

**Toyota - Cincinnati Region Incentives**  
**DECEMBER, 2009**  
 Effective Dates: December 1, 2009 - January 4, 2010

MODELS	ELIGIBLE MODEL YEAR	DEALER CASH (NON-J ONLY)	CUSTOMER CHOICE				Lease Offers *See Advertised Lease Offers Worksheet on the Merch website (Incentives) for details.	
			CUSTOMER CASH (NON-J ONLY)		TFS SPECIAL REDUCED APR (TIERS I+, I, II & III ONLY)	TFS SPEC REDUCED LEASE (TIERS I+, I, II & III ONLY)		
Yaris	2010		\$750	OR	0.0% for 36 months 0.0% for 48 months 0.0% for 60 months			
Corolla	2010		\$750	OR	0.0% for 36 months 2.9% for 48 months 2.9% for 60 months	OR	Tier I+ - .00057 for up to 36 mos Tier I - .00067 for up to 36 mos Tier II - .00112 for up to 36 mos Tier III - .00182 for up to 36 mos	Model 1838 (FE EM CK LE QA CF) \$159 Mo \$1999 Down
Matrix	2010				0.0% for 36 months 1.9% for 48 months 1.9% for 60 months	OR	Tier I+ - .00075 for up to 36 mos Tier I - .00085 for up to 36 mos Tier II - .00130 for up to 36 mos Tier III - .00200 for up to 36 mos	Model 1932 (FE CL CK PO CF) \$209 Mo \$1999 Down
Camry Sedan Gas Only	2010		\$750	OR	0.0% for 36 months 2.9% for 48 months 2.9% for 60 months	OR	Tier I+ - .00050 for up to 36 mos Tier I - .00060 for up to 36 mos Tier II - .00105 for up to 36 mos Tier III - .00175 for up to 36 mos	Model 2532 (FE CF) \$169 Mo \$2899 Down
Avalon	2009				0.0% for 36 months 0.0% for 48 months 0.0% for 60 months	OR	Tier I+ - .00030 for up to 36 mos Tier I - .00040 for up to 36 mos Tier II - .00085 for up to 36 mos Tier III - .00155 for up to 36 mos	Model 3534 (FE PN SR CF) \$339 Mo \$2499 Down
Avalon	2010		\$750	OR	0.0% for 36 months 2.9% for 48 months 2.9% for 60 months			
Venza	2009						Tier I+ - .00150 for up to 36 mos Tier I - .00160 for up to 36 mos Tier II - .00205 for up to 36 mos Tier III - .00275 for up to 36 mos	Model 2810 (FE CF EF) \$269 Mo \$2799 Down
RAV4	2010				0.0% for 36 months 2.9% for 48 months 3.9% for 60 months	OR	Tier I+ - .00140 for up to 36 mos Tier I - .00150 for up to 36 mos Tier II - .00195 for up to 36 mos Tier III - .00265 for up to 36 mos	Model 4432 (FE QV TC CF) \$229 Mo \$2499 Down
Highlander Gas	2009		\$1,000	OR	0.0% for 36 months 1.9% for 48 months 2.9% for 60 months	OR	Tier I+ - .00002 for up to 36 mos Tier I - .00012 for up to 36 mos Tier II - .00057 for up to 36 mos Tier III - .00127 for up to 36 mos	Model 6942 (FE EH CQ PE RL TH ZX) \$299 Mo \$2999 Down
Highlander Gas Non-SE Models Only	2010				3.9% for 36 months 3.9% for 48 months 3.9% for 60 months	OR	Tier I+ - .00175 for up to 36 mos Tier I - .00185 for up to 36 mos Tier II - .00230 for up to 36 mos Tier III - .00300 for up to 36 mos	Model 6942 (FE EH PE QB TH CT MF) \$329 Mo \$2999 Down
Highlander Hybrid	2010				2.9% for 36 months 2.9% for 48 months 3.9% for 60 months			
Sequoia	2010				0.0% for 36 months 3.9% for 48 months 3.9% for 60 months			
LandCruiser	2009	\$2,000						
Sienna	2010		\$750	OR	0.0% for 36 months 1.9% for 48 months 2.9% for 60 months	OR	Tier I+ - .00097 for up to 36 mos Tier I - .00107 for up to 36 mos Tier II - .00152 for up to 36 mos Tier III - .00222 for up to 36 mos	Model 5336 (FE QF RL TO C4) \$329 Mo \$2999 Down
Tundra	2010		\$1,000 B/C Cabs Only (regular/double cabs only)  \$1,500 Crew Max Only  <i>Cust Cash can be combined w/Special APR or Lease</i>	AND	0.0% for 36 months 1.9% for 48 months 1.9% for 60 months	OR	Tier I+ - .00075 for up to 36 mos Tier I - .00085 for up to 36 mos Tier II - .00130 for up to 36 mos Tier III - .00200 for up to 36 mos	Model 8331 (RE EV HM CK RL ST TO D9) \$369 Mo \$2999 Down