Toyota Financial Services Asks Recent College Grads, 'What Would You Do with an Extra $1,000?'

June 15, 2011

June 15, 2011 – Torrance, Calif. – Pay off your credit card? Support your favorite charity? Take your grandparents skydiving? Toyota Financial Services ("TFS") wants to know what recent college grads would do with an extra $1,000 cash in their pocket. To find out, TFS announced the launch of its on-line college essay contest in which eligible participants are asked to write an essay (of 100 words or less) describing how they might use the money.

From June 16, 2011 through July 13, 2011, eligible participants are invited to submit their essays at http://toyotagradcontest.com. The public is invited to vote on their favorite essays until August 11, 2011, after which the top ten vote-getters will have their essays judged by an independent panel. Of the ten finalists, five will be chosen by an independent panel of judges to win a $1,000 each. Limit one (1) Contest Entry per person, per e-mail address, and per household.

To encourage public voting, registered voters will be eligible to win one of 200 "Instant Win" $20 gift cards redeemable at Amazon.com. After the final voting has ended, all registered voters will be put into a random sweepstakes drawing for one prize of $1,000.

"What recent college grad couldn't use an extra $1,000?" said Kerry Rivera, Marketing & Advertising Manager at TFS. "We thought this contest would be a fun way to gather ideas – practical, philanthropic, adventurous, or outrageous – and help make a few of them come true!"

The College Grad Essay Contest follows the announcement that TFS is extending its College Grad Rebate program through January 3, 2012. The program offers recent college grads (and those about to graduate) $1,000 towards the purchase or lease of select new Toyota vehicles including the Corolla, Matrix, RAV4, Camry (excludes Camry hybrid), Tacoma, and Yaris, plus all new Scion models, when financed or leased through a participating Toyota dealer and TFS.

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Toyota Financial Services College Grad Promotion – Essay and Phase I Public Voting Phase during which Contestants may enter an Essay and during which the first round of public voting will occur starts on 6/16/11 at 12:00:00 A.M. ET and ends on 7/13/11 at 11:59:59 P.M. ET. Phase II Public Voting and Instant Win Game during which the Instant Win Game will take place starts on 7/15/11 at 12:00:00 A.M. ET and ends at 8/11/11 at 11:59:59 P.M. ET. Click on Official Rules for details on entry instructions, prize details, deadlines, restrictions, etc. Contest, Sweepstakes and Instant Win Game subject to complete Official Rules. Contest is open only to legal residents of the 50 United States and the District of Columbia and who are at least 18 years of age (for all states except 19 in AL and NE and 21 in MS) or older as of time of entry who meet the "college grad" criteria set forth in the Official Rules.

Sweepstakes and Instant Win Game is open only to legal residents of the 50 United States and the District of Columbia and who are at least 18 years of age (for all states except 19 in AL and NE and 21 in MS) or older as of time of entry. Void in Puerto Rico, the United States Territories and Possessions, and where restricted or prohibited. Toyota Financial Services, 19001 South Western Ave., Torrance, CA 90501.

Toyota Financial Services is a service mark of Toyota Motor Credit Corporation.

For a complete list of rules, restrictions, eligibility requirements and prizes, please visit https://toyotagradcontest.com