



#1 for everyone

sales event

Great deals on our top-selling Toyotas!

You're not gonna want to miss this one.

THE REINVENTED 2012 CAMRY.



"BEST RESALE VALUE"¹
-kbb.com



35 MPG HWY²

ANY NEW '12 CAMRY

2.9%³

APR FINANCING FOR 60 MONTHS

Excludes Camry Hybrid models. • 60 monthly payments of \$17.92 per \$1,000 borrowed.

OR LEASE A NEW 2012 CAMRY SE
4-DOOR SEDAN MODEL #2546

\$219 PER MONTH

36 MONTH LEASE • \$2499 DUE AT LEASE SIGNING

the prius family



the all-new '12 prius v
"the bigger one" NOW IN STOCK!
44 MPG CITY²



the all-new '12 prius c
"the smaller one" COMING SOON!
53 MPG CITY²



any new '11 prius
51 MPG CITY²

2.9%³ APR FINANCING FOR 60 MONTHS

Excludes prius v and prius c models. • 60 monthly payments of \$17.92 per \$1,000 borrowed.

OR LEASE A NEW 2011 PRIUS
5-DOOR HATCHBACK HYBRID MODEL #1223

\$299 PER MONTH

36 MONTH LEASE • \$2499 DUE AT LEASE SIGNING

OR YOUR CHOICE ON ANY NEW 2012 COROLLA

0.9%³ APR FINANCING FOR 60 MONTHS

• 60 monthly payments of \$17.05 per \$1,000 borrowed.

-OR-

\$750 CASH BACK⁶

LEASE A NEW 2012 COROLLA LE
4-DOOR SEDAN MODEL #1838

\$159 PER MONTH

• 36 MONTH LEASE
• \$2899 DUE AT LEASE SIGNING



34 MPG HWY

-OR- MORE OF THE BEST LEASE DEALS!

LEASE A NEW 2012 RAV4 4X4
4-DOOR SUV MODEL #4432

\$239 PER MONTH

• 36 MONTH LEASE
• \$1999 DUE AT LEASE SIGNING

LEASE A NEW 2012 SIENNA LE
8-PASSENGER MINIVAN MODEL #5338

\$319 PER MONTH

• 36 MONTH LEASE
• \$3499 DUE AT LEASE SIGNING

-OR- YOUR CHOICE!

ANY NEW '12 HIGHLANDER, '12 SIENNA, '12 RAV4 or '11 VENZA

0.9%³ APR FINANCING FOR 60 MONTHS

\$1000 CASH BACK

Excludes Highlander Hybrid models. • 60 monthly payments of \$17.05 per \$1,000 borrowed.

-OR- MORE LOW APR

• ANY NEW '12 VENZA³
0.9% APR
FINANCING FOR 60 MOS.

• 60 monthly payments of \$17.05 per \$1,000 borrowed.

• ANY NEW '11 AVALON
1.9% APR
FINANCING FOR 60 MOS.

• 60 monthly payments of \$17.48 per \$1,000 borrowed.

• ANY NEW '12 AVALON
2.9% APR
FINANCING FOR 60 MOS.

• 60 monthly payments of \$17.92 per \$1,000 borrowed.

-OR- MORE CASH BACK

• ANY NEW '12 TUNDRA CREWMAX
\$2,500 CASH BACK

• ANY NEW '12 TUNDRA REGULAR & DOUBLE CABS
\$2,250 CASH BACK

• ANY NEW '11 AVALON
\$1,000 CASH BACK

• ANY NEW '11 PRIUS
\$500 CASH BACK

Excludes Prius v and Prius c.

-OR- MORE TUNDRA

ANY NEW '12 TUNDRA
0% APR³

FINANCING FOR 60 MOS.

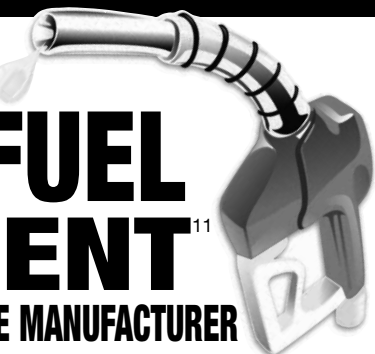
PLUS \$1000¹⁰

TFS BONUS/SUBVENTION CASH

Bonus/Subvention Cash thru Toyota Financial Services only.

