



Toyota Dealer Marketing Covenant

The Toyota Dealer Marketing Covenant (TDMC), formerly known as the Toyota Dealer Advertising Covenant or TDAC, was created to promote full disclosure and high ethical standards in all Dealership advertising and marketing. The newly updated TDMC has been designed with easy access to standards that assist in producing advertising and marketing that will unify the voice of Toyota and its brand integrity. The new TDMC will be effective January 2013.

This past year, we partnered with the Toyota National Dealer Advisory Council to update and simplify this important covenant. Clear and simple standards have been updated to include digital compliance and monitoring, social media, third-party leads, sub domain names and URLs. Traditional media standards, such as newspaper, television, radio and outdoor boards, have also been updated.

To maintain consistency, all TDMC standards have been aligned with Toyota Dealer Ad Planner, Market Representation, and Toyota Dealer Digital Solutions policies. Also, the TDMC references the Dealer's obligation to comply with all applicable federal, state and local laws, rules and regulations, and includes certain disclosures that may assist with the Dealer's compliance.

We look forward to working closely with all Toyota Dealers to ensure these marketing and advertising standards are clearly understood. Your commitment to the TDMC standards will ensure that we maintain Toyota brand integrity and a single brand image as an important step to improving customer retention.

All of our success begins with the care of our customers. Thank you for your commitment.

Best regards,

Bill Fay
GVP & GM Toyota Division



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TDMC SUPPORT

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TDMC OVERVIEW

Toyota Motor Sales, U.S.A., Inc. (TMS) designed the Toyota Dealer Marketing Covenant (TDMC) to protect the Toyota brand by building brand awareness and a consistent brand image for Toyota Dealers with clearly defined standards and penalties.

To comply with the TDMC, all advertising and marketing (including Parts and Service) must adhere to the TDMC standards in all advertising and marketing media, including the Internet and on any web page posted by the Dealer, its affiliates, or anyone acting on the Dealer's behalf (e.g., a third-party) that advertises or markets Toyota automobiles, parts and/or service.

TMS reserves the right to modify TDMC standards upon 60 days prior written notice.

TDMC COMPLIANCE

Legal Compliance

All Toyota Dealers must comply with applicable federal, state and local laws, rules and regulations, and must include proper and prominent disclosures that clearly identify all pertinent information to the consumer (e.g., features, price and quantity available). As always, use of the Toyota name, trademark, and logo must conform to the Toyota Motor Sales, U.S.A., Inc. Brand Standards Guide.



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TYPES OF VIOLATIONS/INFRACTIONS

The standards have been broken out into two separate categories:

<p>Type A Major Violations (Strike)</p>	<p>Non-compliance in any of 10 Type A areas will be considered a Major Violation and will result in a Strike. The Major Violation categories were chosen because of their effect on the Toyota brand and brand image and the importance of compliance with federal, state and local laws, rules and regulations.</p> <ol style="list-style-type: none">1. Toyota Brand and Trademark/Symbol Integrity2. Distressed Advertising/Marketing3. Distressed/Special Pricing Language4. Digital Advertising/Marketing (includes Third-Party Providers)5. Deceptive Advertising/Marketing6. Terms and Phrases7. Vehicle Pricing8. Lease Advertising9. APR Advertising10. Used Vehicle Advertising
<p>Type B Minor Infractions (Non-Strike)</p>	<p>Although considered important, errors relative to fonts, technicalities and layouts, not otherwise captured as Major Violations, are considered Minor Infractions and will not result in a Strike. However, a Region/PD Manager will contact the Dealer if persistent Minor Infractions are accrued.</p>



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TYPE A - MAJOR VIOLATIONS (STRIKE)

1. Toyota Brand and Trademark/Symbol Integrity

A. All Toyota Dealers must avoid advertising that in any way undermines the value of the Toyota brand or any other Toyota Dealership, which includes, but is not limited to, all advertising with sexual, racial, religious, or political overtones and offensive language.

B. Warranties and ToyotaCare

1. Dealership advertising must not include the Toyota Promise.
2. Non-TMS warranties or "Lifetime" warranties must identify the products as non-factory, limited warranties and must list the location(s) where the "Lifetime" warranty repairs can be performed.

The preferred disclosure is: "Non-Factory Lifetime Limited Warranty, Good at Participating Dealerships." The warranty information must be listed where the warranty is offered and not in the disclaimer.

