

STAR Wholesale Market Analysis (SWMA)

Available exclusively to STAR Elite Dealers, SWMA is a detailed reporting tool that measures your dealership's specific wholesale market opportunity. The Market Analysis puts a customized assessment of your local market right at your fingertips.

FEATURES

Dashboard presenting mechanical and collision IRFs in dealer's market area with four main reporting sections:

- **Wholesale Parts Market Analysis Summary:** Provides a snapshot of IRFs, as well as Vehicles in Operation (VIO) by Year and Model
- **IRF Map:** Displays a visual overview of IRFs relative to dealer location
- **IRF List:** Shows a list of IRFs in market area and downloads to Excel
- **Wholesale Parts Market Analysis:** Provides detailed information on market potential, revenue opportunity, and Toyota VIO

ADVANTAGES

- Helps dealers identify best prospects and turn them into profitable accounts
- Identifies market opportunities and revenue potential
- Provides perspective on age of vehicles in market area, allowing better assessment of parts inventory and technical repair needs

ADDED VALUE

- | | |
|--------------------------------------|-----------------|
| ■ Non-STAR Elite Dealer | Not Available |
| ■ STAR Elite Dealer exclusive | INCLUDED |

Toyota Technical Information System (TIS)

As a STAR Elite Dealer, you can provide your IRF customers with complementary access to the Toyota Technical Information System (TIS).

FEATURES

- STAR Elite dealers can give 8 of their top wholesale customers or prospects a complimentary 1-year subscription to TIS
- Provides IRF customers access to the most up-to-date technical information on 1990 and newer model Toyota, Scion, and Lexus vehicles marketed in the U.S.
 - Service Bulletins
 - Repair Manuals
 - Wiring Diagrams
 - Technical Training
- Includes link to safety recall and service campaign VIN lookup tool

ADVANTAGES

- Helps build positive relationships with IRF customers
- Provides vital information IRFs need to effectively service Toyota products
- Helps improve Toyota owner satisfaction by ensuring proper repair of vehicles, ultimately increasing Toyota brand retention
- Provides a valuable "door opener" to help you conquest a new IRF prospect

COST

- | | |
|---|-----------------|
| ■ Non-STAR Elite TIS account annual cost* | \$3,840/yr |
| ■ STAR Elite cost | INCLUDED |

*(Cost for eight annual subscriptions)