



TO: Toyota Parts and Service Managers

DATE: October 1, 2025

The Portland Region invites you to participate in the Let's Go Parts & Service Manager Travel Incentive.

The Let's Go incentive will recognize six top-performing Toyota Parts Managers and six top-performing Service Managers during the contest period of October 1, 2025, through December 31, 2025.

Travel Destinations and Dates:

Let's Go – Key West

Couples Program

- A sun-soaked escape to Key West, Florida's southernmost island paradise. Full details on pg.7
- The leisure program is designed for the award winner and one adult guest only.
- All travel participants must be at least 21 years of age.
- June 7 – June 11, 2026
- Casa Marina Key West, Florida

Let's Go – Disney Cruise

Family Program

- Set sail on a magical voyage aboard the Disney Fantasy. Full details on pg.8
- The family program is designed to bring families a summer vacation experience with memories that will last a lifetime. For program purposes, a family is defined to include the winning adult participant, an adult guest (21 years of age or older), and up to two dependent family members 20 years of age or under.
- June 24 – June 28, 2026
- Disney Fantasy, Port Canaveral, Florida

All managers must register by Thursday 10/23 to be eligible to win 2025letsgotoyota.com

Best of luck — and Let's Go Toyota

Parts Incentive Criteria

TCMC Retention Parts Ranking

The ranking is based on two equally weighted criteria:

1. TCMC Net Retention Parts Purchases Ranking (50%)
2. TCMC Year-over-Year (YoY) Percentage Growth Ranking (50%)

- Total Retention Parts Rank = (Purchase Rank×50%)+(YoY Growth Rank×50%)
- Retention parts include the following TCMC product categories: Tires | Brake Pads | Batteries | Engine Air Filter | Cabin Air Filter/PCAF | Wipers | Oil | Chemicals |

Competitive Price Parts Purchases Ranking (17 reduced Parts)

The ranking is based on two equally weighted criteria:

1. Total CPP Quantity Ranking (50%)
2. CPP Year-over-Year (YoY) Percentage Growth Ranking (50%)

- Total CPP Rank = (Quantity Purchased Rank×50%)+(YoY Growth Rank×50%)
- List of parts can be found on toyotapartsandservicehub.com

Toyota Net Parts Purchases Ranking

The ranking is based on two equally weighted criteria:

1. Toyota Net Parts Purchases Dollar Ranking (50%)
2. NPP Year-over-Year (YoY) Percentage Growth Ranking (50%)

- Total NPP Rank = (Net Parts Purchases Rank×50%)+(YoY Growth Rank×50%)

Internal vs External Part Sales Ranking – Financial

- This criteria ranks dealers based on the dollar value of parts sold inside the dealership shop (internal) versus outside the shop (external).
- The higher the percentage of external sales dollars, the higher the dealer's rank.

The ranking is based on two equally weighted criteria:

1. External Sales Percentage Ranking (50%)
2. External Sales Year-over-Year (YoY) Percentage Growth Ranking (50%)

- Internal vs External Rank = (% External Sales Rank×50%)+(YoY % External Growth Rank×50%)
- External financial account titles include Parts Wholesale Mech Toyota, Parts Wholesale Collision Toyota, Parts Wholesale Toyota Online, Parts Online Retail Toyota, Accessory Wholesale Toyota, Accessory Online Retail.

Parts Bonus

- September Water Pump and Brake Rotor Fast Start (All purchases during the month of September are included)
 - Purchase 4 Water Pumps (PN 16100-29085) and Purchase 4 Brake Rotors (PN 43512-47040) -> increase Retention Parts Purchases rank by one spot
- Tire Loyalty greater than 90%
 - Increases CPP rank by one spot

Parts Incentive Scoring Examples

Retention Parts Purchases Ranking

Group	Dealership	Retention Parts Purchases			
Group 1	Tundra Toyota	Retention Parts Purchased (50% weight)		Retention Parts Purchases YoY growth% (50% rank)	
		Dollars	Rank	% Growth	Rank
		\$54,000	34	13%	3
		$(0.5 \times 34) + (0.5 \times 3) =$			
		18.5			

