

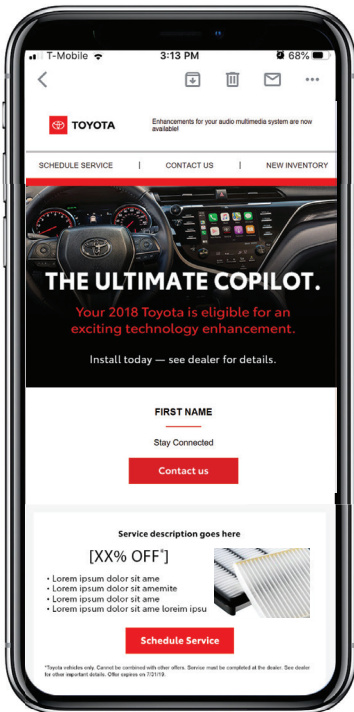


OnDEMAND EMAIL


Reach digital customers more effectively with unlimited custom email campaigns.

Epsilon's eStrike lets you enhance your core marketing activities, increase customer loyalty and drive revenue by harnessing the latest campaign templates and even customizing them with special offers and dynamic elements to better target customers. Its flexible, modular design also offers a wide variety of campaign themes and creative options. In addition, eStrike connects you with a Dealer Marketing Consultant who will help create and execute campaigns to meet your needs.

EMAIL TEMPLATE



[YEAR] [MODEL] [MSRP]




[\$XX,XXX] [MSRP]
[\$X,XXX] [Second offer can run two lines here]

[\$XX,XXX] [Final price after all offers]

[Get this offer](#)

[20XX] [MODEL] [APR or cash]
[16Financing for qualified buyers]



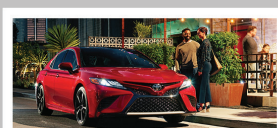
[X.X%] [APR] | [XX] [Months]

OR

[\$X,XXX] [Total cash back*]

[Get this offer](#)

SPECIAL OFFER FOR YOU



[16px Title of coupon]


[\$X,XXX offer*]
[16px Matching down payment offer description*]
[16px limitations, inclusions, key terms and conditions*]

AND/OR

[X.X% APR offer*]
[16px for XX months offer description*]
[16px limitations, inclusions, key terms and conditions*]

[View Inventory](#)

SPECIAL OFFER FOR YOU



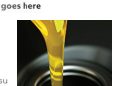
[16px Title of coupon]

[XX% Off*]

[16px Maintenance or repair service offer Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.]


[Schedule Service](#)

description goes here




[Schedule Service](#)

description goes here

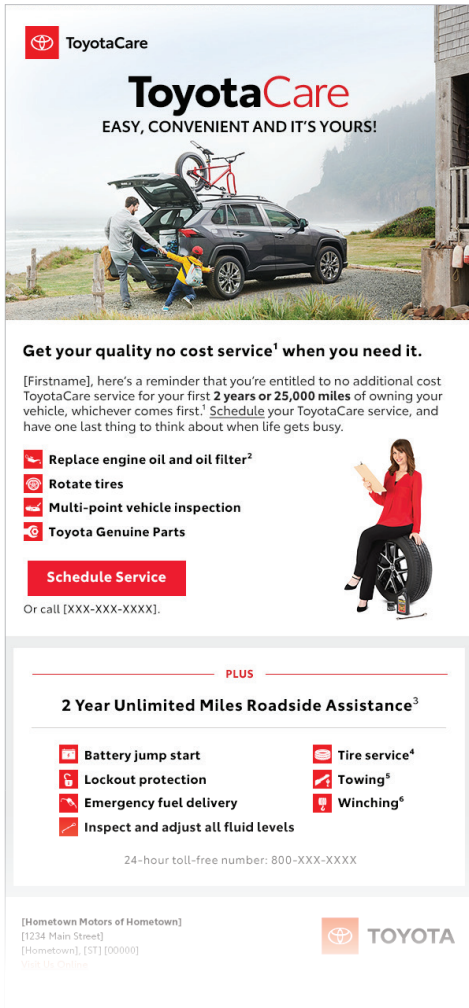


[Schedule Service](#)

description goes here



[Schedule Service](#)



ToyotaCare
EASY, CONVENIENT AND IT'S YOURS!

Get your quality no cost service¹ when you need it.

[Firstname], here's a reminder that you're entitled to no additional cost ToyotaCare service for your first **2 years or 25,000 miles** of owning your vehicle, whichever comes first.¹ **Schedule** your ToyotaCare service, and have one last thing to think about when life gets busy.

- Replace engine oil and oil filter²
- Rotate tires
- Multi-point vehicle inspection
- Toyota Genuine Parts

Schedule Service

Or call [XXX-XXX-XXXX].

PLUS

2 Year Unlimited Miles Roadside Assistance³

- Battery jump start
- Lockout protection
- Emergency fuel delivery
- Inspect and adjust all fluid levels
- Tire service⁴
- Towing⁵
- Winching⁶

24-hour toll-free number: 800-XXX-XXXX

[Hometown Motors of Hometown]
[1234 Main Street]
[Hometown], [ST] [00000]
[Phone Number]

TOYOTA

eStrike benefits include:

- Unlimited emails
- Dynamic email templates for service and sales marketing
- Selection of pre-built templates with stocked image library and pre-designed banners to choose from for fastest turnaround
- Offer library and custom (write-your-own) offers
- Direct links to your website and schedule service sites
- Retail customization — dynamic email headlines, customer messaging, dealership name, address, phone, hours of operation, website and offers
- Weekly email append services to update your customer database
- No-hassle online creative review, proofing and approval process with campaign delivery within 24 hours
- Personalized support with campaign design, build and deployment utilizing solutions based on data, analytics and best practices

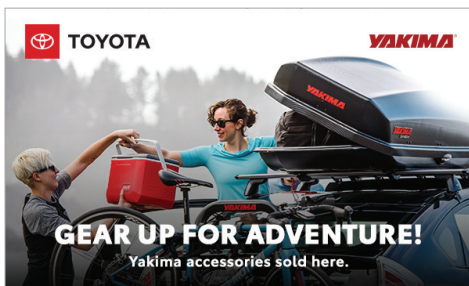
Pricing:

- \$199 per month
- No long-term contract: cancellation permitted with 30-day notice

eStrike results:*

- 98% Average Delivery Rate
- 36% Average Unique Open Rate
- \$182 Average CPRO Value

BANNER EXAMPLES



TOYOTA **YAKIMA**

GEAR UP FOR ADVENTURE!
Yakima accessories sold here.



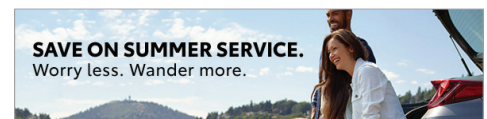
DRIVE CONFIDENTLY THIS SPRING!
Save on select tires & brakes.
See dealer for details.



SAVE ON NEW BRAKES NOW
See dealer for details.



STACKABLE SAVINGS
ServiceCenter on select batteries, brake pads & wipers.
See dealer for details.



SAVE ON SUMMER SERVICE.
Worry less. Wander more.

*Reflects January - December 2020 results for participating dealers.

Please contact Epsilon Program Headquarters at **877-400-0433** or **ToyotaPHQ@Epsilon.com**.

EPSILON