

+ Desirability + Reliability + Sustainability + Affordability + Rangeability + Serviceability

✦ Brilliant for business





Ewan Shepherd
General Manager
Toyota & Lexus Fleet Services
and Remarketing

As a fleet manager or company car driver, we understand that you have a wide range of requirements and pressures when it comes to fleet. To help you get the results you need, we have developed a combination of class leading products and services that can be personalised to support you and your business.

The combined strength of the Toyota and Lexus brands is well known for high quality and excellence in customer service and we have made it our strategic priority to apply these strengths to the fleet market. We are working with our customers to establish the foundations for long-term mutual success and to demonstrate that we have the ability to deliver a first class fleet proposition for years to come.

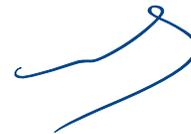
Having achieved first position in most of the categories of the 2011 Sewells Fleet Operator Attitude Survey, the most prominent of which was for Total Cost of Ownership, we are also proud to have earned the Most Improved Fleet Manufacturer Award at the Fleet World Honours. This is testament to the work we have put into listening to the industry, addressing your requirements and delivering on our vision of becoming the best automotive brand to deal with.

“ The range of low CO2 vehicles Toyota and Lexus can offer us is vital in helping Bupa achieve a 20% reduction in its carbon footprint by 2015. The expertise we receive from Toyota and Lexus staff and the timely manner it is delivered to us on all fleet related matters is second to none. ”

Hugh Roberts, Fleet & Online Travel Manager, Bupa

We offer an unprecedented range of desirable and cost-efficient vehicles. Our range provides everything from luxury and versatility to economy and performance. We offer a range of fleet-focused services to ensure that we keep your drivers mobile and that we respond to your needs and minimise your costs.

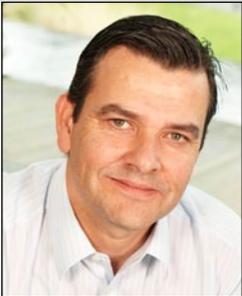
I invite you to read on and find out how we can help improve the performance of your business in 2012 and beyond.

A blue ink handwritten signature, appearing to read 'Ewan Shepherd', written in a cursive style.

Ewan Shepherd

Desirability

- Stylish, innovative and dynamic in appearance and performance
- Capable, reliable, efficient and cost effective
- Quiet, clean, comfortable and environmentally focused
- Safe, secure, superbly finished and generously equipped



Neil Broad
Manager Fleet Marketing
and Strategy

Every organisation has a reputation to maintain and an image to enhance.

We believe that driving a Toyota or Lexus speaks volumes. It says professional, not arrogant; efficient, not extravagant; innovative, not run-of-the-mill. We invest more into R&D than any other company and this commitment ensures an evolving range of cars that will always enhance the values and ambitions of our customers.

Our vehicles have powerful appeal behind the wheel. With 26 models to choose from, every driver can find a car which suits their aspirations and every organisation can find vehicles which perfectly match operational requirements and budget parameters.

The IQ is the world's first 4 seater under three metres long. With a 5 Star NCAP safety rating and Toyota Optimal Drive for clean efficient performance, this innovative model lacks nothing. Now in its third generation, the British-built Avensis is top of its class for lowest overall running costs (Parkers Cost of Motoring). Improved styling and reduced CO₂ further enhance its suitability for businesses.

The Prius is the world's best-selling hybrid. Technological advances continue with the world's first solar-powered ventilation and air-conditioning. And on the combined fuel cycle, an incredible 72.4 mpg reinforces this car's iconic status for efficiency. Toyota and Lexus account for over 75% of all hybrids on the road in the UK which makes us not only innovative, but proven.

Another icon of the Toyota range is the legendary Land Cruiser. In any terrain, this vehicle is built for survival. This is why it's Glass's Guide Award Winner for residual value and why Fleet News awarded it Best 4x4 for 2012.

The Lexus CT 200h set new standards for style and efficiency when it was launched last year and the stunning new GS 450h has added high performance to our executive Hybrid range.

At the pinnacle of the range, our tour de force – 552bhp, 4.8 litre V10, 0-62mph in 3.7 seconds – the pulse-quickening Lexus LFA is a phenomenal engineering feat which demonstrates our ability to design and build one of the world's most exclusive super cars.

