

PANT PARTS & ACCESSORY NEWS TODAY

B U L L E T I N

09-44

August 25, 2009

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TO: Dealer Parts & Service Managers

SUBJECT: New Offering - Genuine Toyota 0W-20 Motor Oil (Bulk/Drums)

As communicated to dealers a few months ago, Toyota, Scion and Lexus vehicles will slowly change to a new engine oil lubrication standard (SAE 0W-20 synthetic). Among other driving factors, this change addresses more stringent emission certifications such as ULEVII and the Corporate Average Fuel Economy (CAFÉ) standard. Certain 2010 model/engine combinations that are certified with these standards require new lubrication products.

TMS is pleased to announce in support of this new engine lubrication standard and to meet customer requests, effective September 1, 2009, TMS will begin offering 0W-20 Genuine Toyota Motor Oil in drum/bulk. Below outlines the 0W-20 Genuine Toyota offering:

Part Number	Part Description	Container	Dealer Price	Retail
00279-0W201	0W20-Bulk/ Gallons	Bulk	\$12.76 / per Gallon	\$21.14 / per Gallon
00279-DRM0W	0W20-Drum/ Gallons	Drum (55 Gallons)	\$701.80 / per Drum	\$1,162.70 / per Drum

The 0W-20 bulk oil will also have the following equipment loan options as currently offered on the GTMO program:

Part Number	Container	Bulk with Equipment Loan Option/ Description	Dealer Price
00279-0W200	Bulk	Option 1: \$1/gallon, increase bulk oil price by \$0.20 per gallon	\$12.96 / per Gallon
00279-0W202	Bulk	Option 2: \$2/gallon, increase bulk oil price by \$0.40 per gallon	\$13.16 / per Gallon
00279-0W203	Bulk	Option 3: \$3/gallon, increase bulk oil price by \$0.60 per gallon	\$13.36 / per Gallon

I) Specifics to 0W-20 Bulk/Drum Purchases

a) BULK - To order 0W-20 in bulk or work to establish a "keep fill" schedule (part numbers: 00279-0W201, 00279-0W200, 00279-0W202, 00279-0W203), for "bulk" part numbers, dealers must work with their authorized GTMO distributor to determine demand requirements, delivery schedule and bulk product option. The listed bulk part numbers are not ordered through the Toyota Complete Maintenance Care (TCMC) portal.

If your dealership is not currently signed up on GTMO program, please complete the attached enrollment form (Page 3), and fax to the indicated fax numbers indicated on the form.

b) DRUMS - All orders for 0W-20 drums (00279-DRM0W) are to be placed via the TCMC portal. All drum orders via the portal are NOT available for drum pump-off. Orders for drums are for full drum units (55 gallons per drum). If a dealer requires "pump-off," dealer will be required to order under one of the bulk part numbers listed above, including being

ON LIST NO:

- | | | | | | |
|---------------------------------------|--|--|---------------------------------------|----------------------------|--|
| <input checked="" type="checkbox"/> 1 | <input checked="" type="checkbox"/> 4a | <input checked="" type="checkbox"/> 4d | <input type="checkbox"/> 4g | <input type="checkbox"/> 7 | <input checked="" type="checkbox"/> 10 |
| <input checked="" type="checkbox"/> 2 | <input checked="" type="checkbox"/> 4b | <input type="checkbox"/> 4e | <input checked="" type="checkbox"/> 5 | <input type="checkbox"/> 8 | |
| <input checked="" type="checkbox"/> 3 | <input checked="" type="checkbox"/> 4c | <input type="checkbox"/> 4f | <input checked="" type="checkbox"/> 6 | <input type="checkbox"/> 9 | |

established/enrolled in the GTMO program, working with a GTMO distributor. The enrollment form on page 3 will need to be completed and faxed to the fax numbers as indicated. Please be advised that in some instances, initial delivery of drums orders could potentially take up to 7 business days.

- II) **0W20 Quarts/Case Goods** - In addition to 0W-20 bulk/drum products, TMS currently offers Genuine Toyota 0W-20 in quart/case goods. This product is ordered through Toyota Complete Maintenance Care (TCMC).