3. ToyotaCare advertising must comply with the ToyotaCare No Cost Maintenance standards, which can be found at <http://adplanner.toyota.com/dealer>.
4. ToyotaCare must be differentiated from "Lifetime" maintenance programs. "Lifetime" maintenance must state what services are included, locations where the maintenance can be performed and if it is transferrable to subsequent owners. If the maintenance expires for any reason other than change of ownership, you may not use the term "Lifetime".

The preferred verbiage is: ToyotaCare no cost maintenance covers 2 years or 25K miles whichever comes first. Vehicle cannot be part of a rental or commercial fleet, or a livery/taxi vehicle. See participating Toyota dealer for plan details. Valid only in the continental U.S. and Alaska. Roadside Assistance does not include parts and fluids. Maintenance beyond 2 years/25K miles is provided by ABC dealer. The services include all regularly scheduled maintenance items at the scheduled maintenance intervals as outlined in your owner's manual. The maintenance is valid at only ABC dealer and is non-transferrable.

5. ToyotaCare must be differentiated from additional pre-paid maintenance provided by the dealer. Pre-paid maintenance must state what services are included, locations where the maintenance can be performed and if the maintenance is transferrable to subsequent owners.



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The preferred verbiage is: ToyotaCare no cost maintenance covers 2 years or 25K miles whichever comes first. Vehicle cannot be part of a rental or commercial fleet, or a livery/taxi vehicle. See participating Toyota dealer for plan details. Valid only in the continental U.S. and Alaska. Roadside Assistance does not include parts and fluids. Maintenance beyond 2 years/25K miles is provided by ABC dealer. The services include all regularly scheduled maintenance items at the scheduled maintenance intervals as outlined in your owner's manual. The maintenance is valid at only ABC dealer and is non-transferrable.

- C. Only Toyota brands may be advertised on the home page and new-vehicle inventory pages on Dealer websites. The only exception is Scion, which can be listed on the home page and inventory pages.
- D. Use of the Toyota trademark name and symbol must conform to the color pattern and format as required by the Toyota Motor Sales, U.S.A., Inc., Brand Standards Guide. For complete Brand Standard details please reference <http://adplanner.toyota.com/dealer>.
- E. The Toyota trademark and symbol may not be embellished or altered in any way.
- F. The Toyota trademark and symbol may not be used as part of a Dealership name or signature.
- G. The Toyota symbol may not be used without the Toyota corporate trade name logo.



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TYPE A - MAJOR VIOLATIONS (STRIKE)

2. DISTRESSED ADVERTISING/MARKETING

The following terms and phrases—or any terms or phrases with similar meanings—are considered distressed language, which is damaging to the Toyota brand and must not be used in any Dealer advertising or marketing:

- A. Above/Below/At Cost
- B. Above/Below/At Invoice
- C. Acronyms W.A.C and O.A.C
–must be spelled out:
“With Approved Credit” &
“On Approved Credit”
- D. Bad Credit, No Problem
- E. Beat (in reference to pricing)
- F. Dealer Cost
- G. Dealer Invoice
- H. Factory Invoice
- I. Good Credit, Bad Credit–All
Applications Accepted
- J. Guaranteed Credit Approval
- K. Guaranteed Lowest Price
- L. Liquidation
- M. Low Price Guaranteed
- N. Meet (in reference to pricing)
- O. No Credit Rejected
- P. Overstocked
- Q. Price Protection Guarantee
- R. We Finance Everyone
- S. Wholesale Cost
- T. We Won’t Be Undersold
- U. “Clearance” can only be used
in conjunction with authorized
National Event approved and
Toyota branded clearance
campaigns

3. DISTRESSED/SPECIAL PRICING LANGUAGE

Toyota Dealer advertising must not include terms that suggest a Dealer has received any special inventory or pricing from TMS or the Region/PD, or that the Dealer has received an exclusive Factory, Region or Distributor benefit. The following terms and phrases—or any terms or phrases with similar meanings—are considered distressed/special pricing language, which are damaging to the Toyota brand and must not be used:

- A. Authorized Distribution Center
- B. Discount/Wholesale Center
- C. Factory Allocation
- D. Factory Authorized
- E. Factory Challenged
- F. Inventory Reduction
- G. Toyota Outlet/Warehouse/
Headquarters
- H. Pricing So Low, It’s Like
Buying From The Factory
- I. Public Notice
- J. Public Sale
- K. Special Allocation
- L. Special Purchase
- M. Warehouse Price
- N. Warehouse Store
- O. You Qualify For A New
Test Marketing Program