Reliability

- Three No.1 positions in Sewells Fleet Operator Attitude Survey
- Lexus No.1 in JD Power satisfaction survey 11 years in succession
- 5 years 100,000 mile, fully transferable Toyota Warranty
- Auto Express Manufacturer of the Decade

Technological advances in automotive manufacturing mean the majority of modern cars generally offer excellent reliability. So the fact that Lexus has been voted No.1 in the JD Power Satisfaction Survey for 11 years in succession is an exceptional feat.

We understand that keeping drivers on the road and avoiding downtime is an absolute business priority. Three No.1 positions in Sewells Fleet Operator Attitude Survey confirm that many fleet managers also view reliability as a cornerstone of the Toyota and Lexus proposition. Reliability was also a key factor in convincing Auto Express to bestow Lexus with its Manufacturer of the Decade Award. Likewise for Parkers who awarded Best Family Car 2012 to the Toyota Avensis.

These independent testimonials are underpinned by our own belief in our cars. The Toyota warranty is 5 years/100,000 miles and is fully transferable to successive owners, bolstering residual values. Our Hybrid Drive boasts an 8 year warranty. And the Prius has the lowest level of warranty claims of our entire, exceptionally reliable, range.

Our production systems are legendary in the industry and have continually set new benchmarks for engineering excellence. Continuous improvement is what we do in order to continue to match and surpass customer expectations.

If you're looking for enjoyable, rewarding and hassle-free motoring, you can trust the team at Toyota and Lexus to deliver.

Sustainability

- World's No.1 Green Brand – Interbrand Global Ranking 2011
- Future-proof investment against NOx and particulates legislation
- World leader in clean, fuel efficient hybrid technologies
- Europe's lowest fleet-wide CO2 output – EC and EEA analysis
- Sub 100 g/km CO2 vehicles covering 82% of the fleet market requirement



David Bell
National Rental, Contract Hire
& Leasing Manager

Every business and organisation has a duty to take a responsible stance on the environment. For many years Toyota and Lexus have been pioneers in adopting a more conscientious approach.

In 2011 Interbrand Global Ranking selected us as the World No.1 Green Brand across all industries. Our pioneering spirit has made us the renowned world leader in clean and fuel-efficient technologies such as our Hybrid and Toyota Optimal Drive systems. According to EC and EEA analysis, Toyota and Lexus have the lowest fleet-wide CO2 output in Europe. And we don't just concentrate on CO2 reduction. Unlike diesel, our petrol hybrid models produce no particulates and virtually zero NOx meaning better air quality.

As well as being at the core of our corporate ethos, environmentally sustainable technology receives a huge share of our investment. We currently spend around \$9 billion

on R&D, that's nearly \$25 million per day. That's \$1 billion more than GM and nearly \$2 billion more than Ford. That's what we call a genuine commitment.

Benefits for the environment also bring significant advantages for fleet operators. As you know low CO2 means low tax. Using fuel more efficiently clearly saves at the pump. And, with oil prices inexorably following an uphill trend, every mile squeezed out of every litre will become a crucial factor for fleet budgets.

As well as getting a pounding at the pump, fleet costs can also be hit by legislation. Taxes on NOx and particulates are set to become more onerous. Our pioneering advantage in hybrid and



clean burning engine development means fleets running Toyota and Lexus are in a better position as the demand for cleaner vehicles increases. Currently our sub 100 g/km range covers 82% of the fleet market. Cleaner engines reduce pollution and tax bills for both the driver and the buyer.

Toyota and Lexus are leading the market in meeting EU CO2 reduction targets. We understand that fleet operators also have tough targets and, thanks to our long-term programme of investment and dynamic innovation, we are in a unique position to help.