Part Number	Part Description	Dealer Price	Retail Price
00289-1QT0W-T1	0W20 Motor Oil-1 case minimum (12 quart units)	\$4.02/quart	\$6.66/quart
00289-1QT0W-10	0W20 Motor Oil-10 case minimum (120 quart units)	\$3.89/quart	\$6.46/quart
00289-1QT0W-48	0W20 Motor Oil- 48 case minimum (576 quart units)	\$3.78/quart	\$6.27/quart

III. **Dealer Benefits**

With your Genuine Toyota Motor Oil purchases, dealers receive:

- General Parts Purchase credit
- 3% Co-Op credit
- 7% Monthly Parts Return
- Direct invoicing through your parts statement
- TCMC Points Plus points
- Volume discounts on drum orders:
 - Drum*: 6 drums (3%), 12 drums (6%) <*must be placed on one (1) single order, each time to achieve discount>

IV. **GTMO Bulk Oil Program**

In addition to the above listed benefits, dealers who are new to the GTMO program will receive:

- GTMO Program Marketing Support Materials: Banner, Posters, Floor mats
- \$500 reimbursement credit for Toyota Express Lube dealers

V. **Specific 0W20 Support Materials**

All dealers will receive a product marketing kit that will include posters, customer window hangers and consumer leaflets with holder specifically pertaining to 0W-20 motor oil. Target date for kit mailing to dealers is end of September.

In addition to the kit, attached on Page 4 of this PANT Bulletin is an information/sell sheet on Genuine Toyota 0W-20 motor oil that dealer personnel can use when talking to customers. Official copies will be made available on the TCMC web portal.

The University of Toyota (UOT) will be releasing a specific e-learning, product information module on 0W-20 / synthetic motor oil in mid-September. A separate communication from UOT will be released when the module is available.

Should you have questions regarding the Genuine Toyota Motor Oil program or ordering Genuine Toyota 0W-20 motor oil, please contact TCMC customer care at 866-460-8262.

Thank you for your continued support of the Genuine Toyota Motor Oil program!

ON LIST NO:

(X) 1 (X) 4a (X) 4d () 4g () 7 (X) 10
 (X) 2 (X) 4b () 4e (X) 5 () 8
 (X) 3 (X) 4c () 4f (X) 6 () 9

Toyota/ExxonMobil National Account Program Dealer Enrollment Form



This form must be completed and sent to Toyota Motor Sales, U.S.A., Inc. and ExxonMobil Oil Corporation prior to processing the authorized TMS Dealer's initial order for Genuine Toyota motor oil delivery.

The following selection is provided in the Genuine Toyota Motor Oil (GTMO) Program (must check only one Bulk Option):

- Bulk only (no equipment)
- Bulk with Equipment Option No. 1

Product Name	Toyota Part Number	Material Code
Toyota 0W-20	002790W201	98KL21
Toyota 5W-20	00279BLK21	98JN23
Toyota 5W-30	00279BLK51	98JC79
Toyota 10W-30	00279BLK31	98JC77

Dealer agrees to sign an "ExxonMobil® Reimbursement Agreement for Authorized Toyota Dealers" and an "ExxonMobil Supply Agreement for Authorized Toyota Dealers." Reimbursement Agreement provides the Dealer a maximum investment of \$1.00/gallon times the annual volume amortized at the rate of \$0.20/gallon.

Product Name	Toyota Part Number	Material Code
Toyota 0W-20	002790W200	98KL21
Toyota 5W-20	00279BLK20	98JN23
Toyota 5W-30	00279BLK50	98JC79
Toyota 10W-30	00279BLK30	98JC77

- Bulk with Equipment Option No. 2
- Bulk with Equipment Option No. 3

Dealer agrees to sign an "ExxonMobil® Reimbursement Agreement for Authorized Toyota Dealers" and an "ExxonMobil Supply Agreement for Authorized Toyota Dealers." Reimbursement Agreement provides the Dealer a maximum investment of \$2.00/gallon times the annual volume amortized at the rate of \$0.40/gallon.

