

Elaine Matsuda

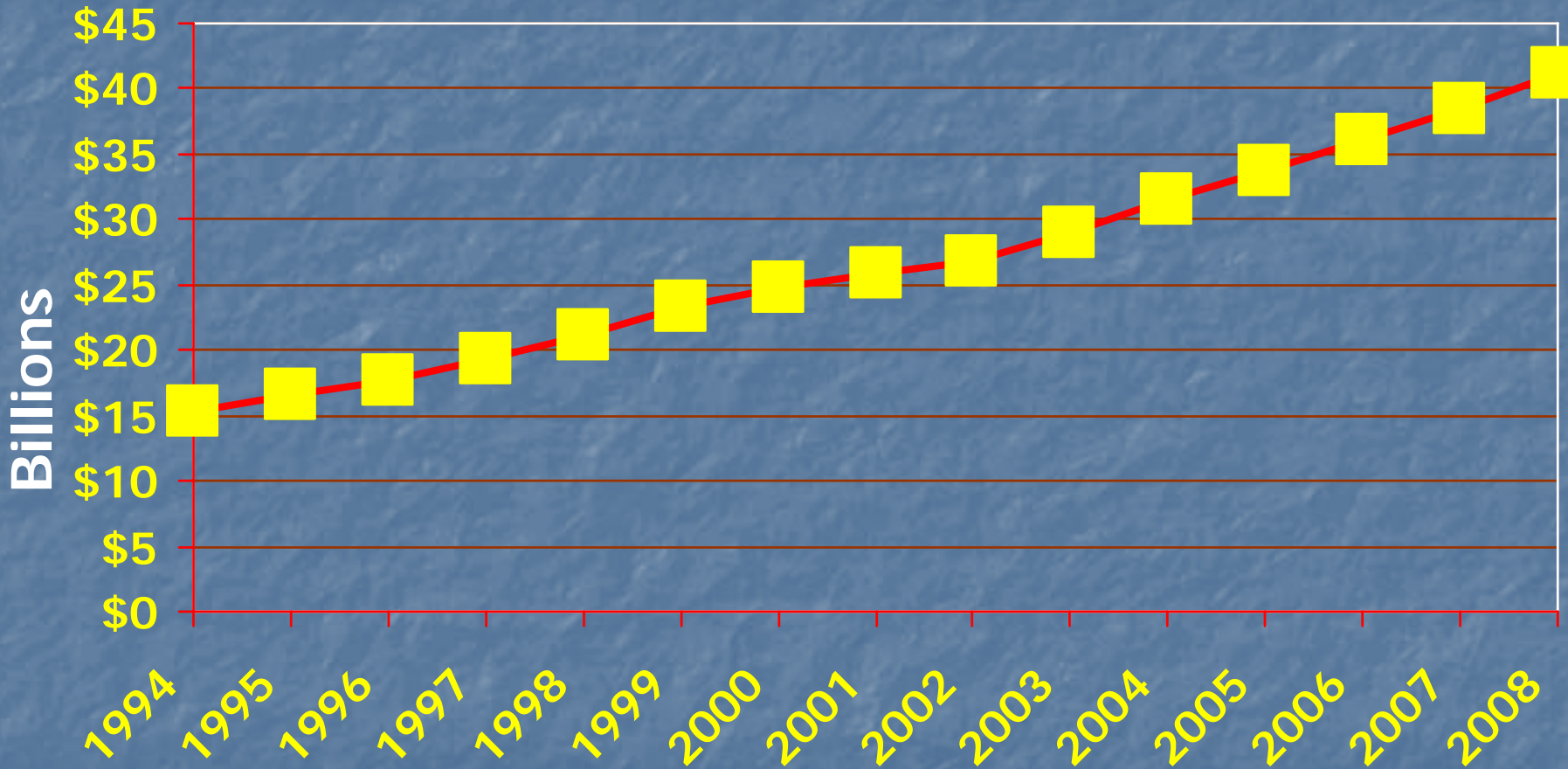
**Vice President
Corporate Accessory Department
Toyota Motor Sales, U.S.A., Inc.**

