

TOYOTA PARTS CENTER Retail Merchandising Guide



TOYOTA
Let's Go Places

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WHETHER YOU ARE BUILDING YOUR TPC FROM SCRATCH OR LOOKING FOR ADDITIONAL TIPS TO IMPROVE YOUR CURRENT STORE, this guide is designed to help you maximize your Toyota Parts Center's retail space. With the proper retail merchandising strategy, your store will deliver a better overall dealership experience for your customers and help boost customer retention.

Proper retail merchandising techniques can help you:

- Give customers a pleasant shopping experience that will encourage them to come back to your store
- Support customer retention by providing an outstanding brand experience

Your Toyota Parts Center has the potential to be an incredibly successful business. It has one primary business need already taken care of—foot traffic. With customers who are your brand advocates passing your store day in and day out, it just takes a little strategy and organization to turn your TPC into a source of revenue and customer retention.

Toyota is an incredibly strong brand and when you leverage the Toyota brand equity into your TPC, you will be aligned with what customers expect from a Toyota shopping experience. Now it's time to deliver.



Creating A “Shoppable” Retail Environment

The goal of your TPC should be to create a shoppable retail environment for your customers.

Shoppable—The easy and intuitive navigation of a retail environment; accomplished through a combination of store layout, product groupings, signage, and lighting. An environment with this quality is said to have “shoppability.”

Let’s get down to some shoppability basics. Most of your traffic is coming in with the singular purpose of either paying a repair bill or picking up a part. So make these areas easy to find by using clear signage.

Navigational cues to help a customer know what products you stock and where they are located also make your store more shoppable. Some of these cues can be the products themselves. Depending on layout and orientation of shelving, products can be visibly scanned on shelf or an end cap display can indicate types of products in any given aisle.

A great way to get ideas for creating a shoppable TPC environment is to “be a student of retail.” Anytime you go into a store note the layout, how products are displayed, and what gets your attention. There are lessons to be learned both in and out of the automotive category.



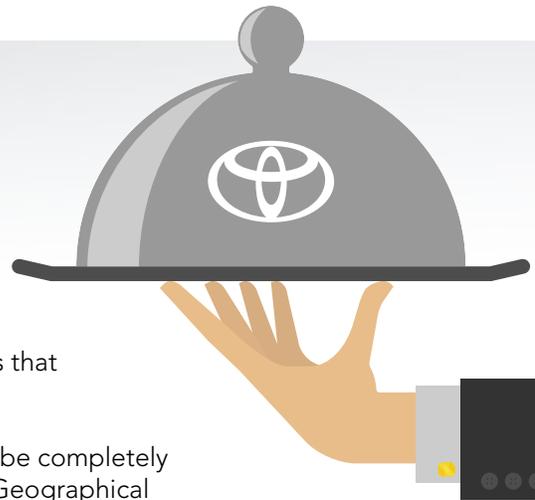
Catering to Your Customer

When thinking about the best way to merchandise and design your TPC, always come back to your customer.

Having an understanding of your customer and their motivations will help you create an environment that is easily relatable for them and makes them comfortable. This will also help you better stock and promote brands or items that your customer wants to purchase.

The products you stock and the way you display items may be completely different for a TPC in Florida versus one in Ohio or Maine. Geographical differences and regional interests all play a role in what your customer is looking for.

Offering products your customer wants and needs ties back to making your retail environment shoppable. When you tailor your product offerings to your customer, you make it easier for them to find and purchase what they are looking for. This shows your customer that you really care about them, which helps increase customer retention.



CONSIDER:

- WHO ARE MY CUSTOMERS?
- WHY ARE THEY COMING INTO MY TPC?
- WHAT CAN I OFFER THEM THAT NO ONE ELSE CAN?

Product Offerings

The products you stock in your TPC have a lot to do with your geography and the market your store is located in. There is the general merchandise that every store should stock, the automotive cleaning supplies, coolant, oil, filters, etc. But there are those accessories that will be influenced by the most popular vehicle models your dealership sells and the climate of your dealership's location.

This is where knowing your customer and catering to them comes into play. If your dealership is in Madison, Wisconsin, you'll probably be featuring snow chains and windshield deicer at some point during the year, along with presenting accessories that help customers get the most out of their vehicles, like custom wheels and interior space organizers.

Offering more options to your customer is not always better. If you offer too many options for the customer to pick from, the choice can sometimes be overwhelming. Your customers rely on you to be the expert and to provide them with a curated selection of what you consider to be the best products for their vehicles. This can help inspire trust in your customer and make the shopping experience more pleasant for them.



Store Layout

How your store is laid out and organized can have a direct impact on sales. Use your space wisely, allowing enough room for customers to navigate the aisles interacting with the product and each other.

Your store layout will be dictated by the size and configuration of the space and the types of products you want to display. There are a variety of ways to layout your store:

- The grid layout, preferred by grocery stores, channels customers up and down rows of aisles
- The loop layout has a central group of displays, and a square or circular pathway around it
- A free-flowing layout allows customers to move freely around displays and has a tendency to spur more impulse buys

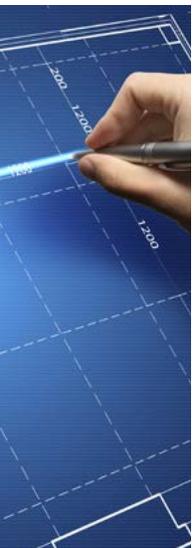
The best way to get a handle on maximizing your space is to draw a floorplan and sketch several different layouts for floor and wall shelving, under-counter and wall displays, and racks. There are a variety of shelving and display options, so explore whether a grid of long, linear shelves or multiple freestanding units best suits the space.

The layout of your store should include a focal point, a main visual that attracts attention upon entering the store and acts as a landmark as the customer walks through the aisles. This can be a sign, display or some other noticeable 3D or 2D visual that can be seen from most areas of the TPC.

Also consider the space needed for customers to look for and interact with products without encroaching on each other. For instance, imagine two customers passing each other or facing away from each other bending over to look at products on opposite shelves.

Another thing to think about when you layout your store is the percentage of space you devote to each category. Your top-selling products should have the most space in your TPC, while items that don't perform as well should be given less space.

If you have a smaller space and want to display larger items, like skid plates and wheels, this can be accomplished with a limited physical display supplemented by either catalogs or video.



Signage

Great signage drives traffic. Signage can help bring customers into your TPC and move them around the store. Effective signage is as important as store layout and the products you carry.

There are several different types of signage you'll have in your store:

- **Exterior**—entices customers to come into your store
- **Direction**—helps customers navigate around your store
- **Informational**—gives product feature/benefits and price
- **Persuasive**—encourages your customer to take action

Proper signage in your TPC is all about balance. You don't want to use too many signs, making the environment overwhelming, and you don't want to use too few signs, making it difficult for your customer to find what they are looking for.