• 60 monthly payments of \$16.67 per \$1,000 borrowed.

TOYOTA IS THE MOST FUEL EFFICIENT¹¹ FULL-LINE AUTOMOTIVE MANUFACTURER



'12 PRIUS c 53 MPG CITY	'12 PRIUS 51 MPG CITY	'12 PRIUS v 44 MPG CITY	'12 CAMRY HYBRID 43 MPG CITY	'12 YARIS ² 38 MPG HWY
'12 CAMRY 35 MPG HWY	'12 COROLLA 34 MPG HWY	'12 MATRIX 32 MPG HWY	'12 AVALON 28 MPG HWY	'12 HIGHLANDER HYBRID 28 MPG HWY
'12 RAV4 28 MPG HWY	'12 VENZA 27 MPG HWY	'12 HIGHLANDER 25 MPG HWY	'12 SIENNA 25 MPG HWY	'12 TACOMA 25 MPG HWY

1. Vehicle's projected resale value is specific to the 2012 model year. Excludes Camry Hybrid models. For more information, visit Kelley Blue Book's kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 2. 2012 EPA-estimated mileage for Camry 4-cyl., Prius v, Prius, Prius c, Camry Hybrid LE, Yaris with manual transmission, Corolla with manual transmission, Matrix with manual transmission, Avalon, Highlander Hybrid, RAV4 4-cyl. 2WD, Venza 4-cyl. FWD, Highlander 4-cyl., Sienna V6 FWD, and Tacoma 4-cyl. 4x2 with manual transmission. Actual mileage will vary. 3. Subject to approved credit through Toyota Financial Services. See dealer for terms and conditions. 4. New 2012 Camry SE Model 2546. Lease end purchase option \$14,360.* 5. Remaining new 2011 Prius Model 1223. Lease end purchase option \$13,642.* 6. Customer cash directly from Toyota Motor Sales, U.S.A., Inc. Dealer participation may affect consumer cost. 7. New 2012 Corolla LE Model 1838. Lease end purchase option \$10,925.* 8. New 2012 RAV4 4x4 Model 4432. Lease end purchase option \$16,067.* 9. New 2012 Sienna LE. Lease end purchase option \$17,226.* 10. Toyota Financial Services \$1,000 Bonus/Subvention cash only available on new 2012 Tundra. May be combined with Toyota Financial Services special reduced APR and Lease offers, but cannot be combined with Toyota customer cash: (\$2,500 on new 2012 Tundra CrewMax & \$2,250 on new 2012 Tundra Regular & Double Cabs). Must take retail delivery from new dealer stock between 3/6/12 & 4/2/12. 11. Based on NHTSA Final Industry MY10 CAFE data for Toyota Motor Sales. 12. Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet or a livery or taxi vehicle. See plan for complete coverage details. See participating Toyota dealer for details. * NO SECURITY DEPOSIT subject to approved credit through Toyota Financial Services - Tier I PLUS customers ONLY. Excludes state and local taxes, tags, registration and title, and insurance. Ohio sales tax due at lease inception. License and applicable fees are extra. Lessee may be charged for excessive wear based on Toyota Financial Services standards for normal use and for mileage in excess of 36,000 miles at the rate of \$0.15 per mile. A \$350 Disposition Fee is due at lease termination. 3, 4, 5, 6, 7, 8, 9 & 12: Must take retail delivery from remaining new 2011 and new 2012 dealer stock between 3/6/12 and 4/2/12. APR, Customer Cash & Lease offers may not be combined. See participating dealer for complete details. Individual dealer prices may vary. Offers may vary by region. VEHICLE IMAGES USED FOR ILLUSTRATION PURPOSES ONLY. Expiration for this ad is 4/2/12. Hdk fl* - (\)Ydj *]] &