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Overview

- **Accessory Sales Trend**
- **Scion Initiative**
- **Tundra Initiative**
- **Product Strategy**
- **Transcending Turbulence**
- **Looking Ahead**

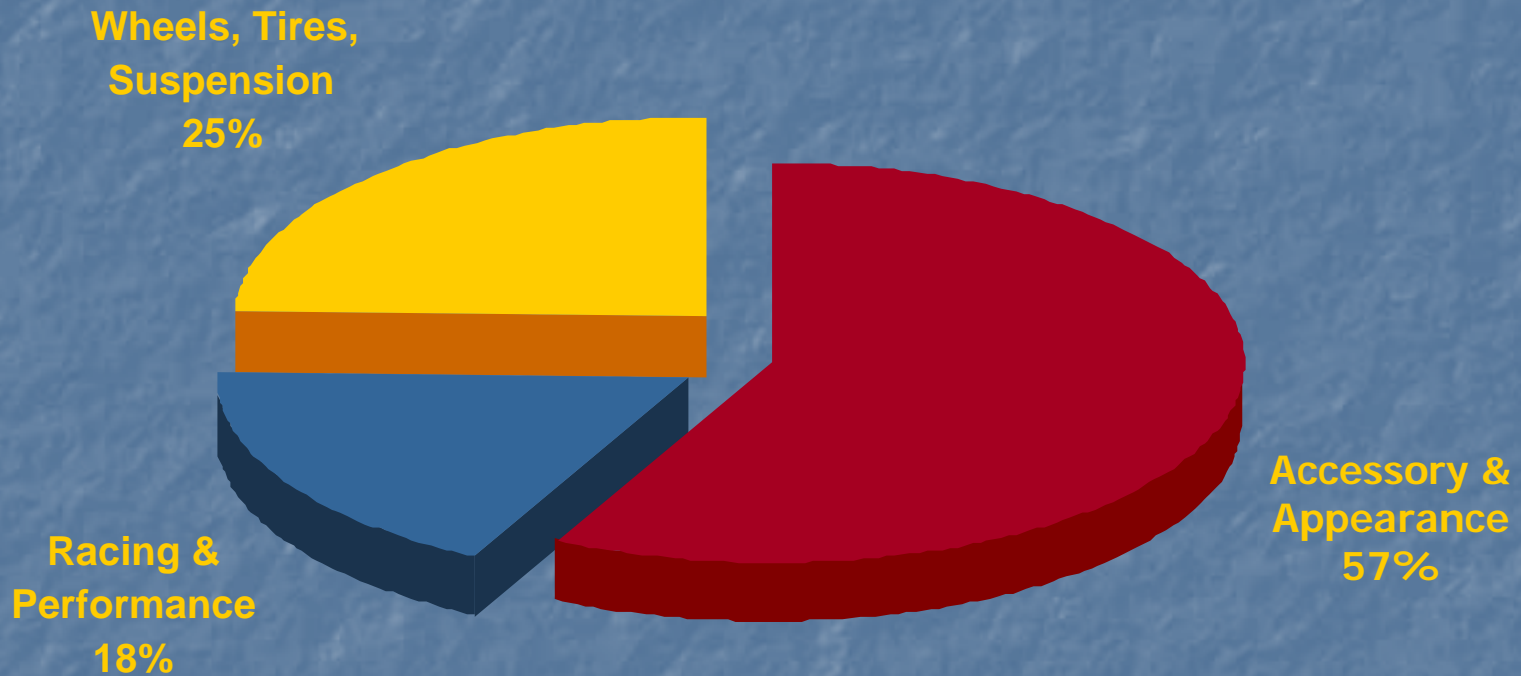
Accessory Sales Trend



Source: 2007 SEMA Market Research Study

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Accessory Industry Segment Share



