



Toyota Portland Region
8338 N.E. Alderwood Road, Suite 210
Portland, OR 97220

Dear Dealership DPs, GMs, Service Managers and Parts Managers,

Announcing the “National ExxonMobil Consumer Rebate” Promotion:

In order to support our mutual efforts to increase oil sales and customer retention, we are pleased to announce the November - December National ExxonMobil Oil Customer Mail in Rebate Promotion! This event will feature a \$20 consumer mail in rebate on qualifying GTMO and Mobil1 oil change completed at an authorized Toyota dealership.

Promotion Rules:

- Program Dates: November 1 – December 31, 2020.
- Only Customer Pay Type; no Warranty or Internal.
- Repair order must list GTMO (sweepstakes) or Mobil 1 motor oil (sweepstakes and gift card).
- Oil change must be performed by an authorized Toyota dealership.
- A customer must submit the mail-in rebate form provided by the Toyota dealer or complete the rebate form online with proof of purchase documentation.
- \$20 mail in rebate will be sent directly to the customer as a pre-paid reward card.
- Retail counter and wholesale sales are not eligible for this promotion.
- **Participating dealers must advertise the consumer ExxonMobil promotion in their fixed operations advertising during the promotion period.**
- **Dealer must complete an MPI form for each qualified sale.**

Customers can claim their \$20 mail-in rebate:

1. Submit online rebate form with completed proof of purchase documentation at ToyotaMobil1Promo.com.
2. Mail in the rebate form with completed proof of purchase documentation.

2020 Mobil 1 Toyota Service Center Sweepstakes,

PO Box 1919

Memphis, TN 38101

The following Legal disclaimers must be used in dealer communication:

1. Participating dealers may not increase their regular retail pricing for GTMO/Mobil1 oil sold under this incentive program.
2. With this promotion, 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.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Maloney", is displayed on a light-colored rectangular background.

Brian Maloney

Service & Parts Marketing Manager