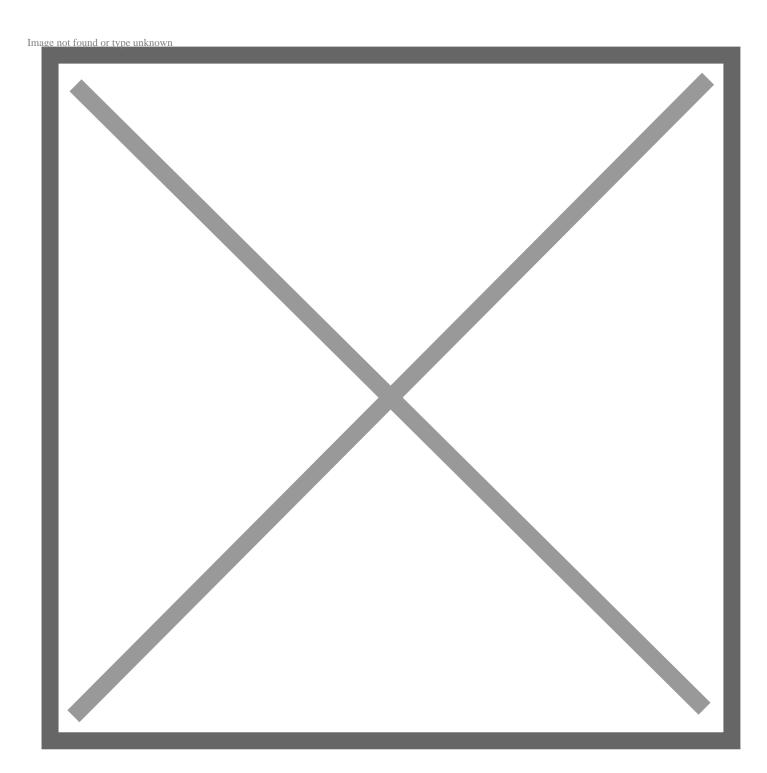
Toyota Financial Services Instagram Goes Live—And It's Anything But Ordinary

May 06, 2025



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 brandnew 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 <u>TFS Facebook</u> 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 <u>@toyotafinancial</u> 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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