

TO: Toyota Parts and Service Managers

DATE: October 1, 2024

The Toyota Parts, Service and Accessories Sales Team invites you to participate in the 2024 "Let's Go Toyota" National Parts & Service Managers Travel Incentive, an exciting program designed to help achieve your fixed operations goals.

The "Let's Go Toyota" incentive program will recognize top-performing Toyota Parts and Service Managers during the qualifying period of October 1, 2024, through December 31, 2024. Full details of the contest will be accompanying this dealer announcement and will be posted on [www.2024letsgotoyota.com](http://www.2024letsgotoyota.com).

Elite Winners will receive enhanced accommodations in recognition of their stellar performance.

**Travel Destinations and Dates:**

**Let's Go – Whistler**

**Couples Program**

June 2 – June 6, 2025

Elite arrival: June 1, 2025

The Westin Resort & Spa, Whistler (Passport Required)

**Let's Go – Naples**

**Family Program**

June 15 – June 19, 2025

Elite arrival: June 14, 2025

The Ritz-Carlton, Naples

*Best of luck — and Let's Go Toyota!*





Prepare for a romantic escape as we set off for **Whistler, Canada**, an idyllic retreat in the stunning Coast Mountains of British Columbia. Early summer unveils **Whistler's** alpine meadows blooming with vibrant wildflowers and the mountain trails ready for exploration. Whether you're looking to unwind with serene lake views or embark on a scenic hike, **Whistler, Canada** provides an enchanting backdrop for a couples getaway. The charming pedestrian village, with its exceptional dining and boutique shopping, promises to add a touch of sophistication to your stay.

The luxurious haven for this retreat is **The Westin Resort & Spa, Whistler**, where elegance meets breathtaking scenery. Situated just moments from Whistler Mountain, the resort offers easy access to outdoor adventures or simply savor the panoramic views. Enjoy a relaxing dip in the indoor or outdoor pools, indulge in a rejuvenating spa treatment, or savor a romantic dinner featuring locally inspired fare on the summer patio. This is your chance to create unforgettable memories together in one of the most picturesque settings imaginable.

**Travel Dates: June 2 – 6, 2024 (Elite arrival: June 1) / [PASSPORT REQUIRED](#)**

**The trip includes:**

- Round-trip airfare for two
- Group arrival and departure transfers (private transfers for Elite Winners)
- Accommodations for four nights (five nights for Elite Winners)
- Evening events
- Choice of activities
- Food and beverage



Get ready for a family adventure in the sun-soaked paradise of **Naples, Florida**! Discover the charm of this gem along Florida's Gulf Coast, where crystal-clear waters, pristine beaches, and endless activities await you. This family-friendly paradise blends outdoor adventures with coastal elegance, offering a perfect mix of relaxation and excitement. Immerse yourself in the region's natural wonders, from kayaking expeditions through mangroves to excursions into the Everglades.

At **The Ritz-Carlton, Naples**, luxury and family fun go hand in hand. Dive into sparkling pools, indulge in delectable dining options, and let the kids discover their own world of excitement with features designed just for them. With its stunning beachfront location and top-notch amenities, The Ritz-Carlton promises a perfect blend of relaxation and adventure for all ages

**Travel Dates: June 15 – 19, 2025 (Elite arrival: June 14)**

**The trip includes:**

- Round-trip coach-class airfare for four (two adults + two dependent children)
- Group arrival and departure transfers (private transfers for Elite Winners)
- Accommodations for four nights (five nights for Elite Winners)
- Evening events
- Choice of activities
- Food and beverage



All participants will indicate their 1<sup>st</sup> and 2<sup>nd</sup> choice destinations during the program enrollment (October 1, 2024 – November 30, 2024).

The **“Let’s Go Whistlers” Couple Trip** award is the leisure program and designed for the award winner and one adult guest only. All travel participants must be at least 21 years of age; no exceptions and Passport Required.

The **“Let’s Go Naples,” Family Trip** award is the family program and designed to bring families a summer vacation experience with memories that will last a Lifetime. For program purposes, a family is defined to include the winning adult participant, one adult guest (21 years of age or older), and up to two dependent family members 20 years of age or under and Passport Required.

