

SmartPath is Now Toyota Dealers' Online System of Choice

December 20, 2021



More Toyota dealers now rely on SmartPath to provide customers a more convenient and flexible digital retail experience than any of the alternatives offered by third-party companies. If that trend continues, the system promises to further differentiate Toyota in the marketplace.

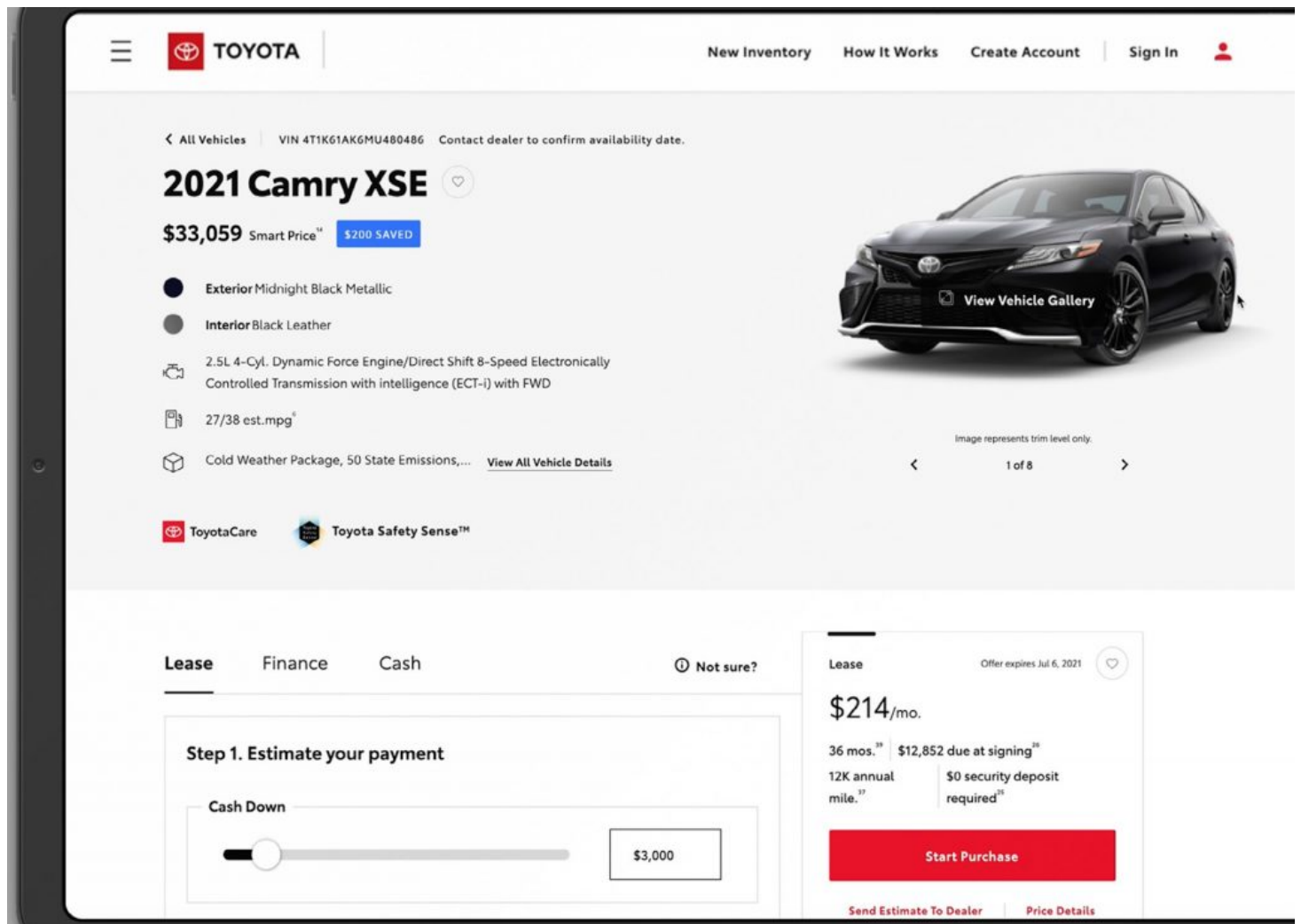
SmartPath, Toyota Motor North America's (TMNA) digital retail solution — which allows customers to move seamlessly between the online and in-dealership realms when researching, shopping for and purchasing Toyota vehicles — was officially launched in April 2020. Since then, it has:

- Been adopted by more Toyota dealers than any of the third-party alternatives;
- Facilitated more than 150,000 customer inquiries;
- Completed more than 46,000 vehicle sales.

