



IT'S GOOD TO BE
GENUINE

GENUINE TOYOTA PARTS COMPETITIVE PARTS PRICING

ANNOUNCEMENT!

TOYOTA DEALERS ARE THE BEST IN THE INDUSTRY. As our partner, we are focused on helping you continue to provide the very best, every day. At Toyota, we work all year long to establish competitive pricing for our entire family of Retention, Mechanical, and Collision Parts.

Why? To help you increase Genuine Toyota Parts sales, capture more market share, increase your profits, and improve customer retention.

NEW! January 1, 2020

Lower pricing on the following Genuine Toyota part categories:

GENUINE TOYOTA PART	% REDUCTION
Air Flow Meter	-22%
Brake Caliper	-44%
Throttle Body	-31%
Steering Rack	-30%
Starter (OE w/o reman)	-51%
Alternator (OE w/o reman)	-50%
A/C Compressor	-43%
Serpentine Belts	-45%
Power Steering Reservoir	-25%

** The above reduction percentages represent an average price change for the product category.*

Is your parts sales team referencing the most recent parts pricing for your shop and wholesale sales opportunities?