Competitive Price Parts Purchases Ranking

Group	Dealership	Competitive Price Parts Purchases			
Group 1	Tundra Toyota	CPP quantity purchased (50% weight)		CPP YoY growth% (50% rank)	
		Quantity	Rank	% Growth	Rank
		83	2	19%	3
		$(0.5 \times 2) + (0.5 \times 3) =$			
		2.5			

Service Incentive Criteria

TCMC Retention Sales Ranking

The ranking is based on two equally weighted criteria:

1. TCMC Retention Part Sales Quantity Ranking (50%)
 2. Tire Penetration Ranking (50%)
- Total Retention Part Sales Quantity Rank = (Quantity Sold Rank×50%)+(Tire Penetration Rank×50%)
 - Retention parts include the following TCMC product categories: Tires | Brake Pads | Batteries | Engine Air Filter | Cabin Air Filter/PCAF | Wipers | Chemicals |

Toyota Mechanical Part Sales Ranking

The ranking is based on two equally weighted criteria:

1. Net Toyota Mechanical Part Sales Dollar Ranking (50%)
 2. MPS Year-over-Year (YoY) Percentage Growth Ranking (50%)
- Total Toyota Mechanical Part Sales Rank = (Net Mechanical Sales Rank×50%)+(YoY Growth Rank×50%)

Customer Pay Repair Order Ranking

The ranking is based on two equally weighted criteria:

1. Total CPRO Ranking (50%)
 2. CPRO Year-over-Year (YoY) Percentage Growth Ranking (50%)
- Total CPRO Rank = (Total CPRO Count Rank ×50%)+(YoY Growth Rank×50%)

Toyota PPM Sales Rank

The ranking is based on two equally weighted criteria:

1. Total CPRO Ranking
 2. PPM Year-over-Year (YoY) Percentage Growth Ranking
- Total PPM Sales Rank = (Total PPM Sales Rank×50%)+(YoY Growth Rank×50%)

Service Bonus

- SmartPath Service demo or active enrollment
 - Increases Total Retention Part Sales Quantity rank by one spot

Service Incentive Scoring Examples

TCMC Retention Sales Ranking

Group	Dealership	TCMC Retention Sales Ranking			
Group 1	Tundra Toyota	Retention Sales Quantity Rank (50% weight)		Retention Sales YoY Growth% Rank (50% rank)	
		Quantity	Rank	% Growth	Rank
		368	52	5%	55
		$(0.5 \times 52) + (0.5 \times 55) =$			
		53.5			

Toyota Mechanical Part Sales Ranking

Group	Dealership	Toyota Mechanical Part Sales Ranking			
Group 1	Tundra Toyota	Net Mechanical Parts Sales Rank (50% weight)		Net Mechanical Parts Sales YoY Growth% Rank (50% rank)	
		Quantity	Rank	% Growth	Rank
		\$ 1,235,026	4	1%	33
		$(0.5 \times 4) + (0.5 \times 33) =$			
		18.5			

Total Program Qualifiers

- Parts - Wholesale marketing activity.
 - Creation of an Ad Builder or Aftermarket Comparison Sell Sheet
 - <https://toyotapartsandservicehub.com/ads-resources/ad-builder/>
- Service – Customer marketing activity.
 - During contest duration you must run a digital marketing campaign designed to drive CP traffic.
- All managers must register by 10/23/25 to be eligible to win
 - Website is 2025letsgotoyota.com

Total Program Tie Breaker

- Year to Date Net Parts Purchases dollar amount



Get ready for a sun-soaked escape to **Key West, Florida's** southernmost island paradise. Known for its turquoise waters, subtropical climate, and the only living coral reef in the United States, this island offers endless opportunities for adventure—whether you're diving, snorkeling, or strolling its stunning beaches. Colorful conch-style homes, the former residence of Ernest Hemingway, and centuries-old shipwreck treasures reveal a rich maritime history, while fresh seafood, live music, and the iconic Key Lime Pie showcase its vibrant culture.

Your home for this getaway is the legendary **Casa Marina Key West**, a historic landmark since the 1920s, now beautifully renovated to blend timeless charm with modern luxury. Set on the largest private beach in **Key West**, the resort offers island-inspired accommodations, locally crafted art, and dining that celebrates fresh, seasonal flavors. Lounge by the pool, enjoy thrilling water sports, or unwind by the fire pits with live music. Just minutes from lively Duval Street, **Casa Marina** provides the perfect balance of tropical retreat and easy access to the island's most memorable experiences.

