

ALL IN OVERLAND TREK

Parts & Service Incentive



Mechanical Parts Sales Incentive January - March 2025

Parts and Service Managers

TRAILHUNTER



The Portland Region is promoting a strong start to 2025 with the launch of our “All in Overland Trek” Mechanical Parts Incentive. Dealerships will compete to win an exhilarating overlanding trip in the summer of 2025. Please see below for program details!

Incentive Criteria

January 1 - March 31, 2025

Mechanical Parts Purchases

- Every dollar in purchases is tracked during the contest period

Mechanical Parts Sales

- Every dollar in sales is tracked during the contest period (Mechanical wholesale is excluded from this calculation)

Net Sales Objective Qualifier

- Dealership must achieve combined contest net sales objective to be eligible to win.

Bonus Criteria

Upon completion of each bonus criteria, dealership receives a 10% bonus multiplier on top of their total mechanical sales and purchases dollar amount. Multiplier is applied at the end of the incentive.

- Example:
 - Total contest sales and purchases equal **\$1,000,000** and dealership achieves time in service multiplier dealership ends with **\$1,100,000**
 - Total contest sales and purchases equal **\$500,000** and dealership achieves TPCO multiplier and SmartPath Service multiplier dealership ends with **\$600,000**

Time in Service

1 Hour or Less Score (10% multiplier)

- If 60% of customers are under an hour dealership qualifies for multiplier.
- Score is based on the dealership's three-month average (contest duration)

Toyota Parts Center Online

Enrollment in Toyota Parts Center Online (10% multiplier)

- If dealership is enrolled or enrolls in Toyota Parts Center Online during the incentive dealership qualifies for multiplier.

SmartPath Service

Enrollment in SmartPath Service (10% multiplier)

- If dealership is enrolled or enrolls in SmartPath Service during the incentive dealership qualifies for multiplier.

Program Details and Qualifiers

- Parts and Service managers must be listed in Staff Master and employee at the dealership at time of contest and payout.
- Winning dealerships are awarded one trip. Dealership discretion of which manager is rewarded with the trip. Eligible managers include General Manager, Fixed Ops Directors, Service Managers, and Parts Managers.
- Mechanical Parts Purchases: Net Parts Purchases by dealer via TMNA PASA reporting.
- Mechanical Parts Sales: Mechanical sales sourced from dealer financial statement. Accounts: Toyota: 4702T +4755S
- Tiebreaker = highest cumulative Mechanical Part Sales dollars during contest period.
- Contest payout will be in summer of 2025 after the conclusion of incentive.
- Taxes: Individual recipients of the payout may be subject to federal, state, and local tax liabilities. All tax liability is the sole responsibility of the winner and not Toyota Motor North America or Toyota Motor Corporation. Toyota will report all applicable amounts to the Internal Revenue Service.
- Dealers out of compliance with PANT Bulletin 2015-006 (TMS Parts & Accessories Sales Policy 2015) will be disqualified.
- We reserve the right to amend the program details at any point during the program period.

Please contact David Yingling or your DSPM for questions or assistance



David Yingling Jr.
Service & Parts Marketing Manager

All in Overland Trek - Groups

	Dealer Code	Dealer Name
Group A (2 Trips)	46108	MICHAELS TOYOTA OF BELLEVUE
	11001	PETERSON TOYOTA
	36047	BEAVERTON TOYOTA
	46071	VANCOUVER TOYOTA
Group B (3 Trips)	46086	TOYOTA OF SEATTLE
	11030	PARKER TOYOTA
	50012	KENDALL TOYOTA OF ANCHORAGE
	46013	TOYOTA OF OLYMPIA
	46101	TOYOTA OF RENTON
	46089	TOYOTA OF KIRKLAND
	36096	KENDALL TOYOTA OF BEND
	46109	SWICKARD TOYOTA
	36085	KENDALL TOYOTA
	36049	CAPITOL TOYOTA
	36097	TOYOTA OF PORTLAND ON BROADWAY
	46087	HEARTLAND TOYOTA
	46094	TOYOTA OF LAKE CITY
Group C (2 Trips)	25060	TOYOTA OF BOZEMAN
	46003	DOXON TOYOTA
	46110	FINDALY TOYOTA SPOKANE
	46067	TITUS-WILL TOYOTA
	46042	TOYOTA OF PUYALLUP
	36100	RON TONKIN TOYOTA
	36103	WILSONVILLE TOYOTA
	46092	AUTONATION TOYOTA SPOKANE VALLEY
	36106	TOYOTA OF GLADSTONE
	36102	GRESHAM TOYOTA
	46009	RODLAND TOYOTA
	36078	ROYAL MOORE TOYOTA
	36052	LITHIA TOYOTA
Group D (2 Trips)	46112	TOYOTA OF TRI-CITIES
	11035	TETON TOYOTA
	11036	EDMARK TOYOTA
	46111	TOYOTA OF BELLINGHAM
	46076	BURIEN TOYOTA
	46080	TOWN TOYOTA
	36079	LITHIA TOYOTA OF SPRINGFIELD
	46078	FOOTHILLS TOYOTA
	25064	KALISPELL TOYOTA
	46095	TOYOTA OF YAKIMA
	25066	LITHIA TOYOTA OF MISSOULA
	36099	GRANTS PASS TOYOTA
	25065	LITHIA TOYOTA OF BILLINGS
	11028	ROGERS TOYOTA
	46104	MARYSVILLE TOYOTA
	46073	I-5 TOYOTA
	36094	TOYOTA OF CORVALLIS
	36105	DAMIAN LILLARD TOYOTA
	50013	KENDALL TOYOTA OF FAIRBANKS
	46088	TOYOTA OF TACOMA
11009	WILLS TOYOTA	
Group E (1 Trip)	36104	COLUMBIA GORGE TOYOTA
	36080	LITHIA TOYOTA OF KLAMATH
	36107	COOS BAY TOYOTA, INC.
	46093	DICK HANNAH TOYOTA
	46061	WILDER TOYOTA
	36108	ALBANY TOYOTA
	36084	HOMETOWN TOYOTA
	25068	HELENA TOYOTA
	25056	CITY TOYOTA
	11022	PHIL MEADOR TOYOTA
	36082	CLINT NEWELL TOYOTA
	36098	TOYOTA OF NEWPORT
	46100	TOYOTA OF PULLMAN
	36040	LUM'S AUTO CENTER
	36095	ROGERS TOYOTA OF HERMISTON
	25067	BUTTE TOYOTA
	46107	WALLA WALLA TOYOTA
	46106	COLVILLE TOYOTA
	50014	JUNEAU TOYOTA
	46081	FIVE STAR TOYOTA
11011	STONES TOWN AND COUNTRY TOYOTA	
46098	TOYOTA OF MOSES LAKE	