

College Graduates Offered a Break on New Toyota and Scion Vehicles

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\$1,000 rebate on new Corolla, Matrix, RAV4, Camry (excludes Camry hybrid), Tacoma and Yaris vehicles is largest college rebate program ever offered by Toyota

May 6, 2009 – Torrance, Calif. – Toyota Financial Services (TFS), in partnership with Toyota Motor Sales, announced qualified College Graduates can receive a **\$1,000 rebate** toward the purchase or lease of select new Toyota vehicles, including the Corolla, Matrix, RAV4, Camry (excludes Camry hybrid), Tacoma and Yaris and any new Scion model.

“Toyota and Scion vehicles are some of the most popular vehicles among young adults, but more than that, they serve as a dependable way for new graduates to get to new jobs and start their careers,” said Mike Groff, TFS Group Vice President of Sales, Product and Marketing. “We recognize it’s a tough time to be entering this economy, so we hope this \$1,000 rebate, which can be coupled with other incentives, saves these new grads some money and gets them going on the right path.”

Qualified college graduates receiving the \$1,000 rebate are also eligible for the **College Graduate Finance Program** (applicable for all new Toyota/Lexus/Scion models) which offers a highly competitive APR/lease and special incentives such as:

- No money down when financing and no monthly payments for the first 90 days when leasing
- Security deposit waiver for lease
- Complimentary roadside assistance for one year

To find a dealer or to learn more, visit www.toyotafinancial.com/collegegrad or www.scion.com/college.

The College Rebate Program for Toyota vehicles ends March 31, 2010 and for Scion vehicles, the program ends Sept. 30, 2009 and is available to qualified customers who graduated within the last two years, or are about to graduate within the next six months.

How to Qualify: You must meet all of these conditions:

- Get that degree! To take advantage of the program you must:
 - o Have graduated from an accredited four-year college, university, or registered nursing degree program during the last two years or graduate from such a school/program within the next six months, or
 - o Have graduated from an accredited two-year college during the last two years, or
 - o Be enrolled in an accredited graduate degree program or have received a degree from an accredited graduate program during the last two years, or
 - o Have graduated during the last two years from the two-year Toyota Technical Education Network (T-TEN) Program or any other two-year post secondary automotive program accredited by the NATEF, or

o Have completed an electrician apprenticeship/cert. program during the last two years through NJATC and IBEW.

- Get a job! Show proof of present employment, or future employment with a start date within 120 days of your purchase contract date. TFS must deem your salary sufficient to cover living expenses and vehicle payments.
- Minor credit lapses allowed! Obligations paid within 60 days or less of the due date and non-credit related (e.g., rent, utilities, health club membership, etc.) charge-offs less than \$250 are acceptable.
- On approved credit through participating Toyota dealers and Toyota Financial Services. Not all applicants will qualify. Terms, conditions and restrictions apply.