Meanwhile, Lexus Monogram — a parallel system optimized for the luxury vehicle market — has begun to roll out in pilot mode at more than a dozen Lexus dealerships.

TMNA now has 120 dealers on board with the two systems and another 122 poised to go live within the next

few months. Add it all up and it's clear that SmartPath, several years in the making, is the right offering at the right time.



The screenshot displays the Toyota website's interface for a 2021 Camry XSE. At the top, the navigation bar includes the Toyota logo, a menu icon, and links for 'New Inventory', 'How It Works', 'Create Account', and 'Sign In'. Below the navigation, the vehicle listing features the model name '2021 Camry XSE' with a heart icon, a price of '\$33,059 Smart Price' with a '\$200 SAVED' badge, and a list of features: 'Exterior Midnight Black Metallic', 'Interior Black Leather', '2.5L 4-Cyl. Dynamic Force Engine/Direct Shift 8-Speed Electronically Controlled Transmission with Intelligence (ECT-I) with FWD', '27/38 est.mpg', and 'Cold Weather Package, 50 State Emissions, ...'. A 'View All Vehicle Details' link is provided. To the right is a high-quality image of the car with a 'View Vehicle Gallery' button. Below the image, it notes 'Image represents trim level only.' and shows '1 of 8' images. At the bottom left, there are icons for 'ToyotaCare' and 'Toyota Safety Sense'. The bottom section shows financing options: 'Lease', 'Finance', 'Cash', and 'Not sure?'. The 'Lease' option is selected, showing a monthly payment of '\$214/mo.', a 36-month term, '\$12,852 due at signing', '12K annual mile.', and '\$0 security deposit required'. A red 'Start Purchase' button is prominent, with links for 'Send Estimate To Dealer' and 'Price Details' below it.

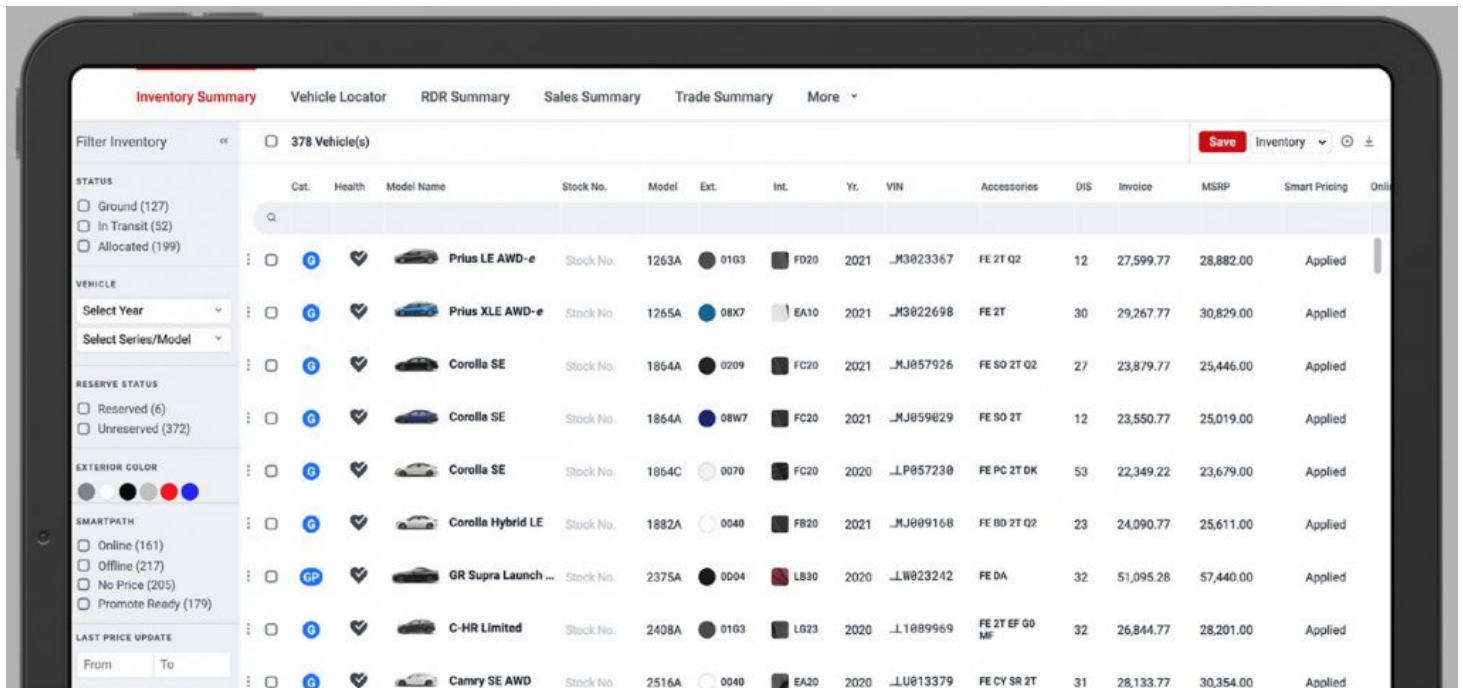
“SmartPath truly is providing customers with the experience that, more and more, they are demanding,” says Tim Bliss, general manager of Retail Transformation. “Since the start of the pandemic, we have doubled our dealership footprint every six months. We must continue to work and support our dealers to maintain that momentum. If we do, SmartPath has the opportunity to be a true differentiator for the brand.”