Travel Dates: June 7 – 11, 2026 (Elite arrival: June 6)

The trip includes:

- Round-trip coach-class airfare for two
- Group arrival and departure transfers (private transfers for Elite Winners)
- Accommodations for four nights (five nights for Elite Winners)
- Evening events
- Choice of activities
- Food and beverage

June 24 – 28, 2026



Set sail on a magical voyage aboard the Disney **Fantasy**, departing from **Port Canaveral** for an unforgettable Caribbean adventure. This journey blends the wonder of Disney with the beauty of the tropics, visiting two extraordinary private islands. At **Disney Castaway Cay**, soak up the sun on pristine beaches, snorkel vibrant lagoons, and explore scenic trails—all with surprise visits from beloved Disney characters. Then discover **Lookout Cay at Lighthouse Point**, where turquoise waters, playful water areas, and an Arts & Cultural Pavilion celebrate the traditions and charm of the Bahamas—with a touch of Disney magic.

Onboard the **Disney Fantasy**, the enchantment continues with dazzling entertainment, imaginative kids' clubs, themed dining, and activities for all ages—from wild water coasters to miniature golf and evening fireworks at sea — plus serene adults-only escapes like the Quiet Cove Pool, sophisticated lounges, and the Senses Spa.

Travel Dates: June 24 – 28, 2025 (Elite arrival: June 23)

The trip includes:

- Round-trip coach-class airfare for four (two adults + two dependent children)
- Group arrival and departure transfers (private transfers for Elite Winners)
- Accommodations for four nights (five nights for Elite Winners)
- Evening events
- Choice of activities
- Food and beverage



Program Details and Qualifiers

- We reserve the right to amend the program details at any point during the program period.
- With this incentive program, Toyota Motor North America assumes that all vehicle service repairs will be offered and performed in accordance with Toyota specifications. Whenever a component is suggested or required to be repaired or replaced, the decision to repair or replace must be in the customer's best interest and at his or her choice given the options available.
- Substitutions and transfers are not allowed. There is no cash option as an alternative if a winner is unable or unwilling to attend the travel program.
- Participation in the Program by dealerships and participants, including Winning Personnel, is voluntary and does not create any partnership, joint venture, employment or contactor relationship between TMS (or the award fulfillment vendor, participating distributors, or any TMS parent, subsidiary or affiliate) and such dealerships and participants, including Winning Personnel. TMS does not issue any 1099's or any other tax documentation to dealerships or participants or Winning Personnel, nor does it report any tax or award information to the IRS relating to awards under the Program. Any reporting responsibility and any liability for federal, state or other taxes imposed on awards received in the campaign will be the responsibility of the dealerships and participants, including Winning Personnel, and not TMS, participating distributors, the Award Fulfillment Vendor, or any of their applicable parent, subsidiary or affiliated entities.
- For tax reporting purposes, the Dealer Principal and Winning Personnel for each Winning Dealership will receive information regarding the value of the award received at the end of the calendar year in which the award was received.
- Winner must be employed at the enrolled dealership during the 90-day qualifying period (October 1, 2025 – December 31, 2025). Winner must be an active-status employee in the primary position of Parts or Service Manager (in some cases, Parts & Service Director), as indicated on Staff Master at the time of the qualifying/incentive period and at the time of the award payout.
- Registered winners are confirmed once travel arrangements have been booked. Flights are non-refundable. Cancellations after flights have been confirmed cannot be transferred to another attendee nominee without TMNA program approval, AND the registered winner will receive information regarding the cost of the cancelled flight(s).