Signage on your storefront or entrance should convey a compelling message, such as a 50% off sale or reminder of seasonal maintenance that should be performed.

Once inside the store, consider the primary information people will need to know if they have questions or want assistance. Be sure to make it apparent with signage where the parts counter and the cashier are located.

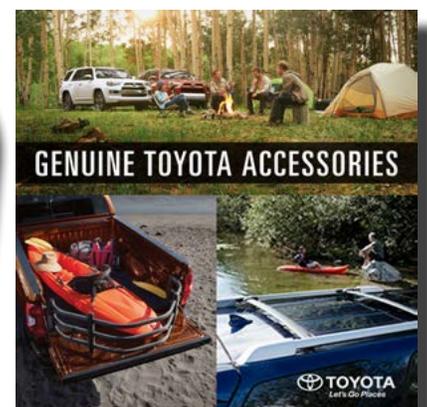
When choosing product signage, ask if the sign conveys a feature, a benefit or the price of the item. If the sign does not contain this type of information it is probably not necessary.

Continuity is important in your signage. When all of your signs look the same, it is easier for your customers to see them and figure out where they need to go. Also, for continuity's sake, position aisle signage consistently.

For Toyota branded advertisement materials, visit the Toyota Ad Planner at www.adplanner.toyota.com.



TOYOTA SIGHTLINE DISPLAY HEADER



29"X29" SHOWROOM POSTER [DEALER GRAPHICS]



GONDOLA HEADER INSERTS [DISPLAY WAREHOUSE]

Lighting

The purpose of lighting is to highlight the products you sell. High-quality lighting can boost a product's colors and contrast, showcasing the surface and textures of items like floor mats, wheels, hats, and clothing. Lighting can also create a specific mood in your store that makes customers feel comfortable, which in turn can encourage them to stay longer.



SOME LIGHTING BASICS:

- AVOID SPOT LIGHTING FROM DIRECTLY ABOVE A DISPLAY, IT WILL CAST DISTRACTING SHADOWS
- FINE-TUNE THE LIGHTING ANYTIME YOU CHANGE PRODUCTS IN A SPOT LIT DISPLAY
- REPLACE BURNED OUT BULBS
- LIGHTING SHOULDN'T FACE THE ENTRANCE OF YOUR STORE BECAUSE IT COULD SHINE DIRECTLY IN CUSTOMERS' EYES AS THEY WALK IN



Since humans are naturally drawn to light, lighting can be used strategically throughout your TPC to draw attention to your store, focus on a special or sale item, or direct the flow of traffic.

Let's look at the different types of lighting and the best way to put them to use:

Canned Lighting is the recessed lighting tucked up into the ceiling. When strategically placed and filled with a high-watt bulb, canned lights can also be used as spots for cashier stations or to focus on product displays.

Under Counter Display Lighting is lighting in glass cabinet displays and under some wall-mounted, stacked shelving. It helps to illuminate products that are in the shadow of the counter or shelf above.



Product Display

There is a fairly straightforward strategy to shelving and displaying products. The basic rule of thumb is to shelve complimentary products together. For instance, put oil, oil filters, oil filter wrenches, and funnels close together.

Products can be grouped on displays vertically or horizontally. The method you choose will depend on which products you want to place at the customer's eye level and what looks most aesthetically pleasing. Successful retailers often employ both techniques on a single display.

It may help you organize your store if you think about your products as being in one of two different categories:

- **Core products**—products that your business is built around and that everyone needs, such as car care and maintenance items
- **Lifestyle products**—additional products that are wonderful to have, but not necessary to your business such as travel mugs, t-shirts, and key chains

Each of these categories are merchandised differently and shouldn't be mixed together in your store. Core products should be easy to find and displayed in a straightforward manner. Lifestyle products are items that you are trying to entice people to buy. These items should be dressed up more and made to look more attractive to your customer. Place these items in spots reserved for impulse purchases or use them to draw customers into your store.

Keep all product displays in order and looking fully stocked. This means having someone regularly walk the aisles, and ideally restock sold product or at least straighten and pull product forward so it looks like a full display.

PRODUCT DISPLAY BASICS:

- KEEP SMALLER OR BEST SELLING ITEMS AT THE TOP OF THE DISPLAY
- LARGER ITEMS SHOULD BE PLACED AT THE BOTTOM OF THE DISPLAY
- CONSIDER ARRANGING LIKE ITEMS FROM LIGHTEST TO DARKEST
- TRY TO KEEP THE HEIGHT OR PRODUCTS IN A PLEASING ORDER



Product Display (cont.)



BALANCE



COLOR



ORGANIZATION

Here are some other tips to keep customers engaged and your space profitable:

Balance

- Each display should have a sense of balance. Sometimes shelving largest to smallest (or vice versa) doesn't look right. In these instances try putting the tallest product in the center with height descending to the left and right
- Avoid putting too many bulky items next to one another
- Put large, bulky items on the bottom shelves to ground the display
- Place the largest item in the display first, then surround it with products of similar size and density
- Use consistent shelf/fixture heights

Color

- Color can add depth, focus, and interest. Supplier or seasonal POP displays can add visual interest
- A product line with bold branding can become a focal point

Placement Height

- Place unpackaged or sample product at eye level (generally considered to be 5'3") with the actual packaged product right below it
- The same eye-level placement goes for your most profitable products and product information signage as well

Organization

- Use wider shelving and longer pegs to stock more items that move quickly
- A vertical rather than horizontal display will allow your customer to see a better variety of products at one time

Left to Right

- People are naturally predisposed to reading left to right, so it's natural to stock your shelves that way too. The order could be smallest to largest, or oriented for quality/pricing as good, better, best

Stocking Shelves

How and when you stock your shelves has great impact on a consumers' shopping experience and the overall shoppability of your TPC. By properly displaying the best products at the right time, you are letting your customer know that there is no reason to shop for their automotive products anywhere else because you have them covered.

Stock shelves regularly. Customers cannot buy product that isn't there or that they cannot find. Stocking is not solely restricted to restocking product that has been sold. Stocking also includes the frequent walk-throughs to tidy shelves and make sure all products are pulled forward with front labels facing forward. A stocking walk-through should be performed daily.



If you are featuring a display with special or sale items, it is critical to take stocking these areas seriously. You've made a promise that a certain product is available at a certain price. Be sure to pay particular attention to these displays to ensure they always have organized product and don't look like a war zone. Also, have plenty of stock on hand, or advertise/display that the offer is good only while supplies last.