Source: 2007 SEMA Market Research Study

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Opportunity

- Avg. Enthusiast Spends \$1,500 annually
- Vehicle Dealers Have 10.4% Share
- \$36.7B Market Opportunity (overall)

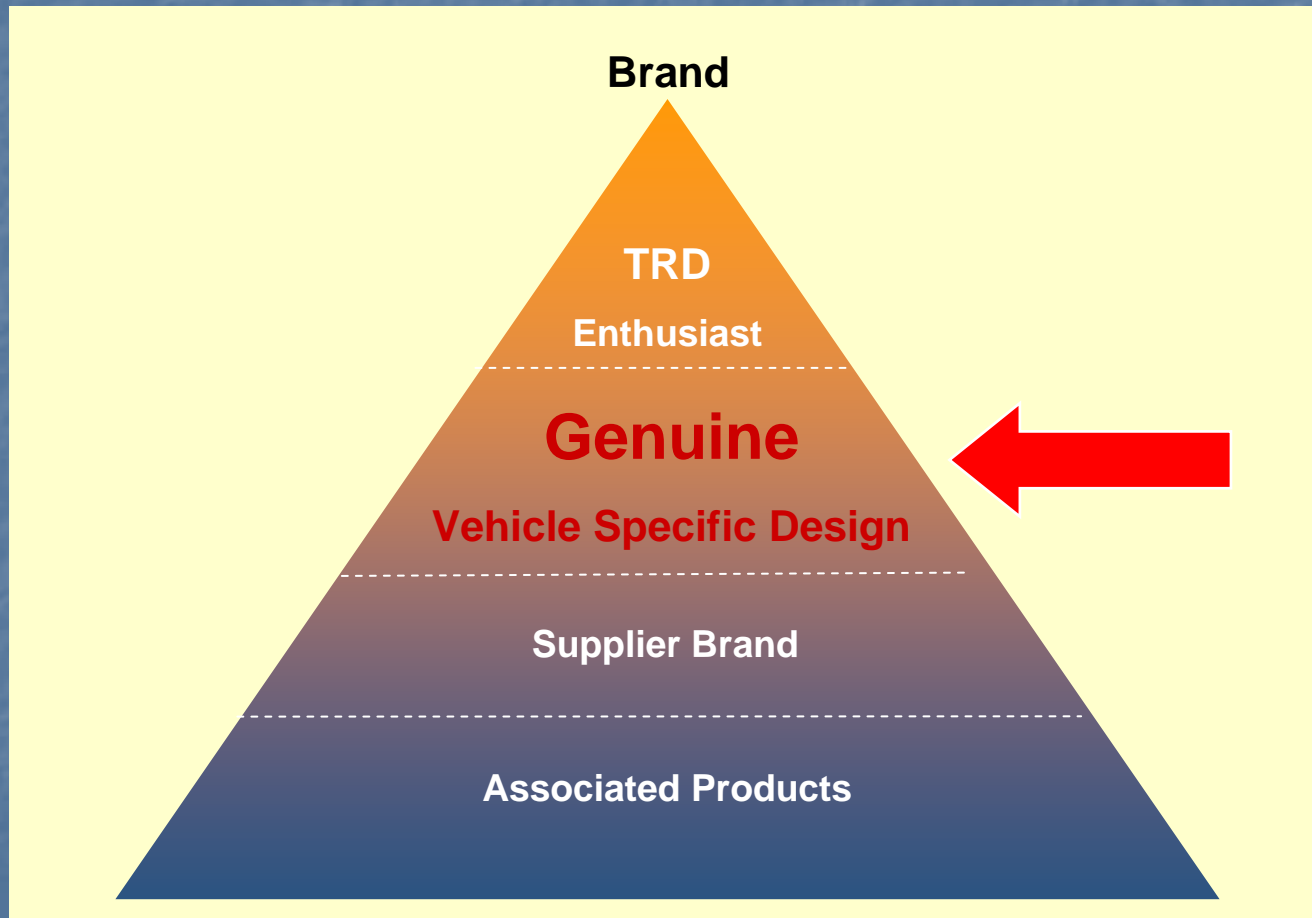
Source: 2007 SEMA Market Research Study

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Toyota Would Like to Provide its Customers Products for Personalization