Requests for additional eligible immediate dependent children attendees will be reviewed and accommodated based on availability. The winner is responsible for all costs incurred for additional family member attendees, including but not limited to airfare and additional hotel accommodations necessitated by room occupancy requirements.

As we navigate the unique landscape of the Pacific Northwest in 2024, we have a fantastic opportunity to elevate our customer experience while driving sales in parts and service. This year is all about embracing progress and returning to our core values. It’s in these moments of change that Toyota and our Portland Region dealerships shine the brightest! Let’s harness this momentum and finish 2024 strong! Together, we can make this year one for the history books, setting records in parts and service sales while delivering exceptional experiences for our customers. **Let’s Go!**

Best of luck, and Let’s Go Toyota!

Jeffrey Harbaugh  
Customer Service Operations Manager

Lauren Pedersen  
Parts and Service Marketing Manager





**PARTS MANAGERS**

<p>Regional Qualifier</p>	<p>Complete a minimum of two (2) Takata Recall SOD campaigns through your OCPe.</p> <ul style="list-style-type: none"> <li>• Service on Demand SOD email templates are available for dealerships to use every month by pushing their TAKATA LEO list to ToyotaOCPe</li> <li>• Direct Mail is available as a Dealer paid option but is not mandatory for the qualifier.</li> </ul>
<p>Region/PD Criteria (Input your R/PD points earnings structure here)</p>	<p><u>Net Parts Purchases</u> Points are based on the percentage of the objective achieved each month. In October, November, and December, 100% of the objective equals 1 point, and each additional 1% of the objective equals 1 point. Maximum points per category = 20 points per month (120%+)</p> <ul style="list-style-type: none"> <li>• Dealer A achieves 100% of objective = 1 point</li> <li>• Dealer B achieves 115% of the objective = 15 points</li> <li>• Dealer C achieves 120% of the objective = 20 points</li> </ul> <p><u>Toyota Parts &amp; Accessories, including internal (less warranty)</u> Points are based on the percentage of the objective achieved each month. In October, November, and December, 100% of the objective equals 1 point, and each additional 1% of the objective equals 1 point. Maximum points per category = 20 points per month (120%+)</p> <ul style="list-style-type: none"> <li>• Dealer A achieves 100% of objective = 1 point</li> <li>• Dealer B achieves 115% of the objective = 15 points</li> <li>• Dealer C achieves 120% of the objective = 20 points</li> </ul> <p><u>Toyota Retention Product Purchases: Tires, Cabin Air Filter (PCAF), TrueStart Batteries, &amp; Brake Pads (Units)</u> Points are based on the percentage of the objective achieved each month. In October, November, and December, 100% of the objective equals 1 point, and each additional 1% of the objective equals 1 point. Maximum points per category = 20 points per month (120%+)</p> <ul style="list-style-type: none"> <li>• Dealer A achieves 100% of objective = 1 point</li> <li>• Dealer B achieves 115% of the objective = 15 points</li> <li>• Dealer C achieves 120% of the objective = 20 points</li> </ul> <p><u>Toyota Retention Product Purchases: Chemicals</u> Maximum points = 20 points</p> <ul style="list-style-type: none"> <li>• Achieve 100-120% YOY increased purchase growth (October - December) = 10 Points</li> <li>• Achieve 121%+YOY increased purchase growth (October - December) = 20 Points</li> </ul>