Rotate Merchandise

Aside from the front of the store, which should have a new display quarterly, there are other opportunities to rotate products and infuse visual "newness" into your TPC. This newness or slight unfamiliarity will draw in the regular customer who may not need anything as well as drawing in the person who has passed by and never felt compelled to enter.

End caps are merchandise displays on the end of an aisle. They're a great way to add new visual dress to your store. It's best if the products relate to what's in that aisle, though they could be something pertaining to seasonal offerings or additional sale merchandise. The strategy is to get customers to explore the entire store, exposing them to as many



opportunities to buy as possible. This "desire to explore" can also be accomplished with a secondary sale area located in another part of the store.

By adding an additional sales merchandise area you also create a high-traffic area. This is a great opportunity to experiment with different products in and around the vicinity to increase impulse sales or move discontinued items.

If you are unable to rotate merchandise frequently, make sure you take time every quarter to walk through your TPC, dust your merchandise, and ensure that it is in a presentable condition.

Fixtures



⬆ Proper fixtures will allow you to maximize your space and showcase products in an enticing presentation. While some fixtures are designed for general use, specific use fixtures can add focus and texture to your TPC.

⬆ Consistency is important to the overall presentation of your store. All of your fixtures should have a uniform appearance. The pegs or shelving on the fixtures should be the same length.

⬆ Taking care of your fixtures can go a long way to making your products look good. Dirty or broken fixtures can deflate the perceived value of your products.

Customer Service

Customer service is the human aspect of your store. It's how your sales staff interacts with and treats your customers. This brings up one simple and very obvious fact: people prefer to do business with people they like.

Your customers have many choices for where to shop for their automotive needs. Many of these competing retailers have much more real estate stocked with many more products, both in types of product and depth of selection in those product types. Your TPC has to be on its "A" game at all times to compete, and exemplary customer service is a way to win.



A CUSTOMER WHO HAS A BAD RETAIL EXPERIENCE IS MUCH MORE LIKELY TO RECOUNT IT THAN ONE WHO HAS HAD A GOOD EXPERIENCE.

QUICK TIPS:

- GREET EVERY CUSTOMER IMMEDIATELY AS THEY ENTER THE TPC WITH A "HELLO," A SMILE, A NOD OR A WAVE; SOMETHING TO ACKNOWLEDGE THEIR PRESENCE
- CUSTOMER SERVICE ALSO APPLIES WHEN ANSWERING THE PHONE
- IF A CUSTOMER IS OBVIOUSLY LOOKING FOR SOMETHING, A BASIC "HOW CAN I HELP YOU" OR "CAN I HELP YOU FIND SOMETHING" WORKS GREAT
- STAY VISIBLE AND AVAILABLE
- ALL TPC STAFF SHOULD KNOW: WHERE PRODUCTS ARE LOCATED, BASIC PRODUCT KNOWLEDGE/FUNCTION, CUSTOMER ETIQUETTE, AND BASIC SALES TECHNIQUES
- A CUSTOMER IN FRONT OF YOU TAKES PRECEDENCE OVER ONE CALLING ON THE PHONE
- IF A CUSTOMER IS LOOKING FOR AN ITEM NOT IN STOCK, FIND IT. EVEN IF THE SALE GOES TO ANOTHER STORE OR YOU HAVE TO ORDER IT, THE IMPRESSION ON THAT CUSTOMER IS BIG

Digital Advertising

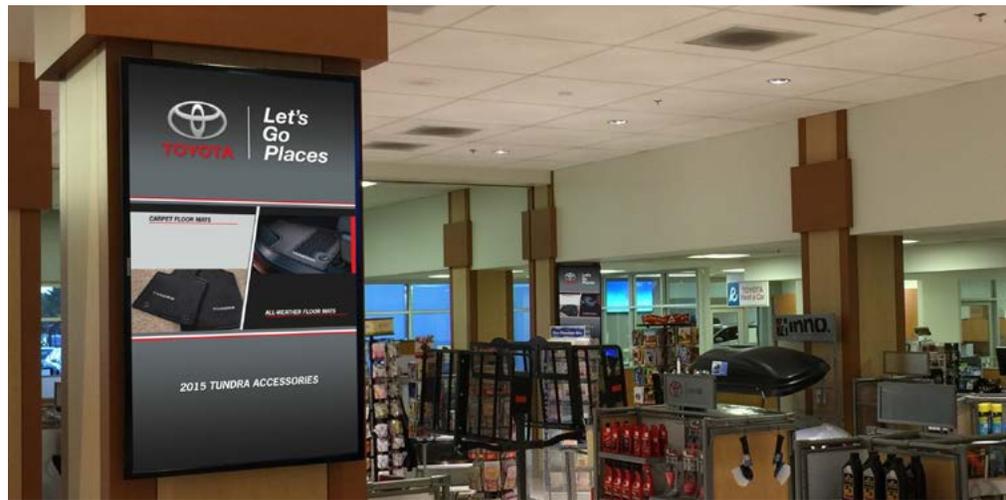


We love digital signage in our dealership. We know our customers are watching because customers are always asking about additional services that they have seen on our screens. And because my service advisors and parts employees see our service and parts specials all day long too, they are also more aware of our product offerings and as a result our service and accessory sales have increased across the board.”

—Dave Rodgers, Livermore Toyota

DIGITAL SIGNAGE STATS:

- 47% OF DIGITAL VIDEO VIEWERS RECALLED SEEING AN ADVERTISEMENT ON THE SCREEN
- 19% OF THOSE WHO SAW A DIGITAL ADVERTISEMENT HAVE MADE AN UNPLANNED PURCHASE AFTER SEEING AN ITEM FEATURED ON THE SCREEN
- CONSUMERS WHO VIEWED IN-STORE PROGRAMMING WERE 1.5 TIMES MORE LIKELY TO BUY THE PRODUCT



Digital signage is a great way to reach customers in your dealership with news, information, and advertising displayed in an engaging format. On average, your customers spend about an hour and a half in your service lounge resulting in a captive audience for digital advertising.

Digital displays can be a highly effective customer retention tool. They are a great way to push educational messages to your customers about the benefits of Genuine Toyota Parts and the value of coming back to your dealership for service.

Studies on digital advertising have shown that consumers who viewed in-store programming were 1.5 times more likely to buy the products advertised. And, dealer TV programming yields a significant increase in the recall of dealer-related information.

Strategically placing digital signage in high-traffic and customer waiting areas gives you a valuable marketing and communications tool that can be populated with dealership branded videos, OEM commercials, tech tips, and advertisements for parts, service, and products.

“With digital signage we can communicate to our customer that we do more than just sell cars. We do brakes, we do tires, we are involved in the community, etc. Why would we not want to speak to our customers while they are in our dealership? When you’re watching every dollar and measuring your advertising, digital signage is probably the least expensive way to advertise.”