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Product Strategy



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Scion Targets a Unique Buyer

Scion target customer has a unique mindset

“Desire to be and look different, be cutting edge”



Sources: SEMA Market Study, 2006; Scion % New and Demo = Scion internal survey; Toyota Demos = CDS 2006 Q1-3; Psychographics = NVCS 05MY

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Accessories - Integral Part of Scion Marketing



Anywhere Scions
P.O. Box 1234
Anytown, TX 77077

its personal.

Personalization is everything.
Make Scion an extension of who YOU are.

COME SEE THE ALL NEW xB Tail Light Garnish! MSRP \$125 installed

00041-0000-000001-R1
MR. SAMPLE A SAMPLE
123 MAIN ST
ANYTOWN US 70115-6712

Keep it Real with Scion Genuine Parts and Service.



SCION - Microsoft Internet Explorer provided by Toyota Motor Sales, USA, Inc.

SCION BUILDER

xB

Priceing
Base MSRP \$14,480
Del. Proc & Handling \$515
Accessories \$999
Grand Total \$15,994

Your Monthly Payment
Access Credit: Excellent
Est. Monthly Payment \$381.09

REAR BUMPER APPLIQUE

- B Pillar Applique by Superior Dash \$189
- Fog Lights \$350
- Fuel Door Applique by Superior Dash \$35
- Rear Bumper Applique \$58
- Rear Spoiler \$385
- *Exhaust Tip (Stainless Steel by Valor Manufacturing) \$64
- Rear Taillights by TYC \$275
- Car Cover \$219
- Body Side Graphic Thumbprint \$224
- Body Side Graphic Dots \$0
- Green \$224
- Gray \$224
- Brown \$224

APPLY FOR CREDIT
VIEW & PRINT SUMMARY
CREATE BROCHURES
EMAIL TO DEALER
SAVE SCION RETRIEVE SAVED

Meet Truck Customer Demand for Personalization



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Larger Selection of Truck Specialty Products