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TYPE A - MAJOR VIOLATIONS (STRIKE)

4. Digital Advertising/Marketing (includes Third-Party Providers)

- A. Dealers must not use practices that serve to mislead search engines or otherwise deceive consumers in digital advertising or marketing.
- B. Dealers must comply with Toyota Dealer Agreement provisions, which grant Toyota Dealers the privilege of displaying or using authorized Toyota marks in the manner specified by Toyota.
 - 1. All Dealerships must have an approved Dealer Domain Name, as per Toyota Market Representation URL/Domain Name Policy (Example: ABC Toyota markets its services under abctoyota.com).
 - 2. Dealers must use their approved Dealer DBA name when creating social media accounts (Example: www.facebook.com/abctoyota).
- C. Dealers shall not use the Toyota trademark in any variation such as “Toy.”
- D. Dealers shall not use any Toyota or Scion product names or identifiers in any Domain Name or other digital advertising/marketing identifiers, except for use of the Toyota brand name and, as applicable, the Scion brand name, as part of an approved Dealer DBA name or Dealer Domain Name.
- E. Dealers and Dealer groups may use a Family/Corporate website as long as the Domain Name does not contain the word “Toyota,” or any variation of the Toyota trademark such as “Toy,” or contain Toyota branded names, programs, processes or models followed by or including the brand name (Example: www.autogrouptoyota.com or www.toyotagroupcamry.com would not be compliant).
- F. Dealers must not use Toyota trademarks deceptively, or give the pretense of being another Dealer, in search engine advertising/marketing.
- G. The Dealership’s display URL must match the approved Dealer Domain Name. Dealers must use their approved Dealer DBA name and approved Dealer Domain Name in conjunction with all Pay-per-click advertising, such as Google Ad Words. This includes, without limitation, campaigns for vehicle sales, service and parts sales. QR Codes and/or Tags of any type must link to the Dealer’s TMS-approved website or to www.toyota.com.
- H. Dealers must not enter a phantom address or P.O. Box into “Local Listings” of search engines (other than the Dealer’s approved place of business or approved satellite facility).
- I. Dealers must not engage in cloaking (defined as presenting different content to search engines than is displayed to users).
- J. Displayed pre-owned vehicles must reflect actual Dealership inventory and accurately maintain and label the list as Certified and non-certified Toyota vehicles and non-Toyota vehicles.
- K. The Dealership must not engage in any advertising specials or sales messaging on any corporate Toyota branded social media channels (e.g., www.facebook.com/toyota, etc.).



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TYPE A - MAJOR VIOLATIONS (STRIKE)

5. Deceptive Advertising/Marketing

- A. All advertising and marketing must not deceive the consumer.
- B. Dealers must avoid use of vague descriptions of their Dealership's size or volume sales, and all claims as to size or volume sales must be substantiated. Claims to be the "#1 Toyota Dealer" or "Largest Toyota Dealer" must:
 - 1. Be based upon retail sales for the previous calendar year and require supporting documentation from TMS/SET/GST.
 - 2. Reference Car, Truck or Total new retail vehicle sales.
 - 3. Be represented by one of the following: a Metro Market (as defined by R.L. Polk), State, an entire Region or the whole nation.
 - 4. Dealers must not make reference to other Toyota Dealers in a negative way.
- C. Dealers must not imply favorable status or preferential standing at the expense of other Toyota Dealers in the marketplace. Dealers must not use such claims in a way that would mislead consumers into believing that the Dealer receives special inventory or pricing from TMS or Distributor as a result of Dealership size, inventory, or volume (e.g., "The Factory Loves Us Because We're The #1 Toyota Dealer in California!" or "We're The Largest Volume Toyota Dealer in California and We're Passing the Savings on to YOU!"). Dealers must disclose location of combined advertised vehicle inventory.
- D. Dealers not enrolled as a Toyota Certified Used Vehicle Dealership must not advertise or market TCUV models.

6. Terms and Phrases

- A. The words "Complimentary" or "Free" must only be used in advertising when the Dealer is offering an unconditional gift.
- B. If a customer must purchase a product or service in order to receive the "Complimentary" or "Free" item:
 - 1. The price of the purchased product or service must not have been increased nor its quantity or quality reduced to include the "Complimentary" or "Free" item.
 - 2. The Dealer must clearly and conspicuously disclose the requirement to make a purchase in order to receive the "Complimentary" or "Free" item and the disclosure must be part of or adjacent to the offer, not in a footnote, fine print or placed elsewhere in the ad.
 - 3. The "Complimentary" or "Free" offer must be temporary; otherwise, it would become a continuous combination offer and part of the price of the product or service.
 - 4. The ad must follow the FTC and state laws on the use of the word "Complimentary" or "Free."
- C. When offering cash or cash back on a vehicle, the ad must clearly identify the source of the cash or cash back.



