

# Toyota to Carry Yakima Accessories in Dealerships Nationwide

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**PLANO, Texas (April 2, 2018)** – Toyota owners have long relied on Yakima to carry their favorite outdoor gear. Thanks to a new partnership announced today, Toyota customers now can purchase Yakima’s vehicle racks, bike, ski and boat mounts, cargo boxes, and other cargo management accessories directly from participating Toyota dealers nationwide.

Yakima Products, Inc. designs and manufactures top-quality racks and carriers that can transport any lifestyle.

“Toyota customers have long been adventurous with active lifestyles, which makes them the perfect fit for Yakima products,” said Paul Holdridge, vice president of guest experience and retention for Toyota. “This partnership expands the locations our customers can purchase and install Yakima products, while providing them the opportunity to further personalize their vehicle purchase within our dealerships.”

In addition to giving consumers the opportunity for easy, one-stop shopping for a full range of Yakima products when they purchase their Toyota vehicle, they can also wrap their Yakima purchase into the new vehicle financing.

According to SEMA, nine out of 10 consumers purchase accessories for their vehicles; with six out of 10 spending at least \$1,500 on accessories. Additionally, the majority will buy accessories within the first 90 days of purchasing their vehicle and most would prefer to buy accessories at the dealership—yet fewer than five percent do, due to lack of availability. This new, integrated sales experience enables both Toyota and Yakima to meet that consumer need.

“Yakima and Toyota have been great partners since 2016, and we’re thrilled to elevate that relationship with our new accessories partnership,” said Ryan Martin, CEO of Yakima. “At Yakima, we believe in connecting people, their friends, family and all their favorite gear to their desired destination or activity. Integrating Yakima products into the Toyota purchasing process is a natural step, making it simpler than ever for people to maximize their lifestyle with their Toyota.”