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Partnerships Established



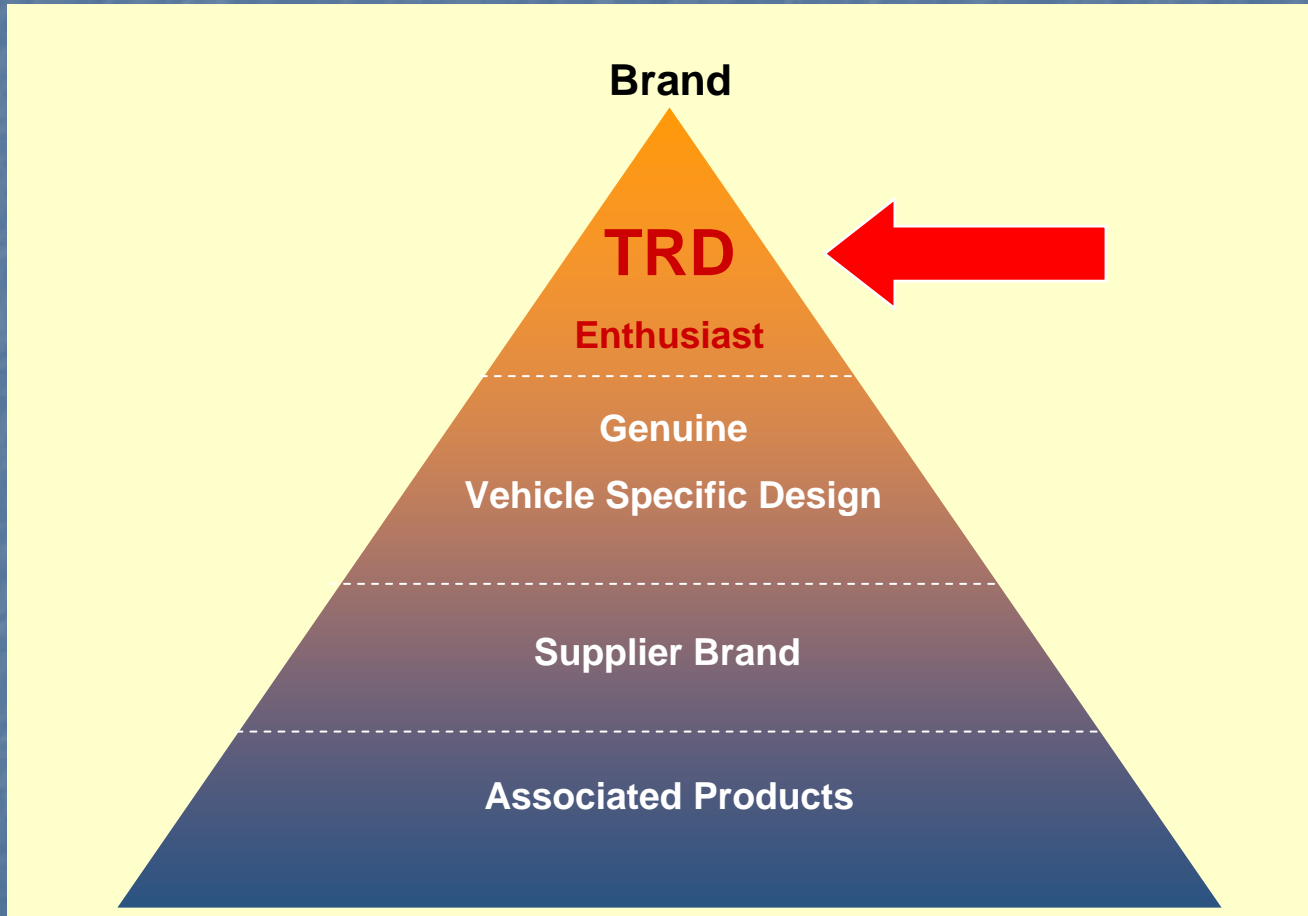
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Partnerships Established