—Carmine Colella, COO
Ed Morse Delray Toyota

“Not only do digital signage screens drive additional service and parts revenue, but they also make my service write-up area, parts area, service waiting lounge, and new car showroom come to life,”

—John L. Sullivan, Owner
Roseville Toyota

Customer Surveys

If you have a well-stocked, well laid out store, then underperforming sales can very well be a sign of flagging customer service. A customer survey is a relatively easy way to gauge your customer service performance. This can be as easy as asking post-purchase customers what they liked and disliked about their shopping experience.

Other survey methods can include a more formal approach with written questionnaires. The links to the survey can be distributed by email or printed on sales receipts. Thank customers with a coupon or car wash to show your appreciation and help bring them back into your store.

SOME TOPICS TO COVER WHEN COMPILING YOUR SURVEY:

- THE PERCEPTION OF THE BREADTH AND DEPTH OF PRODUCTS
- THE ASSESSMENT OF PRODUCT QUALITY AND VALUE
- THE ATTRACTIVENESS OF DISPLAYS AND MERCHANDISING
- THE EASE OF NAVIGATION (SHOPPABILITY)
- THE LEVEL OF SHOPPING CONVENIENCE
- THE AVAILABILITY OF PRODUCT INFORMATION
- THE FREQUENCY OF OUT OF STOCK ITEMS
- THE QUALITY OF SERVICE AND THE SPEED OF CHECKOUT
- THE FRIENDLINESS OF THE STAFF
- THE OVERALL ENJOYMENT OF THE SHOPPING EXPERIENCE
- SATISFACTION WITH THE PRODUCTS PURCHASED
- LIKELIHOOD OF RECOMMENDING THE STORE
- INTENTION TO RETURN IN THE FUTURE



Participating TPC Vendors

FIXTURES

Attractive fixtures can help create visual cohesiveness in your TPC and can help make the product you are displaying look enticing to your customer.

▪ Display Warehouse

SITE: www.displaywarehouse.net/
toyota
CONTACT: Dan Jacus
PHONE: 858.271.0492
800.842.5501

▪ Ideal Image

SITE: www.toyotaimage.com
CONTACT: Tom Walker
PHONE: 800.774.7617 ext. 1118

MERCHANDISE

Creating the right mix of products will entice new buyers and satisfy customers who already know what they are looking for.

▪ Associated Products

Associated Products Program
SITE: www.toyotaap.com
PHONE: 800.780.2402
EMAIL: dealerservicesgr@wd-wpp.com

▪ Cardinal Promotions

SITE: www.ToyotaProShop.com
PHONE: 800.435.4771
EMAIL: Information@cardpromo.com

▪ BI WORLDWIDE

SITE: Please see the link for Toyota Outfitters on Dealer Daily.
PHONE: 800.897.0825

DIGITAL ADVERTISING

Digital signage is an engaging, informative way to advertise in your dealership.

▪ Automotive Broadcasting Network

SITE: toyota.abnetwork.com
PHONE: 866.626.8226
EMAIL: sales@abnetwork.com

▪ GreenLoungeTV

SITE: www.greenlounge.tv
CONTACT: Joe Canon
PHONE: 623.225.9004
TOLL FREE: 877.972.5383

SIGNAGE

Consistent signage helps give your TPC a polished appearance and makes it easier for your customers to find what they are looking for.

EXTERIOR/DIRECTIONAL

▪ RGI Image Inc.

SITE: www.signs.rgiimage.com
CONTACT: Lee Sasser
PHONE: 402.496.0030
EMAIL: lsasser@rgiimage.com

INFORMATIONAL – WALLS/GONDOLAS

▪ Display Warehouse

SITE: www.displaywarehouse.net/toyota
CONTACT: Dan Jacus
PHONE: 858.271.0492
800.842.5501

29X29 IMAGE PANELS

▪ Dealer Graphics

SITE: www.dealergraphics.com
CONTACT: Bill Polkinghorn
PHONE: 412.999.6415
EMAIL: billp@viscoweb.com

MERCHANDISE: Outfitters

THIS DISPLAY FEATURES OUTFITTERS MERCHANDISE ON A DISPLAY WAREHOUSE FIXTURE.



1 The products you stock and the way you display items may be completely different depending on where you live. Geographical differences and regional interests all play a role in what your customer is looking for. For example, these shirts may be appropriate for California during the fall, but not for Ohio or Maine.

2 Lifestyle products are the additional products that are wonderful to have, but not necessary to your business. Lifestyle products are items that you are trying to entice people to buy. These items should be dressed up more and made to look more attractive to your customer.

MERCHANDISE: Outfitters

THIS DISPLAY FEATURES OUTFITTERS MERCHANDISE ON A DISPLAY WAREHOUSE FIXTURE.



1 Vertical merchandising is when you organize merchandise in a straight line, creating “stripes” from top to bottom. It works best when you have a large amount of stock with a small amount of SKUs.

2 Vertical merchandising is also a good way to display items on low or high shelves.

MERCHANDISE: TRD

THIS DISPLAY FEATURES TRD MERCHANDISE ON A DISPLAY WAREHOUSE FIXTURE.



1 Hanging clothing items allows your customer to really see what the items look like. Garments that are hanging sell three times faster than their folded counterparts.

2 Mannequins help your customers visualize what clothing items actually look like, draw customers to the display and can promote sales.

MERCHANDISE: Cardinal Promotions

THIS DISPLAY FEATURES MERCHANDISE FROM CARDINAL PROMOTIONS ON AN IDEAL IMAGE FIXTURE.



1 Focal points will attract customers. A mannequin sitting or standing, a tire or large item near a standing display may draw the customer to the display.

2 Color can add depth, focus, and interest to a display.

3 T-shirts should be stacked in columns of no more than 8 shirts to keep them presentable and prevent the stacks from toppling over.

MERCHANDISE: Cardinal Promotions

THIS DISPLAY FEATURES MERCHANDISE FROM CARDINAL PROMOTIONS ON AN IDEAL IMAGE FIXTURE.