“ The Authority is striving to reduce its CO2 emissions at every opportunity. Toyota and Lexus vehicles help us to do that – and save money. ”

Rob Holman, Director of Resources, The Broads Authority

A sub 100 g/km CO2 range without compromise

	49 g/km	79 g/km	89 g/km	89 g/km	94 g/km	96 g/km	99 g/km	99 g/km
	Prius Plug-In	Yaris Hybrid	Auris Hybrid	Prius	CT 200h	Prius+	Aygo	IQ

Serviceability

- Over 100 dedicated Business Centres nationwide
- Transparent and competitive pricing
- Free collection, free delivery, complementary valeting
- Industry leading parts availability – keeping you mobile



Ashley Mayers
Fleet Account Co-ordinator

At Toyota and Lexus, the fleet market is a key priority – that's why we made it our business to understand yours. We know that when the time comes to service a vehicle, your priority is complete peace of mind and total transparency. So we introduced the Fleet Service Charter – all our capabilities and commitments clearly laid down to ensure you get 100% customer service, 100% of the time. A charter drawn up for your benefit, not ours.

- ✓ We have capped labour rates and guaranteed parts discounts for fleet operators.
- ✓ We provide free collection and delivery, with complimentary valeting.
- ✓ We have industry-leading, same day availability for our parts to reduce off road time.
- ✓ We target a 20 minute response time to Epyx1 Link requests for service bookings.
- ✓ We have over 100 Business Centres nationwide, dedicated to fleet operators.

Toyota Aygo – winner of Auto Express Driver Power
2012 Survey for best running costs

Back at HQ we have a team of specialists focused solely on the needs of business customers. We can organise everything from a demo to a tender and we will do it with professionalism and efficiency which will exceed your expectations and help make your life easier.

At Toyota and Lexus we're always driving forward and in the coming months we'll be launching a personalised, online customer portal. This will be a quick and easy way to view information relating to any enquiry. It's yet another tool in our box to ensure your complete peace of mind.

“ Toyota always provide us with quality levels of service. We have vehicles that are competitively priced and suit our needs really well, but more than that we have great support from the Toyota team. They are proactive and always listen to what we want – which is really important in a fleet partner. ”

Andy Dussroth

Head of Procurement, Ashfield In2Focus Ltd

Affordability

- Unrivalled company tax benefits and driver benefit in kind
- Class-leading operating costs
- 100% write down allowance on many models
- Unparalleled fuel efficiency throughout



Stuart Ferma
National Sales Manager

We have industry leading green credentials, world class engineering and new design flair, but we know that fleet will always be driven by the bottom line. Whole life cost is the key assessment of true value. Toyota and Lexus models are exceptionally competitive in this area.

We have produced the *Complete Car Cost Calculator* (details on opposite page) which is our way of helping you make the right decision about which manufacturer to choose.

As well as overall costs for your company, it's worth bearing in mind the benefits for your employees:

- A business switching its drivers to the Auris Hybrid from an equivalent diesel model can save employees over £1,400 in tax alone over 3 years.
- In addition, the company saves £1,600 in national insurance contributions.
- For a fleet of 100 cars, this can save over £300,000 in combined tax over 3 years (£140,000 BIK and £160,000 NI).

The following models have the added benefit of not having to pay the London Congestion Charge – IQ, Aygo, Yaris Hybrid, Auris Hybrid, Prius, Prius+, Prius Plug-in and CT 200h.

Hybrid vehicles also cut servicing costs since many components are maintenance-free. There is no starter motor, no clutch, no alternator and no drive belts. And, thanks to regenerative braking, disc and pad wear is reduced by around 50%. As the pioneer of hybrid technology, our technology is proven and refined over time and we have the warranty statistics to back up our confidence.

With all of this, and our track record of stable residual values and competitive SMR costs, can you afford not to choose Toyota and Lexus?

Complete Car Cost Calculator

We understand that selecting the right cars for your company can be daunting – you must satisfy the needs of the business and consider drivers' aspirations, as well as issues such as tax benefits and emissions.

Unlike any other comparison tool, our *Complete Car Cost Calculator* considers both the funding method and your personal and business circumstances, so you can completely and accurately assess the effect of costs and reclaimable tax benefits. With a full discounted cash flow analysis you will know what a vehicle will really cost you to operate.

Our *Complete Car Cost Calculator* can answer:

- A car's true whole-life-cost based on your circumstances.
- Is it more cost effective to lease or buy the car?
- Is it more cost effective for the company's owner to acquire his or her car via the company or privately?