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TYPE A - MAJOR VIOLATIONS (STRIKE)

7. Vehicle Pricing

- A. All vehicle price advertising must conform to federal, state and local laws.
- B. When advertising a vehicle price, payment or offer, the advertised vehicle must be identified conspicuously as to year, model, and whether it is new, used, Certified Pre-Owned or a demo.
- C. The advertised price, payment or offer must include a disclaimer regarding all charges that the customer pays for the vehicle except state and local taxes, tags and registration and title.
- D. When advertising a vehicle price, payment or offer that is applicable to less than three vehicles, the Dealer must have the vehicles in stock and disclose VIN or stock numbers identifying the vehicles.
- E. If a minimum or guaranteed trade-in allowance is offered, the quantity, MSRP and any additional Dealer markup of the applicable new vehicles must be disclosed immediately next to the offer.
- F. When advertising a dollar or percentage discount, the discount must be based on the MSRP and disclosed as such (e.g., 5% off MSRP, \$3,000 off MSRP).
- G. When advertising discounts (such as college graduate, senior citizen, military discounts, minimum or guaranteed trade-in allowance), the terms of eligibility, discount amount and expiration must be stated separately for each discount in a clear and conspicuous manner and cannot be "stacked" or combined into a total discount amount.
- H. The TDMC does not prohibit price advertising; however, to prevent misleading price advertising, a Dealer must be willing and able to deliver its advertised vehicles at the advertised price. Subject to compliance with state and federal laws, each Dealer is free to advertise and charge any price it chooses.



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TYPE A - MAJOR VIOLATIONS (STRIKE)

8. Lease Advertising

- A. All lease advertising must conform to federal, state and local laws. Disclosure requirements must be clear, conspicuous and legible.
- B. In addition to any other Truth-in-Lending, Regulation M or applicable state requirements, mandatory disclosure requirements include*:
 - 1. That the offer is for a vehicle lease
 - 2. Whether or not a security deposit is included
 - 3. Vehicle model and year
 - 4. Total amount due at signing
 - 5. Whether applicable taxes and fees are included
 - 6. Number, amounts and periods of scheduled payments
 - 7. Expiration date of offer

* For information on Truth-in-Lending and Regulation M requirements, visit <http://www.ftc.gov>.

9. APR Advertising

- A. All APR advertising must conform to federal, state and local laws. Disclosure requirements must be clear, conspicuous and legible.
- B. When offering an APR on specific vehicle(s), in addition to any other Truth-in-Lending requirements, the following must be disclosed:
 - 1. Actual APR percentage
 - 2. Advertised product and year
 - 3. Expiration date of offer
 - 4. "On approved credit" or similar statement
- C. If an APR ad includes the number of payments or period of repayment, then all terms "triggered" by Regulation Z also must be disclosed (including the language "XX monthly payments of \$XX.XX for each \$1,000 borrowed.")**

** For information on Truth-in-Lending and Regulation Z requirements, visit <http://www.ftc.gov>.



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TYPE A - MAJOR VIOLATIONS (STRIKE)

10. Used Vehicle Advertising

- A. Dealer's advertising/marketing of program vehicles, fleet vehicles, off-lease, repossessions or rental vehicles, etc., must include the VIN or stock number associated with each vehicle and it must be clear that these are not new vehicles.
 - B. Any list of used vehicles in Dealership advertising/marketing must only reflect Dealer's actual Dealership in-stock and available inventory of Certified and non-certified Toyota vehicles and non-Toyota vehicles.
-

COMPLIANCE MONITORING**Monitoring**

Toyota Dealer advertising and marketing activities will be monitored for compliance with the TDMC standards. Digital media will be monitored 24/7 via electronic crawlers and traditional media will be monitored by random sampling on a monthly basis.

- TMS' primary focus will be on Digital Media
- Digital monitoring includes
 - Social media
 - Website
 - Third party and lead generation
 - URLs
 - Sub-domain
- Traditional monitoring includes
 - Newspaper
 - Television
 - Radio
 - Outdoor

Process***Approvals and Strikes***

The new TDMC approval process is proactive and streamlined. Dealers can submit up to 6 pre-approvals per month. Strikes will be issued only after TMS has reviewed the violation, thus eliminating the need for appeals after the fact.

