



BIG NEWS!

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.

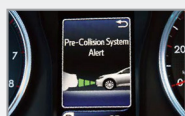
Many new technologies built into Toyota vehicles are dependent on the windshield in order to function properly. Using a Genuine Toyota Windshield helps to ensure that the vehicle can operate seamlessly with these technologies.



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



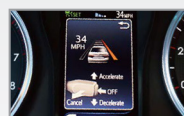
Technology dependent on a Genuine Toyota Windshield



PRE-COLLISION SYSTEM



DYNAMIC RADAR CRUISE CONTROL



LANE DEPARTURE ALERT



RAIN SENSOR



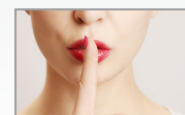
HEADS UP DISPLAY PROJECTOR



WINDSHIELD DEICER HEATING ELEMENT



UV PROTECTION



LAMINATION FOR OPTICAL QUALITY AND NOISE REDUCTION



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!

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

ITEM	FUNCTION	RELATIONSHIP TO OE WINDSHIELD
Forward Recognition Camera	Watches objects in front of the vehicle and provides input to the following systems: <ul style="list-style-type: none"> • Pre-Collision System • Dynamic Radar Cruise Control • Lane Departure Alert 	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.
Rain Sensor	Detects the presence of raindrops on the windshield and sends signals to control wiper speed at optimal wipe timing.	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.
Heads Up Display Projector	Projects vehicle information onto the windshield for a safer and more convenient view.	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.
Windshield Deicer Heating Element	Heats up windshield to help remove frost and ice where front wipers rest.	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.
UV Protection	Protects against harmful UV rays up to 100% in some models.	The OE Windshield contains integrated UV protection.
Acoustic Lamination	Reduces ambient noise inside of cabin for increased passenger comfort.	The OE Windshield integrates acoustic lamination between the different layers of glass.

*Campfield, Richard (2004). *Windshield Facts*. Washington, DC: The Center for Auto Safety.



WholesaleParts
Where the Pros Go for Genuine Toyota Parts