

Toyota Launches 'Cash for Clunkers' Program and Advertising Campaign, Special Lease Rates

July 24, 2009

[National TV spot video clip](#)

TORRANCE, Calif., July 24 — Toyota will begin airing national and regional television commercials today in support of the government's [Car Allowance Rebate System \(CARS\)](#) by informing consumers that the Toyota family of cars and trucks has 25 models that qualify for federal rebates ranging from \$3,500 to \$4,500.

The program, better known as "[Cash for Clunkers](#)," begins today and will run through Nov. 1, or until funds are exhausted, whichever comes first. Consumers can access the program's official guidelines by going to cars.gov.

All Toyota and Scion passenger cars and most Toyota trucks, vans and SUVs are eligible for government incentives under the program. In addition, some Lexus models also qualify.

Regionally, consumers can apply their [CARS](#) rebates toward special 60-month leases on Yaris, Corolla, Camry (non-hybrid), RAV4 SUV and Tacoma pickup. Since rates will vary by region, information is being posted on buyatoyota.com so consumers can learn which lease specials are available in their area. The special leases are only available to customers participating in the [CARS](#) program. Consumers not receiving government incentives can take advantage of other regional offers, including low APRs and cash rebates.

"We appreciate the effort by the U.S. Congress to pass '[Cash for Clunkers](#),' which

represents a great stimulus for the auto industry and our dealers," said Jim Lentz, president and chief operating officer of Toyota Motor Sales, U.S.A. "It will help consumers dispose of older high-emissions, less fuel efficient vehicles and replace them with new, more fuel efficient cars and trucks."

Consumers can see which Toyota (toyota.com), Lexus (lexus.com) and Scion (scion.com) models are eligible by going to <http://www.toyota.com/cashforclunkers>. The site will also allow visitors to calculate the amount of federal funds they are likely to receive based on the vehicle they turn in and which car, truck, van or SUV from the Toyota family they plan to buy or lease. In addition to government cash, Toyota customers are also eligible for any additional dealer incentives in effect, which vary by region.

Toyota's 30-second commercials will be seen nationally on CBS, FOX, NBC, ESPN, TNT, USA, ABC Family, A&E, Discovery, History, Travel and Syfy. Spanish language versions will run on Univision, Telemundo and Telefutera. The spots, which show a car being crushed, identify Toyota as a participant in the [CARS](#) program, as well as America's most dependable and fuel efficient car company. Viewers will also be reminded of available government vouchers up to \$4,500, plus any regional incentives Toyota offers.

Toyota [CARS](#)-related ads can also be seen on such leading websites as Edmunds.com and cars.com.

In addition to television, regional advertising will include newspapers and radio. Consumers will be told they can use [CARS](#) cash to buy or lease select Toyota vehicles.