	<p><b><u>Toyota Retention Product Sales: GTMO</u></b>  Example: Maximum points = 20 points</p> <ul style="list-style-type: none"> <li>• Achieve 100-119% YOY increased sales growth (October - December) = 10 Points</li> <li>• Achieve 120%+ YOY increased sales growth (October - December) = 20 Points</li> </ul> <p><b><u>Tire Loyalty</u></b></p> <ul style="list-style-type: none"> <li>• Dealerships that attain 95.0% - 100% Tire Loyalty will receive 10 points.</li> </ul> <p><b><u>Wholesale Sales Growth*</u></b>  Maximum points per category = 20 points per month</p> <ul style="list-style-type: none"> <li>• Achieve 1-5% YOY increased sales growth (October, November, and December) = 10 points</li> <li>• Achieve 5.01-10% YOY increased sales growth (October, November, and December) = 20 pts</li> </ul> <p>*Wholesale sales growth via the Toyota Dealer Financial Statement. Monthly results will be delayed because of financial statement submissions.</p> <p><b><u>Competitive Pricing Parts Purchases (14 Price reduced part categories*)</u></b>  Max points = 20 points per month</p> <ul style="list-style-type: none"> <li>• Achieve 1-10% YOY (2023/2024) net parts purchase growth (all 14-part categories combined) = 10 points per month</li> <li>• Achieve 10.01 - 20% YOY (2023/2024) net parts purchase growth (all 14-part categories combined) = 20 points per month</li> </ul> <p>*14 Price-reduced part categories: A/C Compressor, AF Meter, Alternator, Belts, Brake Caliper, Brake Rotor, Mag Clutch (A/C), PS Reservoir, Oxygen Sensor, Shock Absorber, Strut Assembly, Water Pump, Steering Gear, Starter and Throttle Body.</p>
<p><b>Optional: Bonus Points</b>  (Input your R/PD <b>discretionary</b> criteria and points earnings structure here)</p>	<p><b><u>DIO Accessory Purchase Increase</u></b>  Max points per category = 10 points per month</p> <ul style="list-style-type: none"> <li>• Achieve 1 - 5% YOY net accessory purchase increase (Oct., Nov., and Dec.) = 5 points</li> </ul> <p>Achieve 5.01 - 10%+ YOY net accessory purchase increase (Oct., Nov., and Dec.) = 10 points</p>

## SERVICE MANAGERS

<b>Regional Qualifier</b>	<p>Complete a minimum of two (2) Takata Recall SOD campaigns through your OCPe.</p> <ul style="list-style-type: none"><li>• Service on Demand SOD email templates are available for dealerships to use every month by pushing their TAKATA LEO list to ToyotaOCPe</li><li>• Direct Mail is available as a Dealer paid option but is not mandatory for the qualifier.</li></ul>
<b>Region/PD Criteria</b> <i>(Input your R/PD points earnings structure here)</i>	<p><b><u>Toyota R.O. Mechanical Parts Sales</u></b></p> <p>Points are based on the percentage of the objective achieved each month. In October, November, and December, 100% of the objective equals 1 point, and each additional 1% of the objective equals 1 point. Example: Maximum points = 20 points per month (120%+)</p> <ul style="list-style-type: none"><li>• Dealer A achieves 100% of objective = 1 point</li><li>• Dealer B achieves 115% of the objective = 15 points</li><li>• Dealer C achieves 120% of the objective = 20 points</li></ul> <p><b><u>Toyota Customer Pay Repair Order (CPRO) Growth</u></b></p> <p>Points are based on the percentage of the objective achieved each month. In October, November, and December, 100% of the objective equals 1 point, and each additional 1% of the objective equals 1 point. Example: Maximum points = 20 points per month (120%+)</p> <ul style="list-style-type: none"><li>• Dealer A achieves 100% of objective = 1 point</li><li>• Dealer B achieves 115% of the objective = 15 points</li><li>• Dealer C achieves 120% of the objective = 20 points</li></ul> <p><b><u>Toyota Loyalty Engagement</u></b></p> <ul style="list-style-type: none"><li>• 10 points – Will be awarded to those dealers above the Portland Region SP/Metro average.</li></ul> <p><b><u>Tire Loyalty</u></b></p> <ul style="list-style-type: none"><li>• Dealerships that attain 95.0% - 100% Tire Loyalty will receive 10 points.</li></ul> <p><b><u>Toyota Retention Product Sales: Tires, Cabin Air Filter (PCAF), TrueStart Batteries, &amp; Brake Pads (Units)</u></b></p> <p>Points are based on the percentage of the objective achieved each month. In October, November, and December, 100% of the objective equals 1 point, and each additional 1% of the objective equals 1 point. Example: Maximum points per category = 20 points per month (120%+)</p> <ul style="list-style-type: none"><li>• Dealer A achieves 100% of objective = 1 point</li><li>• Dealer B achieves 115% of the objective = 15 points</li><li>• Dealer C achieves 120% of the objective = 20 points</li></ul> <p><b><u>Toyota Retention Product Sales: Chemicals</u></b></p> <p>Example: Maximum points = 20 points</p> <ul style="list-style-type: none"><li>• Achieve 100-119% YOY increased sales growth (October - December) = 10 Points</li><li>• Achieve 120%+ YOY increased sales growth (October - December) = 20 Points</li></ul> <p><b><u>Toyota Retention Product Sales: GTMO</u></b></p>

