

Toyota and Lexus Say 'Welcome Home' to Troops with Special Financing and Military Rebate Program for All New Toyota and Lexus Vehicles

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January 9, 2012 – Torrance, Calif. – As tens of thousands of troops return from overseas deployments, Toyota and Toyota Financial Services (TFS), and Lexus and Lexus Financial Services (LFS) are offering special APRs and rebates to qualified military personnel and inactive reserves through participating dealers.

In recognition of their service, qualified Toyota buyers under the Welcome Home Special APR Program can receive a 1.9% APR for up to 60 months when financing any new 2011 or 2012 Toyota vehicle through a participating Toyota dealer and TFS. In addition, a \$500 Military Rebate may be used in conjunction with the special APR.

Lexus buyers who qualify under the Welcome Home Special APR Program can receive a 0.9% APR for up to 60 months on new 2011 or 2012 ES and IS (includes all sedans, Convertible and IS F) and 2012 RX350 vehicles or 1.9% APR for up to 60 months on any other new Lexus vehicle when financing through a participating Lexus dealer and LFS. In addition, a \$750 Military Rebate may be used in conjunction with the special APRs.

“In appreciation for all that they have done, and continue to do, we hope these rebates and special APRs make it a bit easier for our men and women in uniform who are in the market for a new vehicle,” said Mike Groff, TFS/LFS Group Vice President of Sales, Marketing & Product Development. “We understand that it’s certainly a tough economic time right now for many military families, so it’s our hope that these special APRs and rebates, which can be coupled with other incentives, will help our troops save some much-needed and hard-earned money.”

Buyers must meet Toyota and Lexus Military Rebate guidelines to qualify for the Welcome Home Special APR program and rebates.

To find a dealer or to learn more, including program restrictions, visit www.toyotafinancial.com/military or www.lexusfinancial.com/military. For customer service questions please call, 1-800-331-4331.

The Welcome Home Special APR Program ends on March 5, 2012 for Toyota vehicles and on February 29, 2012 for Lexus vehicles. The Rebate program ends January 2, 2013 for Toyota and March 31, 2012 for Lexus.

To qualify, some of the conditions customers must meet include:

- Eligible customers must be on current active duty status in the U.S. Military (Navy, Army, Air Force, Marines, National Guard, Coast Guard and active Reserve) or U.S. Military inactive Reserve (Individual Ready Reserve, Selected Reserve, or Inactive National Guard.) Retired Military Personnel are not eligible;
- Verifiable proof of military status or proof of active service is required at time of purchase;
- Receive a salary sufficient to cover ordinary living expenses and vehicle payments; and
- Credit approval through a participating dealer and Toyota Financial Services/Lexus Financial Services.