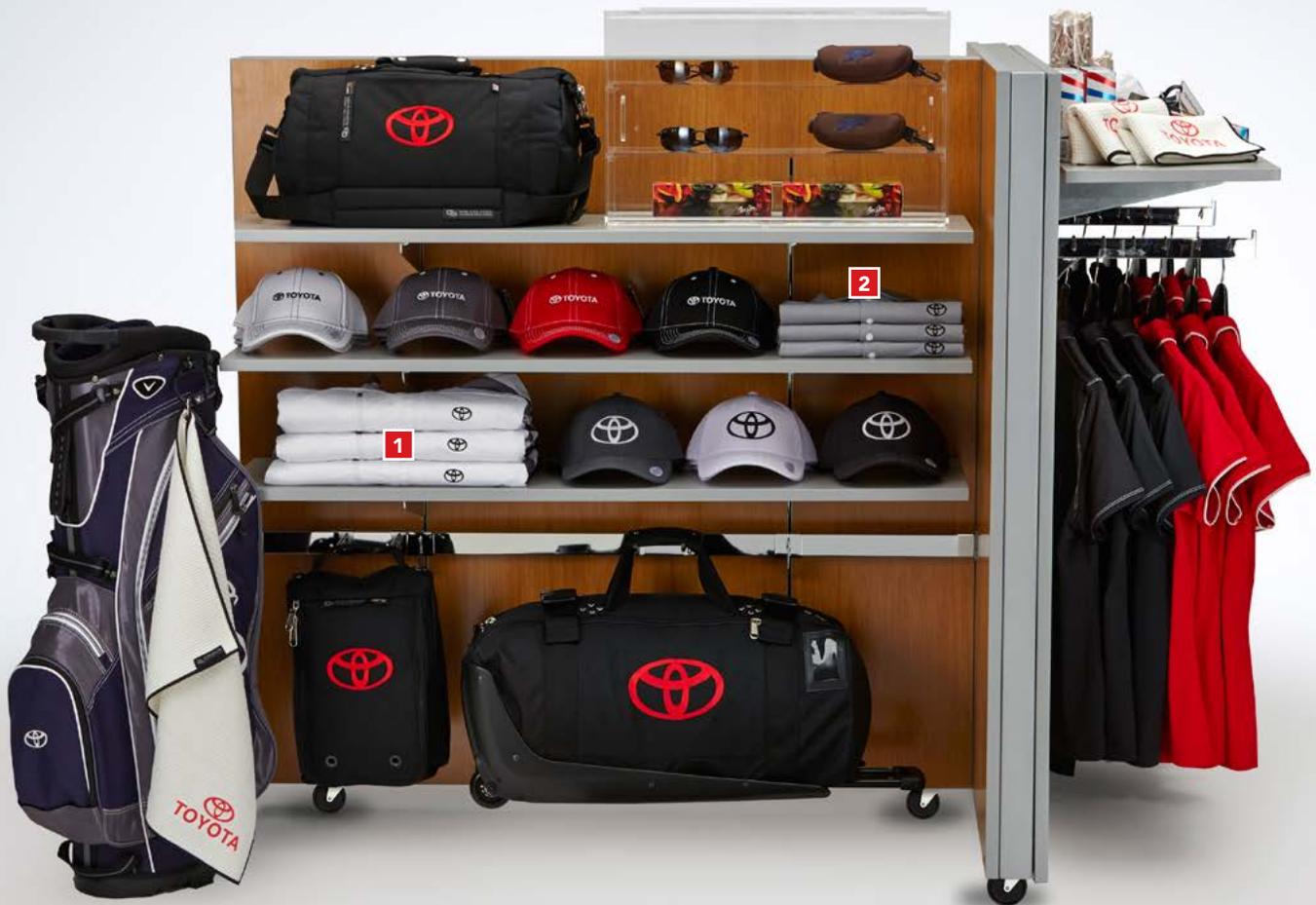
1 Consider what might appeal to your audience and get creative when deciding how to display lifestyle items. These golf ball tees are displayed in clear plastic tubes purchased from a hardware store.

2 Lifestyle products should be artfully displayed to attract the customer.

3 Hang merchandise so that the hook of the hanger forms a question mark. Most people are right handed and will reach for hanging items with their right hand. This will make it easier for them to pull items off racks.

MERCHANDISE: Cardinal Promotions

THIS DISPLAY FEATURES MERCHANDISE FROM CARDINAL PROMOTIONS ON AN IDEAL IMAGE FIXTURE.



1 Fold shirts so that logos are clearly displayed.

2 Folding with paper elevates the look of the product. View this video for a folding tutorial. To get all the garments the same width, you can use a clipboard as a template to fold around.

ASSOCIATED PRODUCTS: Branded

THIS DISPLAY FEATURES BRANDED ITEMS FROM ASSOCIATED PRODUCTS ON AN IDEAL IMAGE FIXTURE.



1 You can give consumers a focal point on displays by highlighting a unique item. This product stands out because it is centered on the display and surrounded by products of different size.

2 Vertical merchandising is when you organize merchandise in a straight line, creating "stripes" from top to bottom.

3 Avoid putting too many bulky items next to one another.

ASSOCIATED PRODUCTS: Lifestyle

THIS DISPLAY FEATURES LIFESTYLE ITEMS FROM ASSOCIATED PRODUCTS ON AN IDEAL IMAGE FIXTURE.



1 When displaying items like key chains, place similar materials together (plastic with plastic, metal with metal, etc.).

2 Items like plush toys, travel mugs and key chains are all lifestyle products and should be merchandised together.

ASSOCIATED PRODUCTS: Car Care

THIS DISPLAY FEATURES CAR CARE ITEMS FROM ASSOCIATED PRODUCTS ON AN IDEAL IMAGE FIXTURE.



