

Complimentary Maintenance Plans Now Standard on New Toyota and Scion Models

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TORRANCE, Calif. (October 6, 2010) – As an added value for customers, Toyota today announced that new Toyota and Scion vehicles¹ will now come standard with Toyota Care and Scion Service Boost . These two new plans offer complimentary normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

The two maintenance plans, which go into effect today, make Toyota the first full-line brand to offer a complimentary maintenance plan standard on new Toyota vehicles within its line-up. The brand began offering complimentary maintenance plans this spring as part of its seasonal sales programs. Due to the favorable response from customers, including 73-percent who said it improved their confidence in Toyota, both plans are now standard on new-vehicle purchases across the Toyota and Scion line-up.

“The two complimentary maintenance plans were developed to help improve overall cost of ownership and provide invaluable peace of mind for our customers,” said Bob Carter, Toyota Division group vice president and general manager. “The new programs were inspired by owner feedback and once again reflect how Toyota listens to its customers.”

Both maintenance plans cover all normal factory-recommended maintenance services outlined in each vehicle’s owners manual, which includes oil and filter changes, tire rotations, lubrication of key chassis parts/components, a 19-point inspection and 24-hour roadside assistance (lockout protection, flat tires, towing, jump starts, etc.). Additional details will be available through Toyota & Scion dealers.

The Toyota Care program will be supported by an ad campaign from Toyota’s advertising agency Saatchi & Saatchi. The television ads begin airing nationally today, with the campaign extending to print, outdoor, online and digital later in the month. The message emphasizes peace of mind and worry-free maintenance.

Scion Service Boost will be supported through a variety of marketing and media outlets through Scion’s marketing partners.

¹ Covers factory scheduled service. Plan is 2 years or 25,000 miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet or a livery or taxi vehicle. See plan for complete coverage details. See participating Toyota dealer for details.

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NOTE TO EDITORS: Photos of Toyota and Scion models are available for editorial use only by the news media in digital form without charge at <http://www.toyotanewsroom.com>.

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