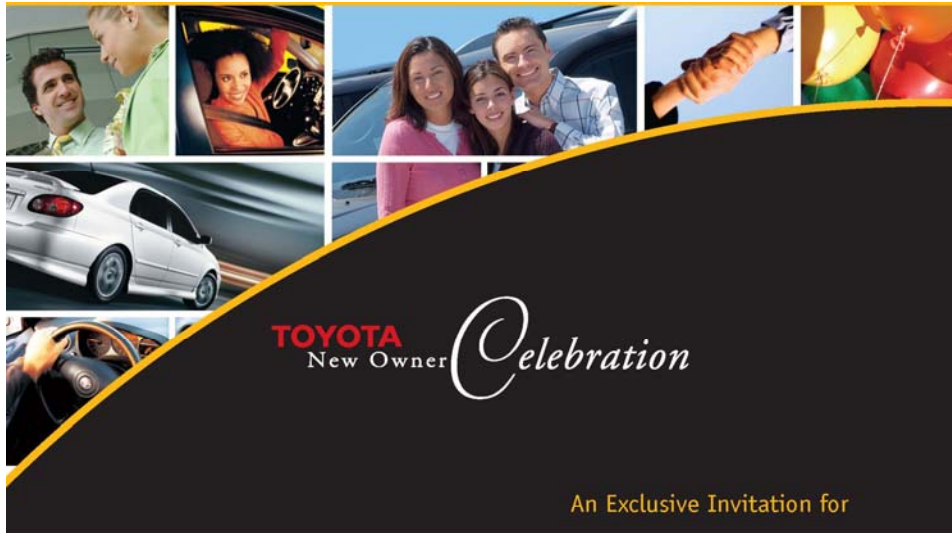




Features of Your Personalized New Owner Celebration Event Invitations



The front of the invitation is personalized with your Customer's Name

John Q. Public

The back of the invitation promotes the Toyota Owners Online website



Program Headquarters
Phone (800) 783-2021 Fax: (248) 728-6902
toyotanewownerevent@polk.com
www.toyotanewownerevent.com

Features of Your Personalized New Owner Celebration Event Invitations

Guest Invitation is personalized for each dealer's new Owner Celebration Event

TOYOTA
New Owner Celebration

Welcome to the Toyota Family...
It's Time to Celebrate!

You are invited to join us for a very special event created just for new Toyota owners. Let us introduce you to your vehicle's features, maintenance needs and warranty coverage, while enjoying food, prizes, answers to all your questions and more. We are committed to providing you the best ownership experience possible. At the event you will learn how to:

- Optimize your fuel economy
- Protect your investment through proper maintenance
- Make the most of your vehicles technology and safety features
- Maximize the dependability of your Toyota with Genuine Toyota Parts and factory-trained technicians
- Schedule a service appointment and where to go

Plus, you'll also have the chance to:

- Obtain answers to any questions about your new Toyota

When: Wednesday
June 14, 2008

Where: Anytown Toyota
1234 N. Main Street
Anytown, US 33614

Time: Promptly at 6:00 PM.
(approximately 90 min.)
Dinner will be served promptly at 6:00 PM.

RSVP: Joe Williams
310-555-1234

Special Offer for Event Attendees
Receive a Free Oil Change Certificate just for attending!
15% Accessory Discount. Door Prizes.

TOYOTA
moving forward

Anytown Toyota
1234 N. Main Street
Anytown, US 33614
www.anytowntoyota.com

R-1421

All copy is completely customizable - you may use this standard message or "write your own"!

More reasons to attend on standard message!

Room to print up to two dealer customized messages

Up to four event dates can be printed on one invitation

Event Location

Event time

Room to print RSVP name, phone number and email address!

Space to list a separate time for dinner or refreshments

Up to three special offers for guests attending the event

Dealership or TMS Logo

Dealership address