corolla iM		0.0%	0	0	0	0.0%
	Prius c		4.2%	82	53	-29	64.6%
Sports Coupe	Toyota 86	225	5.7%	13	15	2	115.4%
	Supra		0.0%	0	0	0	0.0%
Standard Midsize	Camry	1,925	16.5%	317	270	-47	85.2%
	Prius (incl v & Plug-In)		15.9%	306	144	-162	47.1%
	Mirai		0.0%	0	0	0	0.0%
Premium Midsize	Avalon	66	39.9%	26	31	5	119.2%
Small Pickup	Tacoma	233	65.4%	152	252	100	165.8%
½ Ton Large Pickup	Tundra	442	16.2%	72	58	-14	80.6%
Entry SUV	C-HR	739	6.7%	50	183	133	366.0%
Small SUV	RAV4	920	14.6%	134	157	23	117.2%
Mid SUV	Highlander	715	11.3%	81	114	33	140.7%
	4Runner		4.7%	34	24	-10	70.6%
Large SUV	Sequoia	58	6.7%	4	3	-1	75.0%
Prestige Luxury SUV	Land Cruiser	34	1.3%	0	0	0	0.0%
Small Van	Sienna	169	44.9%	76	85	9	111.8%
Competitive Segment Total		7,728		1,725	1,816	90	105.3%
Memo: Other Segment Registrations with no Toyota entries		1,165					
Memo: Total Light Vehicle Registrations		8,893					

NOTES:

- For new and buy/sell dealers, the sales efficiency calculation uses retail sales and registrations beginning with the first full month of business.
- Series data includes all drivetrains and fuel types (e.g. "Camry" includes Camry Hybrid).



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