There's plenty of evidence to suggest that COVID-19 has accelerated this transformation. According to J.D. Power's 2021 U.S. Manufacturer Website Evaluation Study, 45% of consumers now express comfort with buying a car online. And McKinsey [estimates](#) that digital shopping in the U.S. experienced 10 years' growth in just three months.

Still, Bliss readily admits that dealers have multiple options to help them adapt to this change. SmartPath will only succeed if his team continually improves and expands the systems' capabilities.

This year that has meant extending support to Toyota Certified Used Vehicle sales as well as working in partnership with Toyota Financial Services to further expand the financing and vehicle protection product

offerings for our guests and dealers. Next year? Look for the SmartPath platform to help dealers more fully shift their service and parts retail operations into the digital world with the SmartPath and Monogram services.



The screenshot displays a web-based inventory management system. At the top, there are navigation tabs: 'Inventory Summary' (active), 'Vehicle Locator', 'RDR Summary', 'Sales Summary', 'Trade Summary', and 'More'. Below the tabs, a filter bar shows 'Filter Inventory' with a count of '378 Vehicle(s)' and a 'Save' button. The main area is a table of vehicles with columns: Cat., Health, Model Name, Stock No., Model, Ext., Int., Yr., VIN, Accessories, DIS, Invoice, MSRP, Smart Pricing, and Online. The table lists several Toyota models including Prius LE AWD-e, Prius XLE AWD-e, Corolla SE, Corolla Hybrid LE, GR Supra Launch, C-HR Limited, and Camry SE AWD. On the left side, there are several filter sections: 'STATUS' (Ground, In Transit, Allocated), 'VEHICLE' (Select Year, Select Series/Model), 'RESERVE STATUS' (Reserved, Unreserved), 'EXTERIOR COLOR' (with color swatches), 'SMARTPATH' (Online, Offline, No Price, Promote Ready), and 'LAST PRICE UPDATE' (From, To).

Cat.	Health	Model Name	Stock No.	Model	Ext.	Int.	Yr.	VIN	Accessories	DIS	Invoice	MSRP	Smart Pricing	Online
	G	Prius LE AWD-e	Stock No. 1263A	0103	FD20	2021	_M3023367	FE 2T Q2	12	27,599.77	28,882.00	Applied		
	G	Prius XLE AWD-e	Stock No. 1265A	08X7	EA10	2021	_M3022698	FE 2T	30	29,267.77	30,829.00	Applied		
	G	Corolla SE	Stock No. 1864A	0209	FC20	2021	_MJ057926	FE SO 2T Q2	27	23,879.77	25,446.00	Applied		
	G	Corolla SE	Stock No. 1864A	08W7	FC20	2021	_MJ059029	FE SO 2T	12	23,550.77	25,019.00	Applied		
	G	Corolla SE	Stock No. 1864C	0070	FC20	2020	_LP057230	FE PC 2T DK	53	22,349.22	23,679.00	Applied		
	G	Corolla Hybrid LE	Stock No. 1882A	0040	FB20	2021	_MJ009168	FE B0 2T Q2	23	24,090.77	25,611.00	Applied		
	GP	GR Supra Launch ...	Stock No. 2375A	0004	LB30	2020	_LW023242	FE DA	32	51,095.28	57,440.00	Applied		
	G	C-HR Limited	Stock No. 2408A	0103	LG23	2020	_L1089969	FE 2T EF G0 MF	32	26,844.77	28,201.00	Applied		
	G	Camry SE AWD	Stock No. 2516A	0040	EA20	2020	_LU013379	FE CY SR 2T	31	28,133.77	30,354.00	Applied		

“No third-party system can offer a complete solution like that,” says Bliss. “Still, we know our dealers have a choice. It’s up to us to win their business. Our goal is to be the best in class with our product, our launches, and our dealer support.”

To read the full December issue of Toyota Today, click [here](#).