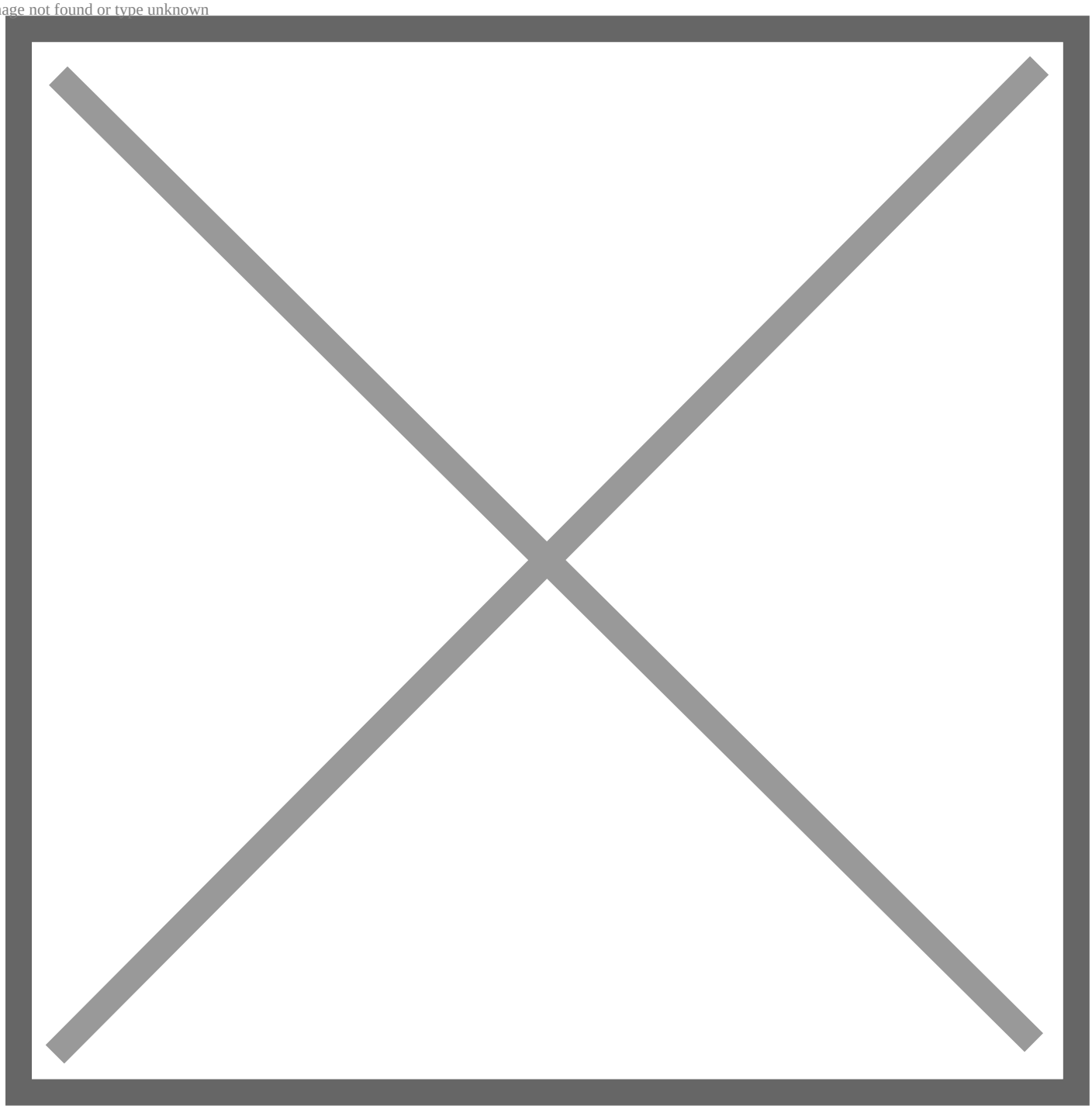
Toyota Financial Services Brings Auto Finance Edutainment to TikTok

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PLANO, Texas, (Nov. 9, 2026) — Toyota Financial Services (TFS) is officially joining TikTok to deliver auto finance 'Edutainment' through a unique blend of easy-to-understand advice and always entertaining content.

Customers frequently turn to social media for research and recommendations in their car-buying journey. By launching a presence on TikTok, TFS will connect with customers where they are already spending time. TFS's lighthearted approach to auto financing and vehicle protection product content makes the subjects far more approachable, understandable, and less intimidating.

Purchasing or leasing a vehicle is an exciting milestone, and the financial aspects are a key part of that process. Through its TikTok content, TFS helps customers feel more informed and confident as they explore their options. From educational tips to simplified explanations of financing and protection products, TFS videos will support customers in a way that feels accessible, relevant, and engaging. Join us on TikTok at www.tiktok.com/@toyotafinancial to share in the edutainment.

The new TFS TikTok presence also creates added value for Toyota dealers. TFS content is available at no cost for dealers to share on their own social media channels through Toyota Social Publishing. That makes it easier than ever for dealers to deliver timely, relevant content directly to their customers. This supports TFS's goals of supporting dealers as they engage shoppers and create customer loyalty.

"Buying a car should feel exciting, and understanding your financing options can help you confidently navigate the experience," said Tim Bliss, vice president of TFS Product and Marketing. "TikTok lets us meet customers where they already are, with quick, fun videos that provide practical answers, make the process easier to understand, and entertain in real-time."

TikTok joins the existing TFS social media presence on Facebook at www.facebook.com/toyotafinancial and Instagram at www.instagram.com/toyotafinancial.

With this new social media channel, Toyota Financial Services is expanding how it educates, engages, and supports customers and dealers alike — one engaging video at a time.