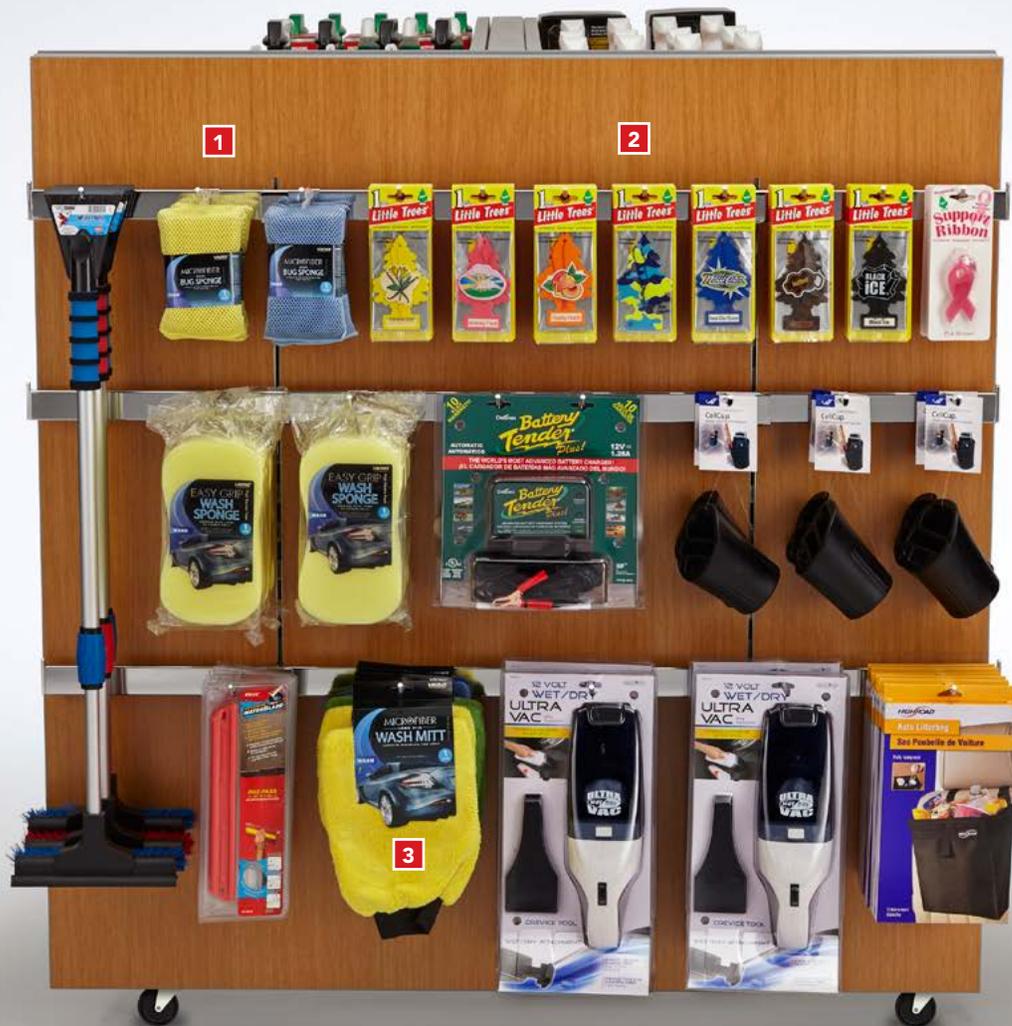
1 Placing complementary products next to one another can encourage sales. A customer might come in with the intention of buying car washing materials and then also purchase a headlight restorer kit.

2 Choose a mode of organization that works best for your products and customers—organize with exterior products on the top shelf, interior products on the middle shelf, and wheel care items on the bottom shelf—mimicking a car.

3 Grouping items of similar heights together helps your shelves look clean and organized.

ASSOCIATED PRODUCTS: Car Care

THIS DISPLAY FEATURES CAR CARE ITEMS FROM ASSOCIATED PRODUCTS ON AN IDEAL IMAGE FIXTURE.



1 For a professional, finished presentation, ensure all pegs are the same length.

2 If you have many similar items to display, try organizing them from lightest to darkest for maximum visual appeal.

3 Place smaller items at the top of the display and larger items at the bottom of the display.

ASSOCIATED PRODUCTS: Combination

THIS DISPLAY FEATURES A COMBINATION OF CAR CARE AND LOGOED ITEMS FROM ASSOCIATED PRODUCTS ON AN IDEAL IMAGE FIXTURE.



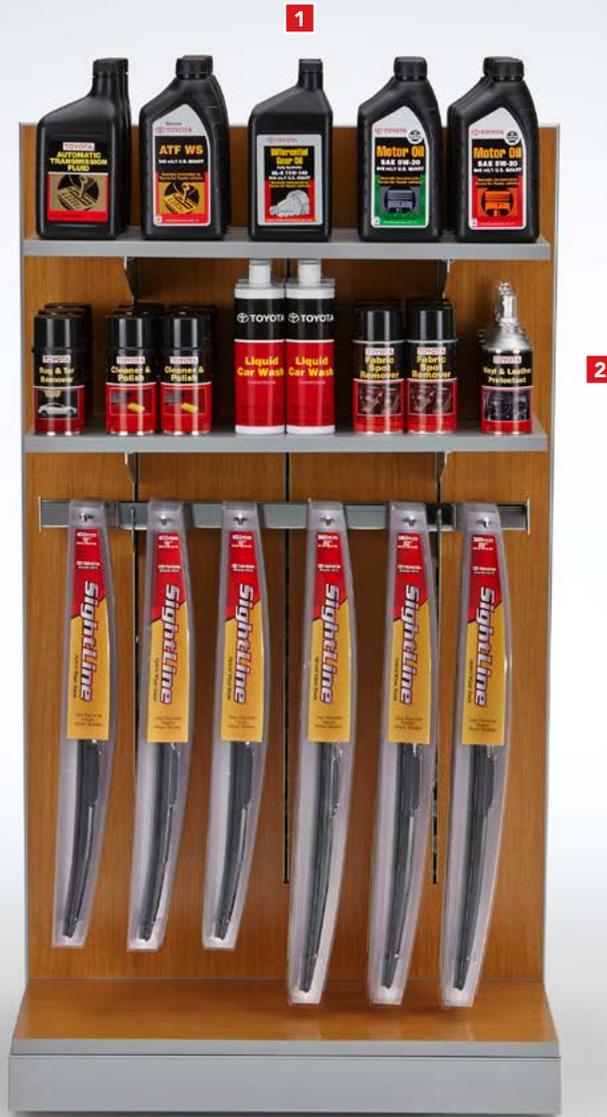
1 Place your most profitable products at eye level.

2 Horizontal merchandising is when products are displayed in rows from left to right creating horizontal stripes.

3 Horizontal merchandising works best when you have a lot of SKUs of similar products.

MAINTENANCE CARE: End Cap Display

THIS DISPLAY FEATURES TOYOTA MAINTENANCE CARE ITEMS ON AN IDEAL IMAGE FIXTURE.



1 Facing product is a technique in the retail industry used to create the look of a perfectly stocked shelf by pulling all of the products on a display or shelf to the front. This helps keep your store looking neat and organized.

2 Have someone regularly walk the aisles to reface, restock sold product, and align merchandise.

MAINTENANCE CARE: Large Display

THIS DISPLAY FEATURES TOYOTA MAINTENANCE CARE ITEMS ON A DISPLAY WAREHOUSE FIXTURE.



1 Core products are the products that your business is built around and that everyone needs, such as car care and maintenance items. They are what your consumer comes into your store to buy. They should be merchandised in a clear, straightforward way that makes them easy to find and purchase.

2 Place large items on your display first and build the rest of the display around these products.

MAINTENANCE CARE: Large Display

THIS DISPLAY FEATURES TOYOTA MAINTENANCE CARE ITEMS ON AN IDEAL IMAGE FIXTURE.



1 People are naturally predisposed to reading left to right so it's natural to stock your shelves that way too. The order could be smallest to largest, or oriented for quality/pricing as good, better, best.

2 Shelf complementary products together. For instance, put oil, oil filters, oil filter wrenches, and funnels close together.

3 Items that showcase your stock, like this tire, can help draw customers in and entice them to look at your products.

ACCESSORIES: Cargo Medium Display

THIS DISPLAY FEATURES CARGO ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE **PAGE 36**.