Want to know the real whole life cost of the cars in your fleet? Contact your local business centre or one of our national field team ([see contacts page](#)) and we'll create a personalised report based around your own company's financial circumstances, using independently sourced running costs and data – you will soon see why a Toyota or Lexus fleet is brilliant for your business.



Affordability



Complete Company Car Tax Guide

Our *Complete Company Car Tax Guide* brings you a comprehensive explanation on how business cars are treated for tax in the UK. The most up-to-date and interactive car tax guide around, it allows you to calculate BIK (Benefit in Kind) and NIC (National Insurance Contributions) over a three year period. It covers all major manufacturers and models, it can be used on PC's, notepads or smartphones, and what's more it won't cost you a penny to use.

Download it via
toyotalexusfleet.co.uk

or from Apple App Store and Google Play (Android)

If you can't download the *Complete Company Car Tax Guide* right now, you can get a steer on tax with these useful reference tables.

Vehicle Excise Duty Tables Cars registered on or after 1 March 2001

Band	CO ₂ emissions g/km	Standard rate*	First year rate*
		£	£
A	Up to 100	0	0
B	101 - 110	20	0
C	111 - 120	30	0
D	121 - 130	100	0
E	131 - 140	120	120
F	141 - 150	135	135
G	151 - 165	170	170
H	166 - 175	195	275
I	176 - 185	215	325
J	186 - 200	250	460
K ¹	201 - 225	270	600
L	226 - 255	460	815
M	Over 255	475	1030

¹ Band K includes cars that have CO₂ emissions over 225g/km but were registered before 23 March 2006.

* An alternative fuel discount of £10 is available for alternatively powered cars, including hybrids.

Tax thresholds for Company Car Taxation and National Insurance

CO ₂ emissions g/km	2012/13 ¹ Petrol %	2013/14 ¹ Petrol %	2014/15 ¹ Petrol %	2015/16 ² Petrol %	2016/17 ³ %
0 ⁴	0	0	0	13	15
1 - 75 ⁵	5	5	5	13	15
76 - 94	10	10	11	13	15
95 - 99	10	11	12	14	16
100 - 104	11	12	13	15	17
105 - 109	12	13	14	16	18
110 - 114	13	14	15	17	19
115 - 119	14	15	16	18	20
120 - 124	15	16	17	19	21
125 - 129	16	17	18	20	22
130 - 134	17	18	19	21	23
135 - 139	18	19	20	22	24
140 - 144	19	20	21	23	25
145 - 149	20	21	22	24	26
150 - 154	21	22	23	25	27
155 - 159	22	23	24	26	28
160 - 164	23	24	25	27	29
165 - 169	24	25	26	28	30
170 - 174	25	26	27	29	31
175 - 179	26	27	28	30	32
180 - 184	27	28	29	31	33
185 - 189	28	29	30	32	34
190 - 194	29	30	31	33	35
195 - 199	30	31	32	34	36
200 - 204	31	32	33	35	37
205 - 209	32	33	34	36	37
210 - 214	33	34	35	37	37
215 - 219	34	35	35	37	37
220 and above	35	35	35	37	37

¹ All cars propelled solely by diesel are subject to a 3% supplement, up to a maximum of 35%.

² All cars propelled solely by diesel are subject to a 3% supplement, up to a maximum of 37%.

³ From April 2016 petrol and diesel cars will be treated equally for company car tax purposes.

⁴ An exemption applies until 2015/16 for cars emitting zero CO₂ emissions when driven.

⁵ A percentage of 5% applies until 2015/16 for company cars with an approved CO₂ emissions figure not exceeding 75 g/km.

Rangeability

Within your business there is likely to be a wide range of different people and a wide range of different fleet requirements. This is exactly why we make a wide range of vehicles. After all, there's no point in offering unparalleled ability, if it doesn't come in the shape and size you need.

