



Toyota Motor Sales, U.S.A., Inc.
Portland Regional Office
8338 N.E. Alderwood Road, Suite 210
Portland, OR 97220
503-493-4900

July 1, 2024

To: Portland Region Dealer Principals, General Managers, Service Managers and Parts Managers

Subj: July, 2024 Toyota National Summer Tire Savings Event - July 1 – 31, 2024

In continued support of our mutual efforts to increase tire sales and customer retention, we are pleased to announce the July Toyota National Summer Tire Promotion! This event will feature a “Save \$100 on the Purchase of four eligible tires” theme. The \$100 discount will be handled as an instant rebate with \$50 covered by Toyota National and \$50 will be covered by your dealership. As with other tire events, this savings will be for every qualifying set of four tires sold. Eligible tire brands include Bridgestone, Yokohama, Michelin and Goodyear.

Credits will be issued only if Dealerships meet the following conditions:

- Only Customer Pay Type, no Warranty or Internal.
- Only Toyota part numbers.
- Repair order must list all 4 tires.
- Tires purchased by the dealership outside of the TCMC program do not qualify for reimbursement.
- Participating dealerships must advertise the “\$100 Tire Savings Event” consumer promotion in their fixed operations advertising during the promotional period.
- Dealer must complete a MPI form for each qualified sale, and MPI forms must be made available if TMNA conducts an audit at TMNA’s discretion. Dealer will complete and archive an MPI form and a battery test for each qualified sale. MPI forms must be made available if an audit is conducted.
- Valid Toyota and Scion VIN only.
- One rebate per VIN.
- Claims must be submitted through the TCMC website by August 9, 2024.

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Dealer Rules:

1. Participating dealers may not increase their regular retail pricing for the three tires sold under this incentive program.
2. With this incentive program, Toyota Motor Sales, Inc assumes that all vehicle service repairs will be offered and performed in accordance with Toyota specifications. Whenever a component is suggested or required to be repaired or replaced, the decision to repair or replace must be in the customer's best interest, and at his or her choice given the opportunity.

Hard copies of ROs are NOT to be sent in unless requested by the Portland Region. TMNA may utilize a third-party data pull to identify valid Op codes OR Part Numbers for reimbursement. Reimbursement to dealers will be in the form of a credit to the January month end Parts Statement.

As part of the Portland Region Omnichannel Experience, please complete your dealer specific form at <https://www.toyotaomnipdx.com/sign-me-up>. Let us know how you plan on supporting the event with your OCP and which TOOMS offers you would like to be posted for you.

The Portland Region will again be using Facebook, Instagram, Messenger and the Audience Network through DSPlus marketing to get the word out and drive more consumers to your landing pages!

The creative and disclaimers will be sent to your website providers so the offers can be placed on your Service and Parts landing pages.

If you have any questions, please contact your District Service & Parts Manager.

Thank You for your continued support.



Jeffrey Harbaugh
Customer Service Operations Manager



David M. McKinney
Service and Parts Marketing Manager