Product Name	Toyota Part Number	Material Code
Toyota 0W-20	002790W202	98KL21
Toyota 5W-20	00279BLK22	98JN23
Toyota 5W-30	00279BLK52	98JC79
Toyota 10W-30	00279BLK32	98JC77

Dealer agrees to sign an "ExxonMobil® Reimbursement Agreement for Authorized Toyota Dealers" and an "ExxonMobil Supply Agreement for Authorized Toyota Dealers." Reimbursement Agreement provides the Dealer a maximum investment of \$3.00/gallon times the annual volume amortized at the rate of \$0.60/gallon.

Product Name	Toyota Part Number	Material Code
Toyota 0W-20	002790W203	98KL21
Toyota 5W-20	00279BLK23	98JN23
Toyota 5W-30	00279BLK53	98JC79
Toyota 10W-30	00279BLK33	98JC77

Dealer Name	Dealer Code
Dealer Contact Name	Dealer City, State, Zip
GTMO Distributor Name City, State	Estimated Annual Bulk Gallon Usage
Authorized Dealer Signature	Date
Please Print Name/Title	ExxonMobil or Authorized GTMO Distributor Signature

Forward Copies To: ExxonMobil
 ATTN: Sales Support Automotive Team
 P.O. Box 607
 Buffalo, New York 14240.0607
 Facsimile: 262.313.2180
 Phone: 888.843.5866 x6101

Toyota Motor Sales, USA, Inc.
 ATTN: GTMO Bulk Program – WC22
 19001 S. Western Avenue
 P.O. Box 2714
 Torrance, California 90509.2991
 Facsimile: 310.468.0913

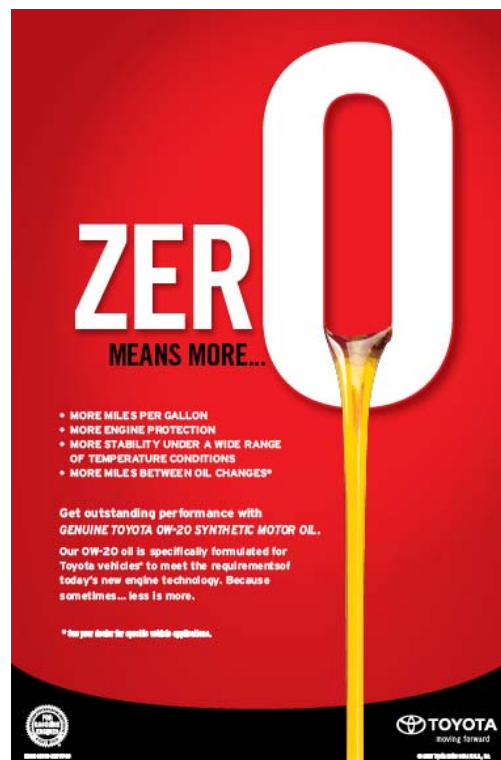
Genuine Toyota Motor Oil

0W-20

The Genuine Toyota Motor Oil program is pleased to announce the availability of 0W-20 synthetic engine oil (in bulk/drums) – a product made specifically for Toyota vehicles.

Product Benefits:

- Improves fuel economy by increasing the efficiency of your engines oil system. This can improve fuel efficiency by .4 - .6 miles per gallon when compared to conventional or non-synthetic motor oils. Results may vary depending on temperature, operating conditions and vehicle base fuel economy.
- Reduces engine friction and provides uniform lubrication throughout engine to help prevent engine deposits.
- Helps protect engine during extreme operating conditions.
- Provides a quicker oil flow to critical parts of the vehicle resulting in faster starts and better overall engine protection over a wide variety of temperatures.
- Easier on the environment and your wallet. For many consumers, the change to synthetic oil permits extending the oil drain intervals, which means a reduced waste stream and cost of ownership.



Part Number	Part Description	Container
00279-0W201	0W20-Bulk/ Gallons	Bulk
00279-0W200	Equip Loan - Option 1: \$1/gallon, increase bulk oil price by \$0.20 per gallon	Bulk
00279-0W202	Equip Loan - Option 2: \$2/gallon, increase bulk oil price by \$0.40 per gallon	Bulk
00279-0W203	Equip Loan - Option 3: \$3/gallon, increase bulk oil price by \$0.60 per gallon	Bulk
00279-DRM0W	0W20-Drum/ Gallons	1 Drum (55 Gallons)

Please refer to the TCMC web portal for specific pricing. If you have questions, please contact TCMC headquarters at 866.460.8262.

