

IN A RECENT SURVEY, RESPONDENTS RANKED
BUYING A CAR ONE STEP ABOVE DEATH.

WE WILL NOT REST UNTIL WE BEAT ROOT CANAL.



Of course, it's that old saying, "One rotten apple spoils the bunch". But it's the truth. A few car dealers have soured the experience for the rest of us and now we're left to endure the slings and arrows of surveys that rank the car buying experience lower than major dental work.

GOOD FOR TRIVIA - BAD FOR BUSINESS

Trivial studies are great for dinner table conversation yet do little in the way of making us friends in the marketplace. We rely on "word of mouth" advertising, our reputation as friendly salespeople & service technicians, and our award-winning vehicles to carry the day. Just last



2000 CAMRY
 BEST SELLING CAR IN NORTH AMERICA

week, a young lady who was looking at the 2000 Echo, asked, "Does it really have a highway fuel consumption rating of 51 mpg.?" our

salesman answered, "Yes." And she says, "For \$198 per month, I'll take it. Gee, I never thought I'd feel this smart when I bought my new car." Take that Grim Reaper - another happy customer.

PERCEPTION

Some of Hollywood's biggest stars have played car dealers over the years. And while we're flattered by their interest, their portrayal of the car industry is giving us a bad name. Don't get us wrong, car chases rule, but can we please lose the sleazy salesman bit?

REALITY

Frankly, Hollywood has missed the boat entirely. A sleazy salesman wouldn't fill the first tank of gas like we do. He wouldn't throw in 24-hour roadside

assistance or include the floor mats. Nor would he offer special incentives to students through a designated Grad Program (Remember, Daytona Beach gets pricey during Spring Break). We donate a

OUR ALL NEW ECHO
 HIGHWAY FUEL CONSUMPTION RATING OF 51 MPG*

portion of every car we sell to the Special Olympics. And we'll even lease Canada's best selling 4-door sedan, the Toyota Camry CE, for \$320 per month. What's that sound? Can it be another Hollywood stereotype crashing to pieces, thanks to yours truly?

WHAT I LEARNED AT THE DRIVE-THRU

But enough about me. Let's talk about you. What do you like about me? Walk through the front doors of my Toyota Dealership and you'll discover that we have more in common than just a fine taste in cars and our good looks. We both enjoy being treated with respect. For example, I recently loaded up a Sienna CE (Woodland Green, seats seven comfortably) and treated my staff to lunch. After pulling away from the drive-thru, I bit into my burger and tasted a pickle. I asked for no pickles. Not a big deal, but it illustrates two key points. One - I understand that getting good service, regardless of the size of the request, is essential - especially at Toyota Dealerships. And two - if you're going to get hosed, it will generally happen at the drive-thru.



2000 SIENNA
 ONE OF THE SAFEST MINIVANS EVER TESTED**

SILENCE IS GOLDEN

Here's the thing. We learned long ago to listen more and talk less. It saves on breath mints, and you actually help people by shutting up. Last week, we were surprised to discover that one of our customers is Ed, of Ed's Pewter & Porcelain. He's responsible for getting tonnes of pewter to the foundries. Naturally, the helpful salesperson suggested the new Tundra V8. The 2000 model leases for \$450/month - a paltry price the bad boy of the SUV industry. You see, by listening, we learned. And by learning, we got ourselves handsome steins for the office.



4RUNNER V6
 HIGHEST CLEARANCE IN IT'S CLASS

THE CALL TO ACTION

Regardless of what you've heard, we're really nice people. Our parents always taught us to treat others the same way we'd expect to be treated - it just so happens that we're also your Toyota Dealers. And like every Toyota salesperson here in Ontario, we believe the magic is in the service - before, during and after you buy your car. So by the time you become a Toyota owner, we guarantee you'll rank the experience higher than molar extraction.



2000 TUNDRA V8
 FIRST TWIN-CAM 32-VALVE V8 PICKUP

ONTARIO TOYOTA DEALERS
 REAL PEOPLE SELLING GREAT CARS

IF LAWYERS ARE THE ONLY PEOPLE WHO UNDERSTAND

THE LEGAL INFORMATION

IN CAR ADS, ANSWER THIS QUESTION:

WHEN WAS THE LAST TIME YOU BOUGHT A CAR FROM A LAWYER?



As much as we want to eliminate the tiny legal type at the bottom of this page, our lawyers would jump out of their designer suits if they discovered an Ontario Toyota Dealer ad without the terms and conditions for our deals. That being said, they never mentioned anything about translating the legal information into English. So, welcome to law school 101 - class is in.

WE PUT THE "A" IN "O.A.C."

Yes, good old O.A.C. It stands for "On Approved Credit". Which is nothing more than a few phone calls to check your credit history (things like whether or not you like to pay for the items



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you buy on credit). It's simple. What's not so simple is having to choose between the Toyota Camry CE, North America's best selling car or the Toyota Corolla VE, Canada's best selling 4-door sedan. With approved credit in your pocket, you're in the driver's seat (hey, there's no law against puns).

ACRONYMS FOR \$200

MSRP, APR, PDE. What are we doing here, selling cars or looking to buy a vowel? Okay, MSRP, is a fancy way of shortening "manufacturer's suggested retail price". If you've ever watched motivational speakers on television, you certainly can

appreciate the power of suggestion. Case in point: the Toyota Sienna leases for \$354 per month. Next, comes the term, APR. It stands for the "annual percentage rate" on a loan. This loan can come from us, the bank or Blue Lou's Pawn & Loan

Emporium. And since we've just covered suggestions, we recommend you steer clear of Blue Lou's. His financing rates come with penalty charges that are less than pleasant.



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HIGHWAY FUEL CONSUMPTION RATING OF 51 MPG*



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YOU'LL ALWAYS HAVE THE MEMORIES

Let's clear up any confusion about the term "walkaway lease". It does not mean you can walk away from your lease payments whenever you like. The "walkaway lease" gives you an option to purchase or return your Toyota when the lease term is up. So if you lease the 2000 Echo, at the end of your contract, you can return the car that gets 51 mpg on the highway. Then again, you could buy it outright, get great mileage, and save yourself the 51 mile walk back to the city.



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WHO REALLY WEARS THE PANTS?

And finally, a "trade equivalent" is the value of a vehicle you wish to trade-in, in lieu of a down payment. Why, just last week a gentleman had his eye on the 2000 Tundra V8, (the first twin-cam 32-valve pickup in the market) but he didn't have the cash for a down payment. We explained that he could trade in another vehicle instead. He chose his wife's little sports car. This was the trade equivalent, and he drove home a happy Tundra owner. Later, we learned that his decision was not well-received at home and now he's growing more accustomed to sleeping in the garage.

We hope these explanations are of value as you venture out to your nearest Toyota dealer. If you have any more questions regarding any of the terms covered here, we urge you to speak to the Toyota Sales Staff, call us at 1-888-TOYOTA-8 or visit us at www.toyota.ca. At the very least, you'll never watch Matlock the same way again.



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