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Product Strategy



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2007 SEMA Design Award

Accessory-Friendly Truck: 2007 Toyota Tundra



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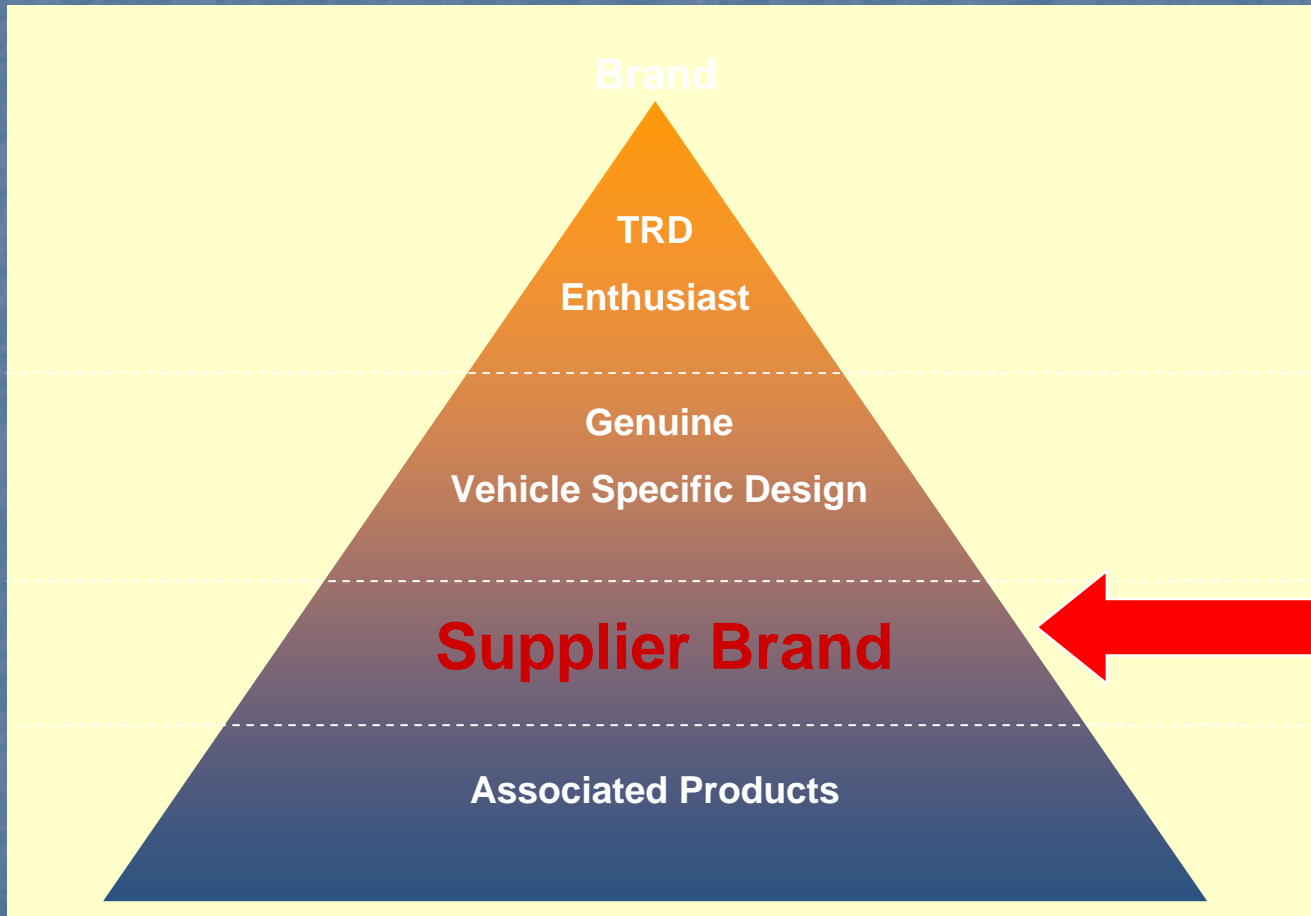
TRD Project Tundra & Trailer



- North American Dealer Association (NADA)
- Supercross Events Nationwide
- FJ Summit

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Product Strategy



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Supplier Brand Accessories

- Launched 2000
- Take a supplier brand and sell it through Toyota
- Bring innovative products to market quickly
- Priced competitively with high quality
- Supplier name is the focal point where applicable

Supplier Brand Accessories



Celica Dash
Applique'



Tacoma Tube Steps



MR2 Applique'