1 Place like items near each other to make it easier for your customers to find things.

2 Place large items at the bottom of the display to help ground it.

ACCESSORIES: Cargo End Cap Display

THIS DISPLAY FEATURES CARGO ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE [PAGE 37](#).



- 1** When like items are too large to place side-by-side, you can display them vertically to conserve space.

ACCESSORIES: Protection

THIS DISPLAY FEATURES PROTECTION ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE [PAGE 38](#).

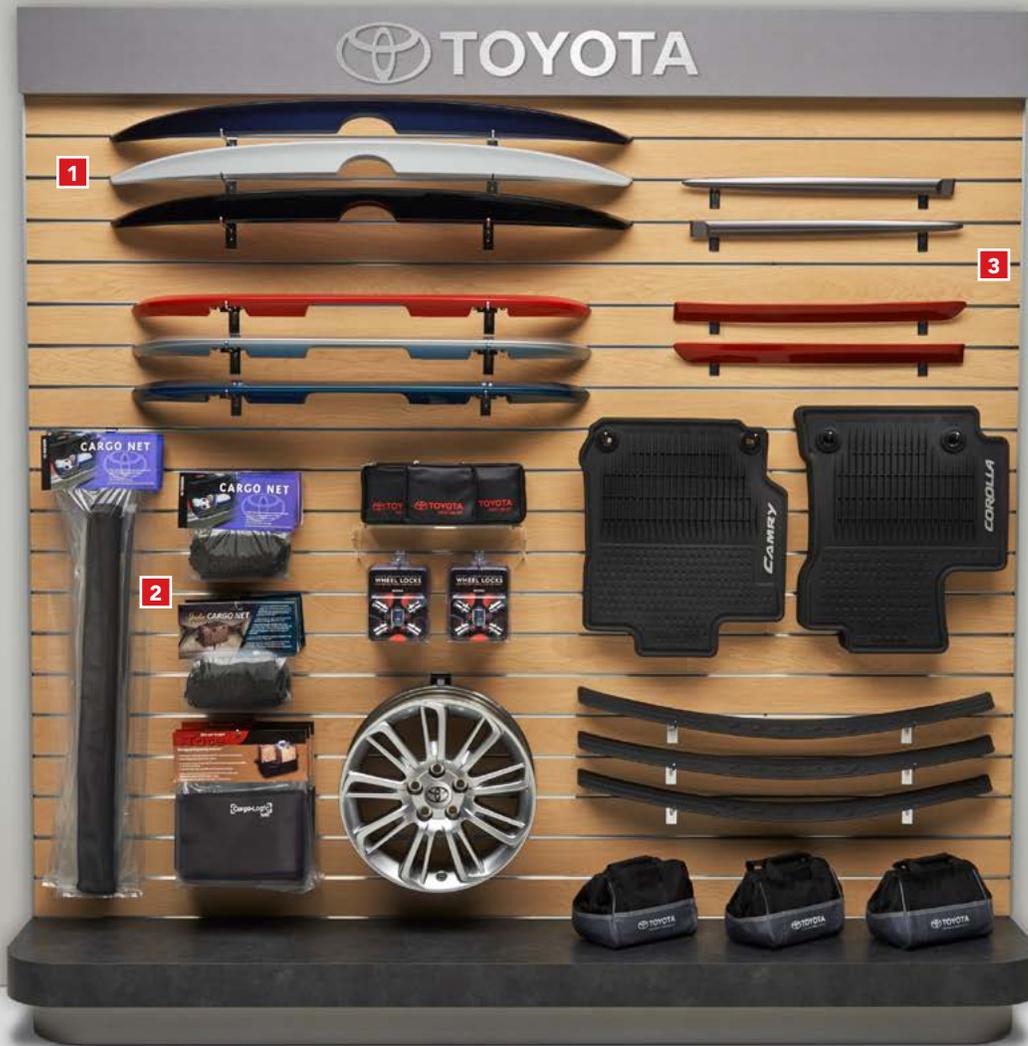


1 Make it easy for your customers to find what they are looking for by having consistent signage.

2 Since you can't display all floor mats for all of the vehicles you carry, instead display the floor mats that sell the best or floor mats for your most popular-selling vehicles.

ACCESSORIES: Cars

THIS DISPLAY FEATURES CAR ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE [PAGE 39](#).



1 When displaying similar items that are all darker colors, place a light or brightly colored item between them to help the display pop.

2 Always group multiple items of the same type together.

3 Place larger items that are for display purposes only higher on the display. Put items that customers will take off the display and purchase within easy reach.

ACCESSORIES: SUVs

THIS DISPLAY FEATURES SUV ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE **PAGE 40**.



1 Place the largest item on the display first then surround it with products of similar size and density.

2 High-quality lighting can boost a product's colors and contrast, showcasing the surface and textures of items like floor mats and step boards.

ACCESSORIES: Trucks

THIS DISPLAY FEATURES TRUCK ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE PAGE 41.



1 The product is the hero. Too much clutter distracts from the product and the sale.

2 Encourage the sale! Displaying packaged items out of the box lets customers touch and feel products, increasing the sale opportunity.

ACCESSORIES: TRD

THIS DISPLAY FEATURES TRD ACCESSORIES ON A DISPLAY WAREHOUSE FIXTURE. FOR A COMPLETE LIST OF PART NUMBERS FOR THIS DISPLAY, PLEASE SEE **PAGE 42**.