IQ	
MPG†	Petrol 64.2
CO ₂	from 99 g/km
BIK	from 10%
World's smallest premium 4 seater. No 1 City Car in JD Power Customer Survey 2012	

Aygo	
MPG†	Petrol 65.7
CO ₂	from 99 g/km
BIK	from 10%
1st for running costs in Auto Express Driver Power 2012 Survey	

Yaris	
MPG†	Petrol 58.9
MPG†	Diesel 72.4
CO ₂	from 104 g/km
BIK from 13%	
The smart choice for affordable innovation	

Urban cruiser	
MPG†	Petrol 50.4
MPG†	Diesel 57.6
CO ₂	from 129 g/km
BIK from 16%	
Compact all wheel drive SUV	

† combined up to

New Yaris Hybrid

MPG† Petrol 81

CO₂ from 79 g/km

BIK 10%

B segment hybrid due July 2012

- Choice of 26 models catering for all business requirements
- 6 superb new models being launched in the next 12 months
- 6 petrol full hybrids offering extraordinary financial benefits
- Proven quality, safety and reliability throughout

Verso S

MPG† Petrol 54.3

CO₂ from 120 g/km

BIK from 15%

Mini MPV with best in class CO₂

Auris

MPG† Petrol 48.7

MPG† Diesel 58.9

CO₂ from 128 g/km

BIK from 18%

Built in Britain

Auris Hybrid

MPG† Petrol 74.3

CO₂ from 89 g/km

BIK from 10%

Class leading CO₂ and Built in Britain

Avensis

MPG† Petrol 43.5

MPG† Diesel 62.8

CO₂ from 119 g/km

BIK from 17%

Parkers Guide Award winner
Built in Britain

† combined up to

Rangeability



Prius goes plural

Prius	
MPG [†]	Petrol 72.4
CO ₂	from 89 g/km
BIK	from 10%
The hybrid icon. No.1 Family Car in JD Power Customer Survey 2012	

Prius Plug-In	
MPG [†]	Petrol 134.5
CO ₂	49 g/km
BIK	from 5%
EV benefits with the back up of a petrol hybrid	

Prius+	
MPG [†]	Petrol 68.9
CO ₂	from 96 g/km
BIK	from 10%
Lowest CO ₂ of any 7 seat MPV	

Verso	
MPG [†]	Petrol 41.5
MPG [†]	Diesel 53.3
CO ₂	from 139 g/km
BIK	from 21%
Named safest MPV by Euro NCAP	

[†] combined up to

RAV 4

MPG† Petrol 37.2, Diesel 47.1

CO₂ from 156 g/km

BIK from 25%

Iconic 4WD

GT86

Stunning to behold, exhilarating to drive. Available July 2012.

Land Cruiser

MPG† Diesel 34.9

CO₂ 213 g/km

BIK 35%

Best RV in the industry

Land Cruiser V8

MPG† Diesel 29.7

CO₂ 250 g/km

BIK 35%

The ultimate 4WD

Hilux 2012

MPG† Diesel 38.7

CO₂ from 194 g/km

UK's best selling pick-up

Dyna

MPG† Diesel 32.5

CO₂ 229 g/km

A versatile chassis cab for narrow site access with excellent payload and highly efficient common rail diesel engine

† combined up to

Rangeability

CT 200h

MPG[†] Petrol 68.9

CO₂ from 94 g/km

BIK from 10%

The world's only full hybrid luxury compact car

IS 250

MPG[†] Petrol 33.6

CO₂ from 194 g/km

BIK from 29%

Stylish and lavishly equipped

IS 250C

MPG[†] Petrol 30.7

CO₂ 213 g/km

BIK from 33%

Unique and sleek modern styling

IS F

BHP 417

CC 5.0i v8

MPH 168

Thoroughbred sports car

[†] combined up to

New GS 450h

MPG†	Petrol 46.3
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CO ₂	from 141 g/km
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BIK	from 19%
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Full hybrid performance saloon

“ Our extensive range offers the most all-inclusive, one-stop business driving solution. ”

RX 450h

MPG†	Petrol 44.8
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CO ₂	145 g/km
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BIK	20%
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Class-leading tax

GS 250

MPG†	Petrol 31.7
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CO ₂	207 g/km
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BIK	from 32%
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Outstanding list of standard specification

LS 600h

MPG†	Petrol 30.4
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CO ₂	from 218 g/km
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BIK	34%
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The world's first all-wheel drive full hybrid V8

† combined up to

Contact our team directly or to find out more and locate your nearest Business Centre visit toyotalexusfleet.co.uk or call 0844 701 6186

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