

Toyota Motor Credit Corporation to Provide Consumer Financing Solutions for Great American Outdoors Group, Parent Company of Bass Pro Shops, Cabela's and White River Marine Group

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PLANO, Texas (Nov. 21, 2021) – Today, Toyota Motor Credit Corporation (TMCC) announced the entry into a letter of intent with Great American Outdoors LLC, the parent company of Bass Pro Shops, Cabela's and the White River Marine Group—makers of such legendary boat brands as Tracker, Ranger, Mako, Hatteras and others. This agreement will expand Toyota's relationship with Bass Pro Shops and Cabela's to include offering financial services for the company's boats, all-terrain vehicle products and other mobility products. Starting in May 2022, Bass Pro Shops Financial Services expects to provide inventory financing for Bass Pro Shops and Cabela's, its affiliates and authorized independent dealers. Over time, the services are expected to expand to include consumer financing and voluntary protection products and services.

“With this agreement, our commitment to improving the customer experience now extends to every aspect of boat and vehicle ownership,” says Johnny Morris, founder and leader of the Great American Outdoors Group. “Our new agreement with Toyota gives our customers and industry leading independent dealer network access to the world’s best financing options, backed by decades of integrity and service. What excites us the most, however, is further aligning with Toyota, a truly world class company with truly world class, genuine people.”

“We couldn’t be happier to grow our business with Bass Pro Shops and Cabela’s, recognized as North America’s premier outdoor and conservation company,” said Mark Templin, president of TMCC. “We’ve developed a comprehensive suite of proprietary financial services products, exceptional customer service capabilities and best-in-class solutions that are attractive to brands who recognize the need to harness technology and a customer-first mindset in support of growing their brand loyalty, retention and profitability.”

A Longstanding Partnership

In 2020, Toyota and Bass Pro Shops and Cabela’s announced the renewal of their longstanding partnership for an additional five years, which will lead the brands into 20 years of collaboration together. Toyota is the Official Vehicle and Mobility Category Partner of Bass Pro Shops and Cabela’s, and is proud to partner with a brand that aligns with Toyota’s brand ethos, “Let’s Go Places.” In similar style, at Bass Pro Shops and Cabela’s, “Your Adventure Starts Here” helps customers connect with the outdoors through the gear, apparel and expertise they need. Visit the [Toyota Newsroom](#) for more information on the Toyota-Bass Pro Shops and Cabela’s history including the new private label relationship.