

# NEW PRICING ON TOYOTA GENUINE PARTS

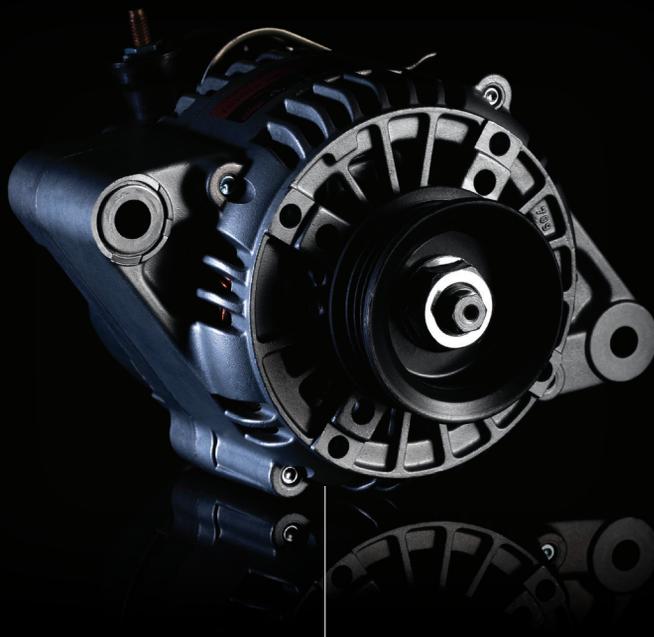
OVER 1,800 PART NUMBERS WITH EXCEPTIONAL QUALITY & COMPETITIVE PRICES

The right part at the right price is driving Toyota's new Competitive Parts Pricing Program. With price reductions as high as 50% in 16 replacement part categories, the program impacts over 1,800 part numbers! You can now choose Toyota Genuine Parts for most repairs at prices that compete with the aftermarket, helping to keep your customer's Toyota a Toyota.

## TOYOTA COMPETITIVE PARTS PRICING

Average Price Reductions

CATEGORY	% REDUCTION
Starter (OE w/o reman)	-51%
Alternator (OE w/o reman)	-50%
Serpentine Belts	-45%
Brake Caliper	-44%
A/C Compressor	-43%
Throttle Body	-31%
Steering Rack	-30%
Power Steering Reservoir	-25%
Air Flow Meter	-22%
Oxygen Sensor	-12%
Water Pump	-6%
Shock Absorber	-5%
Strut Assembly	-5%
Brake Rotors Front/Rear	-2%



### TOYOTA GENUINE ALTERNATORS — EFFICIENT, RELIABLE, UNCOMPROMISING

Toyota Genuine Alternators provide uncompromising quality, efficiency, and reliability. They're engineered and tested by Toyota specifically to handle the vehicle's electrical load. And, they're backed by our Toyota Genuine Warranty<sup>2</sup>, giving you the perfect blend of benefits you need to help increase your shop profitability.

**TOYOTA GENUINE ALTERNATORS  
STARTING AT \$417.59 MSRP<sup>1</sup>**

<sup>1</sup>Prices may vary according to model; prices are subject to change; check with your Toyota Dealer for the most current retail and commercial pricing.

<sup>2</sup>For complete details about Toyota's warranties, please refer to the applicable Warranty & Maintenance Guide or see your Toyota Dealer.



[CLICK HERE](#) for more information on Toyota Genuine Parts.

**TOYOTA GENUINE OXYGEN SENSORS —  
SUPERIOR PERFORMANCE AND LONGEVITY**

Toyota Genuine Oxygen Sensors are meticulously engineered and tested to match Toyota's requirements for emissions, fuel economy and drivability. For uncompromising performance and quality, choose Toyota Genuine Oxygen Sensors.

**TOYOTA GENUINE OXYGEN SENSORS  
STARTING AT \$129.99 MSRP<sup>1</sup>**



**TOYOTA GENUINE MASS AIR FLOW METER —  
THE ULTIMATE IN ACCURACY AND DURABILITY**

Toyota Genuine Mass Air Flow Meters are designed to provide accurate air inflow readings to the Toyota ECU. They are meticulously engineered and tested to match Toyota's requirements for emissions, fuel economy, drivability, and performance, offering the precision, durability, and quality you expect from Toyota Genuine Parts.

**TOYOTA GENUINE MASS AIR FLOW METER  
STARTING AT \$110.71 MSRP<sup>1</sup>**

**THE VALUE STORY**

You may ask, "Do these reduced-priced replacement parts offer the same fit, reliability, and performance as the original part?" The answer is YES! They are genuine replacement parts that match the same specs/quality as the previous original parts from the factory and are backed by the Toyota Genuine Warranty. The only change is the price. Now you can offer your customers the exceptional quality of their Toyota vehicle's part at a price competitive with the aftermarket.