	<p>Example: Maximum points = 20 points</p> <ul style="list-style-type: none"><li>• Achieve 100-119% YOY increased sales growth (October - December) = 10 Points</li><li>• Achieve 120%+ YOY increased sales growth (October - December) = 20 Points</li></ul>
<p><b>Optional: Bonus Points</b> <i>(Input your R/PD discretionary criteria and points earnings structure here)</i></p>	<p><b><u>Toyota Care Plus (TCP) / Toyota Service Care (TSC) Sales</u></b></p> <p>Max points = No Maximum points per month</p> <ul style="list-style-type: none"><li>• Actual sales – 1 point per 10 customer contracts sold per month</li></ul> <p><b><u>1 Hour or less</u></b></p> <p>Each dealership has its own opportunity to improve customer culture while addressing customer satisfaction regarding Time in Service - Maintenance / 1 Hour or Less.</p> <ul style="list-style-type: none"><li>• Each month, the Dealers will receive 10 bonus points if they see a month-over-month from the prior month. With a max earn of 30 pts during the contest period. This needs to be at least 1% greater MoM to qualify.</li></ul>

SERVICE TRACKER			
	Groups	Dealer Code	Dealer
2 Awards	A	36047	BEAVERTON TOYOTA
		46071	VANCOUVER TOYOTA
		46109	SWICKARD TOYOTA
		11030	PARKER TOYOTA
		11001	PETERSON TOYOTA
		46086	TOYOTA OF SEATTLE
		36049	CAPITOL TOYOTA
		46101	TOYOTA OF RENTON
		46108	MICHAELS TOYOTA OF BELLEVUE
		46013	TOYOTA OF OLYMPIA
1 Award	B	36097	TOYOTA OF PORTLAND ON BROADWAY
		36106	TOYOTA OF GLADSTONE
		36100	RON TONKIN TOYOTA
		46087	HEARTLAND TOYOTA
		50012	KENDALL TOYOTA OF ANCHORAGE
		36103	WILSONVILLE TOYOTA
		46003	DOXON TOYOTA
		46089	TOYOTA OF KIRKLAND
		46009	RODLAND TOYOTA
46042	TOYOTA OF PUYALLUP		
1 Award	C	46094	TOYOTA OF LAKE CITY
		46076	BURIEN TOYOTA
		36096	KENDALL TOYOTA OF BEND
		36085	KENDALL TOYOTA
		46112	TOYOTA OF TRI-CITIES
		25060	TOYOTA OF BOZEMAN
		11035	TETON TOYOTA
		46067	TITUS-WILL TOYOTA
36102	GRESHAM TOYOTA		
11036	EDMARK TOYOTA		
1 Award	D	46111	TOYOTA OF BELLINGHAM
		46080	TOWN TOYOTA
		46095	TOYOTA OF YAKIMA
		25064	KALISPELL TOYOTA
		36099	GRANTS PASS TOYOTA
		46110	FINDLAY TOYOTA SPOKANE
		46078	FOOTHILLS TOYOTA
		36078	ROYAL MOORE TOYOTA
		36052	LITHIA TOYOTA
		46104	MARYSVILLE TOYOTA
		11028	ROGERS TOYOTA
		25066	LITHIA TOYOTA OF MISSOULA
		36079	LITHIA TOYOTA OF SPRINGFIELD
46092	AUTONATION TOYOTA SPOKANE VALLEY		
1 Award	E	25065	LITHIA TOYOTA OF BILLINGS
		36094	TOYOTA OF CORVALLIS
		36107	COOS BAY TOYOTA
		36104	COLUMBIA GORGE TOYOTA
		36105	DAMIAN LILLARD TOYOTA
		46073	I-5 TOYOTA
		36095	ROGERS TOYOTA/HERMISTON
		50013	KENDALL TOYOTA OF FAIRBANKS
		36040	LUM'S AUTO CENTER
		11009	WILLS TOYOTA
		36108	ALBANY TOYOTA
		46093	DICK HANNAH TOYOTA
		46088	TOYOTA OF TACOMA
		46107	TOYOTA OF WALLA WALLA
		36084	HOMETOWN TOYOTA
		25068	HELENA TOYOTA
		36080	LITHIA TOYOTA OF KLAMATH
		11022	MEADOR MOTORS, INC.
		46061	WILDER TOYOTA
		46100	TOYOTA OF PULLMAN
		25056	CITY TOYOTA
		36082	CLINT NEWELL TOYOTA
		36098	TOYOTA OF NEWPORT
		46106	COLVILLE TOYOTA
		46098	TOYOTA OF MOSES LAKE
		46081	FIVE STAR TOYOTA
		25067	BUTTE TOYOTA
		11011	STONES TOWN AND COUNTRY TOYOTA
		50014	JUNEAU TOYOTA