New Pre-approval Process

- Toyota Dealers may submit up to 6 pre-approvals per month to the TDMC Support Headquarters, c/o: Advertising Checking Bureau (ACB).
- Each ad sent to ACB for approval is considered a submission, even if it is the same ad.
- Toyota Dealers can track pre-approvals submissions through the website portal: www.toyotacompliance.com.



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PENALTIES, COMMUNICATION AND REPORTING

Strikes and Compliance Letters

Type A Major Violations will receive a Strike, which can result in loss of eligibility for trips in a January - December calendar year.

- **Major Violations (Type A)**

- 3 Strikes will result in loss of trip eligibility
- Tracking is on a **January – December calendar year basis**
- Tracking website: www.toyotacompliance.com
- Strikes will be communicated to Dealer Principal and/or General Manager via letter, immediately after Strike is issued
- Strikes will be removed beginning January 1st of the following year

- **Minor Infractions (Type B)**

- Dealers will be issued a Compliance Letter for every Minor Infraction
- After 10 Minor Infractions, Dealer will receive coaching from Region/PD Management
- Tracking is on a January - December calendar year basis
- Tracking website: www.toyotacompliance.com
- Compliance letters will be communicated to Dealer Principal and/or General Manager via letter, immediately after Minor Infraction is issued
- Each Minor Infraction will be removed beginning January 1st of the following year
- Minor infractions are **not able to be appealed**

Reward/Penalty





- 3 Strikes in the calendar year will result in loss of trip eligibility for:
 - National Dealership Trip Incentives
 - Regional Recognition Trips

TDMC COMPLIANCE EXAMPLES
Type A - Major Violations (Strike)

- Toyota Brand and Trademark/Symbol Integrity
- Distressed Advertising/Marketing
- Digital Advertising/Marketing (includes Third-Party Providers)
- Deceptive Advertising/Marketing
- Terms and Phrases
- Vehicle Pricing
- Lease Advertising and APR Advertising
- Used Vehicle Advertising

Type B - Minor Infraction (Non-Strike)

NOTE: All Toyota Dealers must comply with federal, state and local laws.

TOYOTA BRAND AND TRADEMARK/SYMBOL INTEGRITY (TYPE A)	
Compliant Use	Non-Compliant Use
<p>Acceptable Example: Use of the Toyota trademark name and symbol must conform to the color pattern and format as required by the Toyota Motor Sales, U.S.A., Inc., (TMS) Brand Standards Guide (available at http://adplanner.toyota.com).</p> 	<p>Unacceptable Example: Displaying the Toyota trademark and symbol upside down or in another color other than authorized colors.</p> 
<p>Acceptable Example: The Toyota symbol must be used with the Toyota corporate trade name logo.</p> 	<p>Unacceptable Example: Displaying the Toyota symbol as part of a word, phrase or Dealership name.</p>  <p>ABC TOYOTA is open 7 days a week.</p>



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TDMC COMPLIANCE EXAMPLES

DISTRESSED ADVERTISING/MARKETING (TYPE A)	
Compliant Use	Non-Compliant Use
<p>Acceptable Example: “Clearance” can only be used in conjunction with authorized National Event approved and branded Clearance campaigns.</p>	<p>Unacceptable Example: Any advertising/marketing message that gives an adverse impression of the brand such as: “Inventory,” “Reduction,” “Overstocked,” “Liquidation.”</p>

DIGITAL ADVERTISING/MARKETING (TYPE A) (INCLUDES THIRD-PARTY PROVIDERS)	
Compliant Use	Non-Compliant Use
<p>Dealer may advertise TMS-approved Dealer Domain Name only.</p> <p>Acceptable Example: www.abctoyota.com</p>	<p>Unacceptable Example: www.toyotadeals.com</p>
<p>All digital advertising/marketing must adhere to the Market Rep, Toyota Dealer Ad Planner and Toyota Dealer Digital Solutions (TDDS) standards and cannot deceive in any way.</p> <p>Acceptable Example: www.abctoyota.com/parts</p>	<p>Unacceptable Example (cloaking): www.toyotaparts.com, which redirects to the Dealer’s website</p> <p>Unacceptable Example: www.toyotawholesaleparts.com</p>
<p>Third-Party and Lead Generation Companies Dealers are not prohibited from using third parties to help advertise/market Toyota products. However Dealers are responsible for ensuring that such advertising/marketing complies with the TDMC.</p> <p>Acceptable Example: www.abctoyota.com When using Google Ad Words the only approved URL is the one TMS approved with the Dealer’s DBA name and approved Dealer Domain Name.</p>	<p>Unacceptable Example: www.toyotawholesale.com When using Google Ad Words the only approved URL is the one TMS approved with the Dealer’s DBA name and approved Dealer Domain Name.</p>