Please contact David Yingling or your DSPM for questions or assistance



David Yingling Jr.
Service & Parts Marketing Manager

Service Groups - 2025

 SERVICE GROUPINGS 		
Group	Winners Per Group	Dealership
Service Group 1	One Winner	46071 - Vancouver Toyota 36047 - Beaverton Toyota 46108 - Michael's Toyota of Bellevue 11001 - Peterson Toyota 11030 - Parker Toyota 46013 - Toyota of Olympia
Service Group 2	One Winner	46042 - Toyota of Puyallup 36049 - Capitol Toyota of Salem 36103 - Wilsonville Toyota 46101 - Toyota of Renton 46009 - Rodland Toyota 36106 - Toyota of Gladstone 46086 - Toyota of Seattle 36100 - Ron Tonkin Toyota 46109 - Swickard Toyota
Service Group 3	One Winner	46067 - Titus-Will Toyota 46087 - Heartland Toyota 46112 - Toyota of Tri-Cities 46003 - Doxon Toyota 46089 - Toyota of Kirkland 36096 - Kendall Toyota of Bend 25060 - Toyota of Bozeman 46076 - Burien Toyota 11035 - Teton Toyota 36079 - Lithia Toyota of Springfield 36097 - Toyota of Portland on Broadway 36085 - Kendall Toyota
Service Group 4	One Winner	36052 - Lithia Toyota 11036 - Edmark Toyota 50012 - Kendall Toyota of Anchorage 36102 - Gresham Toyota 46110 - Findlay Toyota Spokane 36099 - Grants Pass Toyota 46094 - Toyota of Lake City 25064 - Kalispell Toyota 36078 - Royal Moore Toyota 46078 - Foothills Toyota 46111 - Toyota of Bellingham 46104 - Marysville Toyota 46088 - Toyota of Tacoma 46095 - Bud Clary Toyota of Yakima
Service Group 5	One Winner	25066 - Lithia Toyota of Missoula 11028 - Rogers Toyota 36105 - Damian Lillard Toyota 11009 - Wills Toyota 25065 - Lithia Toyota of Billings 46080 - Town Toyota 36094 - Toyota of Corvallis 46092 - AutoNation Toyota Spokane Valley 46073 - I-5 Toyota 36095 - Rogers Toyota of Hermiston 36104 - Columbia Gorge Toyota 46093 - Dick Hannah Toyota 36107 - Coos Bay Toyota 36040 - Lum's Toyota 36084 - Hometown Toyota 11022 - Phil Meador Toyota 36108 - Albany Toyota 46061 - Wilder Toyota 36080 - Lithia Toyota of Klamath Falls 25068 - Toyota of Helena 46107 - Walla Walla Toyota 25056 - City Toyota 36082 - Clint Newell Toyota 46100 - Toyota of Pullman 50013 - Kendall Toyota of Fairbanks 46106 - Colville Toyota 36098 - Toyota of Newport 25067 - Butte Toyota 11011 - Stone's Town and Country Toyota 46081 - Five Star Toyota 46098 - Bud Clary Toyota of Moses Lake 50014 - Juneau Toyota




BONUS OPPORTUNITY GROUP

Group	Winners Per Group	Dealership
Bonus Group Dealership Participates in 2/3 programs including: 1. TPCO 2. TCCC 3. SmartPath Service	One Winner	25056 - CITY TOYOTA 11001 - PETERSON TOYOTA 36047 - BEAVERTON TOYOTA 36049 - CAPITOL TOYOTA OF SALEM 36107 - COOS BAY TOYOTA 36102 - GRESHAM TOYOTA 25064 - KALISPELL TOYOTA 25065 - LITHIA TOYOTA OF BILLINGS 46112 - TOYOTA OF TRI-CITIES 36040 - LUM'S TOYOTA 36078 - ROYAL MOORE TOYOTA 36106 - TOYOTA OF GLADSTONE 46013 - TOYOTA OF OLYMPIA 36105 - DAMIAN LILLARD TOYOTA

The Bonus Group was created exclusively for dealers who actively participate in our Toyota programs. This group offers a valuable second chance for those who may not have won in their primary incentive group, providing an additional opportunity to earn rewards. It's our way of recognizing and rewarding dealers who participate in two of three programs including SmartPath Service, TPCO, and TCCC.