PARTS TRACKER			
	Groups	Dealer Code	Dealer
2 Awards	A	36049	CAPITOL TOYOTA
		46092	AUTONATION TOYOTA SPOKANE VALLEY
		46109	SWICKARD TOYOTA
		46108	MICHAELS TOYOTA OF BELLEVUE
		46067	TITUS-WILL TOYOTA
		46071	VANCOUVER TOYOTA
		46110	FINDLAY TOYOTA SPOKANE
		46042	TOYOTA OF PUYALLUP
		50012	KENDALL TOYOTA OF ANCHORAGE
		25060	TOYOTA OF BOZEMAN
1 Award	B	36047	BEAVERTON TOYOTA
		11001	PETERSON TOYOTA
		11030	PARKER TOYOTA
		46086	TOYOTA OF SEATTLE
		36097	TOYOTA OF PORTLAND ON BROADWAY
		46101	TOYOTA OF RENTON
		36106	TOYOTA OF GLADSTONE
		46094	TOYOTA OF LAKE CITY
		46089	TOYOTA OF KIRKLAND
11036	EDMARK TOYOTA		
1 Award	C	36052	LITHIA TOYOTA
		46076	BURIEN TOYOTA
		36079	LITHIA TOYOTA OF SPRINGFIELD
		46112	TOYOTA OF TRI-CITIES
		36085	KENDALL TOYOTA
		46003	DOXON TOYOTA
		46009	RODLAND TOYOTA
		46013	TOYOTA OF OLYMPIA
36096	KENDALL TOYOTA OF BEND		
46078	FOOTHILLS TOYOTA		
1 Award	D	46087	HEARTLAND TOYOTA
		36102	GRESHAM TOYOTA
		25064	KALISPELL TOYOTA
		36100	RON TONKIN TOYOTA
		11035	TETON TOYOTA
		36099	GRANTS PASS TOYOTA
		46111	TOYOTA OF BELLINGHAM
		25065	LITHIA TOYOTA OF BILLINGS
		36103	WILSONVILLE TOYOTA
		46080	TOWN TOYOTA
		46073	I-5 TOYOTA
11028	ROGERS TOYOTA		
36078	ROYAL MOORE TOYOTA		
25066	LITHIA TOYOTA OF MISSOULA		
1 Award	E	46104	MARYSVILLE TOYOTA
		11009	WILLS TOYOTA
		46088	TOYOTA OF TACOMA
		50013	KENDALL TOYOTA OF FAIRBANKS
		46095	TOYOTA OF YAKIMA
		46061	WILDER TOYOTA
		36084	HOMETOWN TOYOTA
		36094	TOYOTA OF CORVALLIS
		36105	DAMIAN LILLARD TOYOTA
		46093	DICK HANNAH TOYOTA
		25056	CITY TOYOTA
		36040	LUM'S AUTO CENTER
		36107	COOS BAY TOYOTA
		36104	COLUMBIA GORGE TOYOTA
		36095	ROGERS TOYOTA/HERMISTON
		36080	LITHIA TOYOTA OF KLAMATH
		46107	TOYOTA OF WALLA WALLA
		25067	BUTTE TOYOTA
		25068	HELENA TOYOTA
		36108	ALBANY TOYOTA
		36082	CLINT NEWELL TOYOTA
46100	TOYOTA OF PULLMAN		
50014	JUNEAU TOYOTA		
46081	FIVE STAR TOYOTA		
11022	MEADOR MOTORS, INC.		
36098	TOYOTA OF NEWPORT		
11011	STONES TOWN AND COUNTRY TOYOTA		
46106	COLVILLE TOYOTA		
46098	TOYOTA OF MOSES LAKE		