



Let's  
Go  
Places

Look on the **Plus Side.**

**ToyotaCare Plus**

Introducing the next phase of  
**Toyota Care.**

**+ A SPECIAL, TIME SENSITIVE OFFER.**

**ToyotaCare Plus \$299,**  
an average value of \$700.\*

YOU CAN RECEIVE ABOUT

**\$400**  
**IN SAVINGS**

**Plus** is more

**value.**

An average **value of \$700**  
for only \$299.

**peace-of-mind.**

Two additional years of  
**Roadside Assistance**  
are included.

**savings.**

A normal 30,000 mile service  
averages \$264 in Northern California,  
so for \$35 more you **get 3 additional**  
**services!**

Dear <First Name>,

Thank you for your loyalty to Toyota!

Our records indicate that the **Toyota Care Complimentary Maintenance Plan** on your <year><make><model> may have or may soon be expiring. We would like to extend an unprecedented offer at **only \$299** for **Toyota Care Plus**.

This offer covers four maintenance services from the 30,000 mile interval through the 45,000 mile interval, as recommended in your vehicle's scheduled maintenance guide for normal operating conditions. You will also enjoy **2 years of Roadside Assistance** when you take advantage of this offer. **You must act today to ensure you are covered for your 30k service.** This unprecedented offer is only \$299. A 30,000 mile service at Northern California Toyota dealers averages \$264.\*\*

Your local Toyota dealership teams up with you in properly maintaining your vehicle. Our technicians are experts in routine maintenance as well as brakes, tires, batteries and other essentials for your Toyota. As your **one-stop service center**, visit any participating **Northern California or Central Valley** Toyota dealership today to take advantage of this special offer.

Offer expires once mileage reaches over 31,000 miles or December 31, 2013, whichever comes first. \*Retail price of 2-year plan covering four services at Northern California Toyota dealers averages \$512. Combined with \$200 value of Roadside Assistance, total value is approximately \$700. \*\*Average 30K price based on mystery shop calls in January to Toyota dealers in Northern California. Toyota Care Plus is offered through your participating Toyota dealership and Toyota Motor Insurance Services, Inc.