Parts Groups - 2025

 PARTS GROUPINGS 		
Group	Winners Per Group	Dealership
Parts Group 1	One Winner	36049 - CAPITOL TOYOTA OF SALEM 46092 - AN TOYOTA SPOKANE VALLEY 46109 - SWICKARD TOYOTA 46108 - MICHAEL'S TOYOTA/BELLEVUE
Parts Group 2	One Winner	46071 - VANCOUVER TOYOTA 50012 - KENDALL TOYOTA ANCHORAGE 46067 - TITUS-WILL TOYOTA 46110 - FINDLAY TOYOTA SPOKANE 46042 - TOYOTA OF PUYALLUP 25060 - TOYOTA OF BOZEMAN 36047 - BEAVERTON TOYOTA
Parts Group 3	One Winner	11001 - PETERSON TOYOTA 11030 - PARKER TOYOTA 46086 - TOYOTA OF SEATTLE 36106 - TOYOTA OF GLADSTONE 11036 - EDMARK TOYOTA 46094 - TOYOTA OF LAKE CITY 36097 - TOYOTA/PRTLND ON BROADWAY 46101 - TOYOTA OF RENTON 36079 - LITHIA TOYOTA SPRINGFIELD 46089 - TOYOTA OF KIRKLAND
Parts Group 4	One Winner	46112 - TOYOTA OF TRI-CITIES 36085 - KENDALL TOYOTA 36052 - LITHIA TOYOTA 36096 - KENDALL TOYOTA OF BEND 46078 - FOOTHILLS TOYOTA 46003 - DOXON TOYOTA 46013 - TOYOTA OF OLYMPIA 36102 - GRESHAM TOYOTA 46087 - HEARTLAND TOYOTA 36100 - RON TONKIN TOYOTA 46076 - BURIEN TOYOTA 25064 - KALISPELL TOYOTA 46009 - RODLAND TOYOTA 46111 - TOYOTA OF BELLINGHAM 11035 - TETON TOYOTA
Parts Group 5	One Winner	46080 - TOWN TOYOTA 36103 - WILSONVILLE TOYOTA 11028 - ROGERS TOYOTA 46073 - I-5 TOYOTA 25065 - LITHIA TOYOTA OF BILLINGS 36099 - GRANTS PASS TOYOTA 36078 - ROYAL MOORE TOYOTA 11009 - WILLS TOYOTA 25066 - LITHIA TOYOTA OF MISSOULA 46104 - MARYSVILLE TOYOTA 36084 - HOMETOWN TOYOTA 36105 - DAMIAN LILLARD TOYOTA 46088 - TOYOTA OF TACOMA 46095 - TOYOTA OF YAKIMA 46093 - DICK HANNAH TOYOTA 36094 - TOYOTA OF CORVALLIS 36107 - COOS BAY TOYOTA 25056 - CITY TOYOTA 36040 - LUM'S TOYOTA 50013 - KENDALL TOYOTA FAIRBANKS 36108 - ALBANY TOYOTA 36104 - COLUMBIA GORGE TOYOTA 36095 - ROGERS TOYOTA/HERMISTON 46061 - WILDER TOYOTA 46107 - WALLA WALLA TOYOTA 36080 - LITHIA TOY/KLAMATH FALLS 25067 - BUTTE TOYOTA 25068 - TOYOTA OF HELENA 50014 - JUNEAU TOYOTA 36082 - CLINT NEWELL TOYOTA 46081 - FIVE STAR TOYOTA 11022 - PHIL MEADOR TOYOTA 46100 - TOYOTA OF PULLMAN 46106 - COLVILLE TOYOTA 36098 - TOYOTA OF NEWPORT 11011 - STONES TOWN & COUNTRY TOY 46098 - BUD CLARY TOY/MOSES LAKE

 BONUS OPPORTUNITY GROUP 		
Group	Winners Per Group	Dealership
Bonus Group	One Winner	25056 - CITY TOYOTA 11001 - PETERSON TOYOTA 36047 - BEAVERTON TOYOTA 36049 - CAPITOL TOYOTA OF SALEM 36107 - COOS BAY TOYOTA 36102 - GRESHAM TOYOTA 25064 - KALISPELL TOYOTA 25065 - LITHIA TOYOTA OF BILLINGS 46112 - TOYOTA OF TRI-CITIES 36040 - LUM'S TOYOTA 36078 - ROYAL MOORE TOYOTA 36106 - TOYOTA OF GLADSTONE 46013 - TOYOTA OF OLYMPIA 36105 - DAMIAN LILLARD TOYOTA

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