Genuine Toyota Windshields **NOW COST 40% LESS!**

The quality of an OEM part at an even more affordable price

Why Install **Genuine**?

The windshield is a vital safety feature of every vehicle. Choosing a Genuine Toyota Windshield for repair is the only way to ensure that your customers’ vehicle meets Toyota’s factory standards for fit, safety, reliability and quality.

Many new technologies built into Toyota vehicles are dependent on the windshield in order to function properly. Using a Genuine Toyota Windshield helps to ensure that the vehicle can operate seamlessly with these technologies.

**Genuine Toyota Windshields** are now at a 40% reduced price, and are backed by Toyota’s engineers and warranty.

Technology dependent on a Genuine Toyota Windshield

- Pre-Collision System
- Dynamic Radar Cruise Control
- Lane Departure Alert
- Rain Sensor
- Heads Up Display Projector
- Windshield Deicer Heating Element
- UV Protection
- Lamination for Optical Quality and Noise Reduction
OEM vs. Aftermarket—
Help Your Customers Understand the Difference!

- Aftermarket windshields have higher levels of residual stress and crack easier than OEM glass, meaning that they may need to be replaced more than once.*
- Some aftermarket glass parts don’t match in tolerance, thickness or shape of OEM auto glass parts, threatening the functionality and safety of your customer’s vehicle.
- Aftermarket glass can have a higher rate of leakage, wind noise, imprecise fits, solar performance and optical distortions.

Technology that interacts with and depends on a Genuine Toyota Windshield

<table>
<thead>
<tr>
<th>ITEM</th>
<th>FUNCTION</th>
<th>RELATIONSHIP TO OE WINDSHIELD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forward Recognition Camera</td>
<td>Watches objects in front of the vehicle and provides input to the following systems: • Pre-Collision System • Dynamic Radar Cruise Control • Lane Departure Alert</td>
<td>A mounting bracket and/or a specific area in the OE Windshield are designed to allow the camera clear “vision” to the area ahead of the vehicle required for proper system operation.</td>
</tr>
<tr>
<td>Rain Sensor</td>
<td>Detects the presence of raindrops on the windshield and sends signals to control wiper speed at optimal wipe timing.</td>
<td>Infrared rays emitted by the rain sensor LED are reflected by the OE windshield at varying rates depending on the absence or presence of rain.</td>
</tr>
<tr>
<td>Heads Up Display Projector</td>
<td>Projects vehicle information onto the windshield for a safer and more convenient view.</td>
<td>The OE Windshield has a wedge-shaped inner film with varying thickness between the layers of glass designed to clearly display vehicle information without double image.</td>
</tr>
<tr>
<td>Windshield Deicer Heating Element</td>
<td>Heats up windshield to help remove frost and ice where front wipers rest.</td>
<td>A heating element is integrated into the glass of the OE Windshield and the amount of element resistance is designed to operate properly with the electrical system.</td>
</tr>
<tr>
<td>UV Protection</td>
<td>Protects against harmful UV rays up to 100% in some models.</td>
<td>The OE Windshield contains integrated UV protection.</td>
</tr>
<tr>
<td>Acoustic Lamination</td>
<td>Reduces ambient noise inside of cabin for increased passenger comfort.</td>
<td>The OE Windshield integrates acoustic lamination between the different layers of glass.</td>
</tr>
</tbody>
</table>


Be sure to reiterate the importance of using a Genuine Toyota Windshield over aftermarket options and to communicate Toyota’s new competitive pricing program to your customers!