TOYOTA

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TDMC COMPLIANCE EXAMPLES

DECEPTIVE ADVERTISING/MARKETING (TYPE A)	
Compliant Use	Non-Compliant Use
<p>All advertising and marketing must be truthful, accurate and clear to the consumer.</p> <p>Acceptable Example: #1 Toyota Dealer in the US (must be based on retail sales for previous calendar year and require supporting documentation from TMS/SET/GST).</p>	<p>Any language that deceives or misleads the consumer or misuses the Toyota Trademarks.</p> <p>Unacceptable Example: We get special discounts from the factory because we are the #1 Toyota Dealer in the US.</p>

TERMS AND PHRASES (TYPE A)	
Compliant Use	Non-Compliant Use
<p>The words “complimentary” or “free” must only be used in advertising or marketing when the Dealer is offering an unconditional gift.</p> <p>Acceptable Example: Test drive a Toyota (insert date of promotion) and receive a free Car Wash.</p>	<p>The offer must be temporary otherwise it would become a continuous combination offer and part of the price of the product or service. Must have beginning and end date to offer. Also, offer must be unconditional, no purchase necessary to receive “free” or “complimentary” gift.</p> <p>Unacceptable Example: Test-drive a Toyota and receive a free Car Wash with purchase of Toyota vehicle. (NOTE: Missing temporary promotion date and is contingent on purchase of vehicle, which makes this incorrect.)</p>



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TDMC COMPLIANCE EXAMPLES

VEHICLE PRICING (TYPE A)	
Compliant Use	Non-Compliant Use
<p>Acceptable Example: We will honor all:</p> <ul style="list-style-type: none"> • Dealers' Ads • Dealer Incentives • Dealer Cash 	<p>Dealers must not employ aggressive pricing verbiage that erodes the value of the Toyota brand.</p> <p>Unacceptable Example: We sell "wholesale," "Dealer cost," "below cost."</p>

LEASE ADVERTISING AND APR ADVERTISING (TYPE A)	
Compliant Use	Non-Compliant Use
<p>All Lease advertising must conform to federal, state and local laws. Disclosure requirements must be clear, conspicuous and legible.</p> <p>Acceptable Example: New xxxx Camry LE Sedan (4 cyl.), Automatic \$XXX Lease Per Month</p> <p>Per month for XX months, due at inception, \$XXX Security Deposit with Approved Credit, Plus Tax and License Fees. Take Delivery by X/XX/XXXX.</p>	<p>Unacceptable Example: New xxxx Camry LE Sedan (4 cyl.), Automatic \$XXX Lease Per Month</p>



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TDMC COMPLIANCE EXAMPLES

USED VEHICLE ADVERTISING (TYPE A)	
Compliant Use	Non-Compliant Use
<p>Dealer's advertising/marketing of program vehicles, off-lease, repossessions or rental vehicles, etc., must include the VIN or stock number associated with each vehicle and it must be clear that these are not new vehicles.</p> <p>Acceptable Example: Pre-Owned 2004 Toyota Camry VIN xxxxxxxxxxxxxxxxxxxxxx \$XX,XXX</p>	<p>Unacceptable Example: 2004 Toyota Camry \$XX,XXXX</p>

MINOR INFRACTION (TYPE B)	
Compliant Use	Non-Compliant Use
<p>Minor Infractions are errors relative to fonts, technicalities and layouts.</p> <p>Acceptable Example: New XXXX Camry LE 4 cyl.</p> <p>Acceptable Example: ToyotaCare no cost maintenance plan</p>	<p>Unacceptable Example: New Camry</p> <p>Unacceptable Example: Toyota Care complimentary maintenance program</p>

RESOURCES

Toyota Dealer Ad Planner
<http://adplanner.toyota.com>

Market Representation
Reference Dealer Franchise Agreement

Toyota Dealer Digital Solutions Policies
<http://tddsprogram.com>