Tacoma Camper Shell

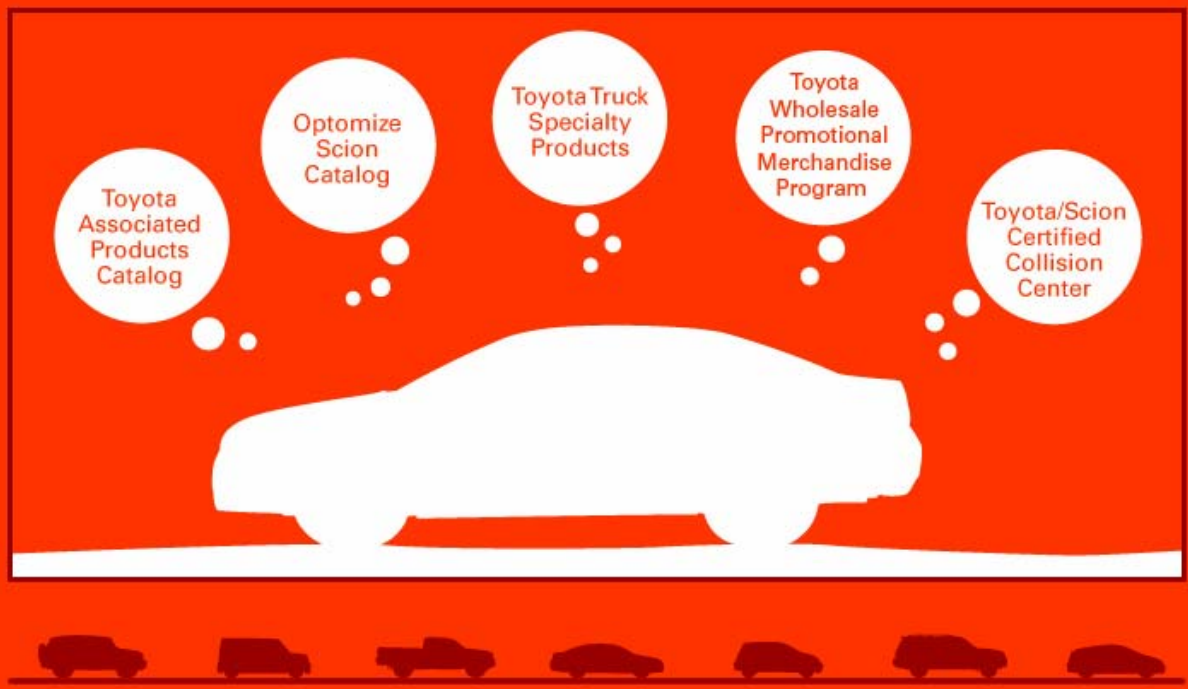
Product Strategy



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Associated Products

 **TOYOTA** ASSOCIATED PRODUCTS



How Do We Transcend Turbulence?



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“Small Car” Movement

INTERNATIONAL
Herald Tribune
THE GLOBAL EDITION OF THE NEW YORK TIMES

Car buyers downsize, but spend big on options

The New York Times

Small but Loaded!

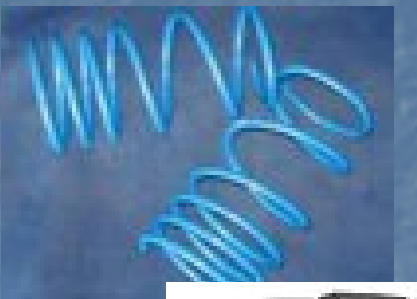
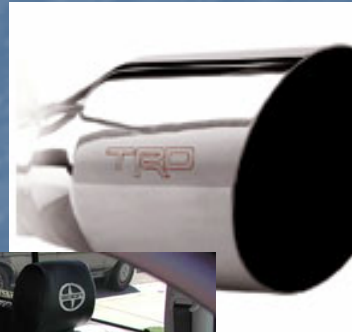
CNN Money.com™
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It's a small-car world. Auto makers are working on a new generation of ultra-tiny cars and some of these could make it to the United States.



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Continue Strong Relationship with Aftermarket



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Looking Ahead

The Accessory Industry is Booming...

- Income Stream
- Product Appeal
- Create Value
- Customization
- Customer Satisfaction
- Product Quality
- Dealer Convenience
- Specialty Products

Want Partners that Possess Qualities to Help Personalize Our Customer's Vehicle

- Innovative
- Customer Service Oriented
- Environmentally Sound
- Quality Products

Toyota Accessory Information

- Please contact:
 - ToyotaMotorSales_CAD@Toyota.com