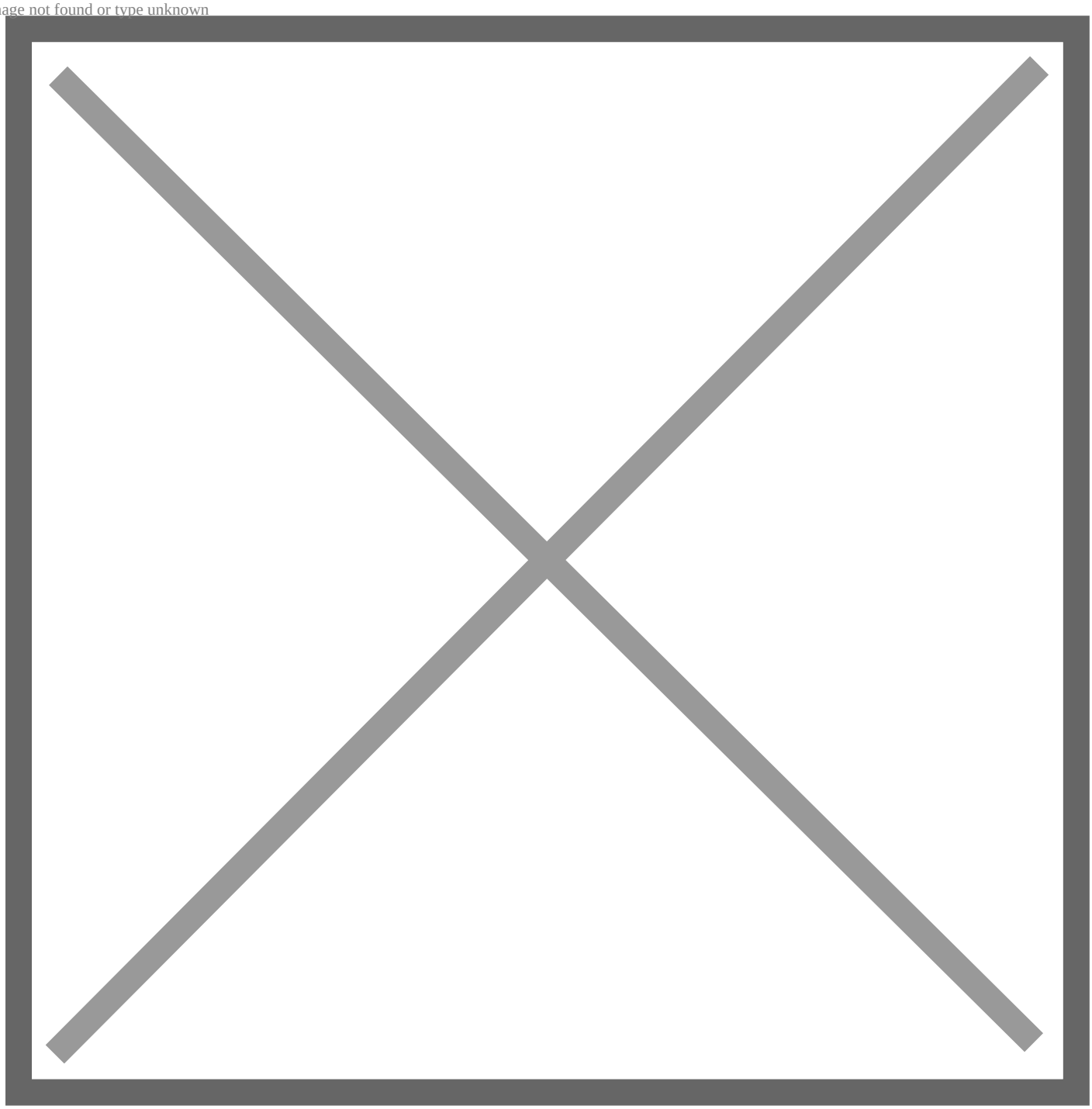
Toyota Financial Services Instagram Goes Live—And It’s Anything But Ordinary

May 06, 2025

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PLANO, Texas (May 6, 2025) – Things are about to get *reels* good, *reels* fast.

Toyota Financial Services (TFS) is flipping the script on auto finance storytelling with the launch of its brand-new Instagram® channel—a fresh, immersive, and unexpected take on the digital customer experience.

In a world where billions of users scroll through social media channels daily, TFS Instagram (@toyotafinancial) is carving out a unique space, where auto finance meets creativity to reimagine financial storytelling.

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PERSONIFYING OUR PRODUCTS
With Instagram's cutting-edge creative tools, TFS is embracing a new era of brand engagement that goes beyond the expected. What's ahead?

- Reels that feel more like entertainment than education—but deliver both
- Videos that help viewers de-stress while learning about lease-end options
- Content that turns financial terminology into a sensory experience
- Tutorials that unfold the benefits of smart auto financing

At TFS, we're not just talking *at* our audience—we're immersing them in unexpected, unforgettable experiences.

MORE REACH. MORE ENGAGEMENT.
The expansion to Instagram—alongside our existing TFS Facebook presence—amplifies our ability to connect with a younger, more engaged audience looking for brands that inform, entertain, and inspire.

Through our signature content approach, we'll bring to life:

- **Products & Services** – Made simple, engaging, and interactive
- **Customer Care & Support** – With content that meets people where they are
- **Loyalty & Lifestyle Moments** – Celebrating the joy of Toyota ownership like never before

FUELING DEALERSHIPS WITH SOCIAL POWER
Through Toyota Social Publishing, Toyota dealers can now opt in—at no cost—to receive ready-to-post TFS social content that can be customized and shared directly on dealership feeds. This powerful tool ensures that TFS storytelling extends beyond a single channel—becoming part of the larger Toyota ecosystem.

JOIN THE MOVEMENT
Toyota fans, dealers, team members, and partners are invited to follow @toyotafinancial on Instagram and be part of a movement that's redefining what it means to engage with financial services.

This isn't just another Instagram page—it's a whole new way of thinking. Buckle up, because this is just the beginning.

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