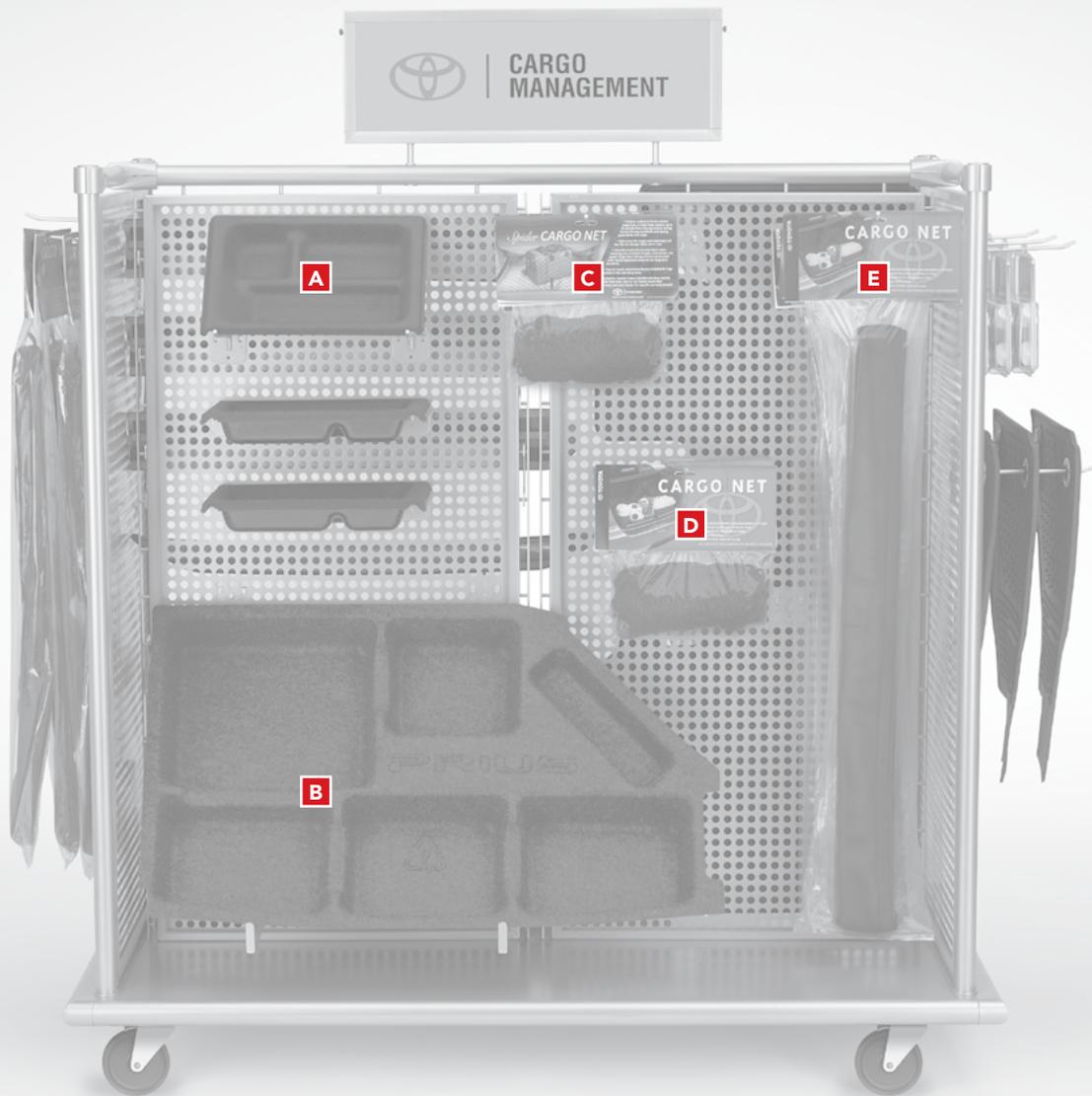
1 Lighting should be directed at your products in order to help showcase them.

2 When mounting heavy items on walls, place the mounting cleat directly over a screw for added support.

3 Items that are large or will appear "heavy" on the display, like the wheels pictured here, should be placed on opposite ends of the display to help achieve a sense of balance.

PART NUMBERS

ACCESSORIES: Cargo Medium Display



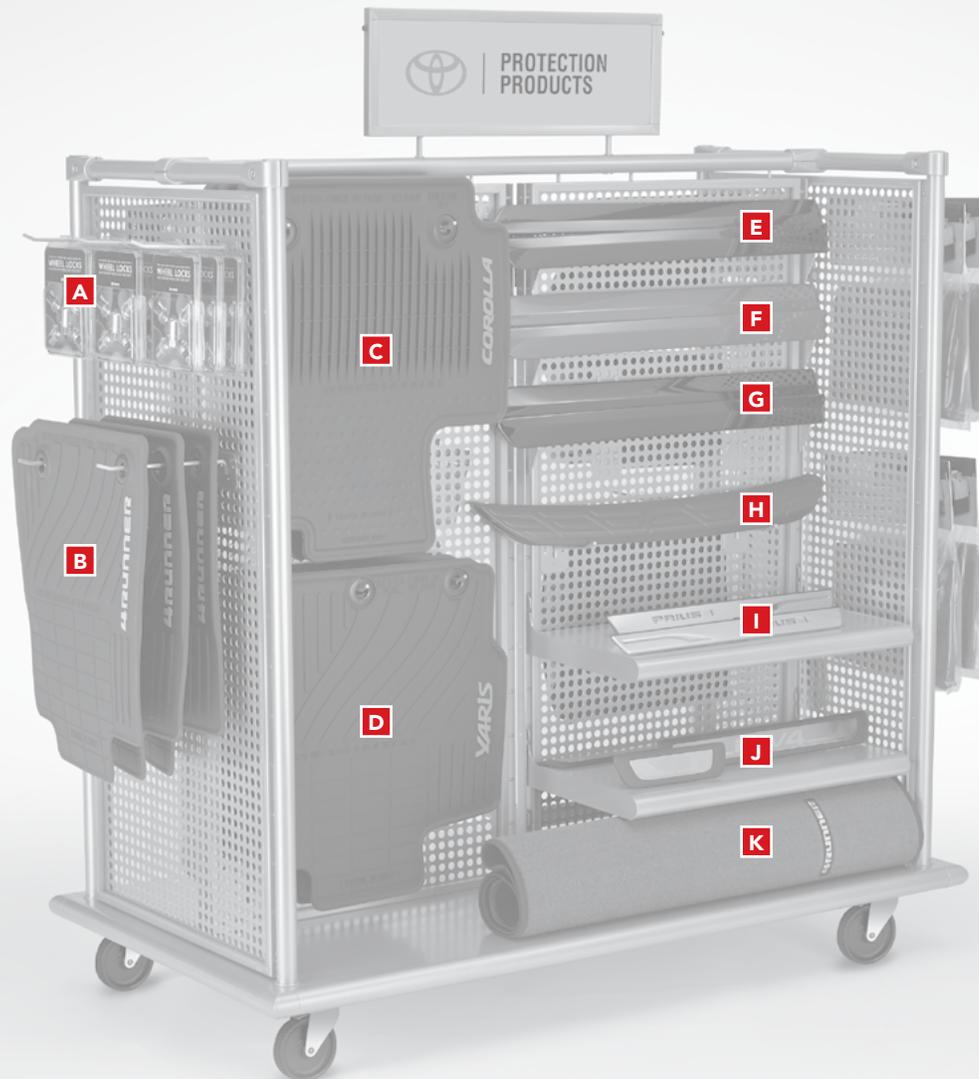
VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER		
A	TUNDRA	CENTER CONSOLE TRAY	PT924-34150-20	D	CAMRY, CAMRY HYBRID	HIDEAWAY CARGO NET	PT347-03120
B	PRIUS	CARGO ORGANIZER	PT924-47100	E	YARIS	CARGO NET - ENVELOPE	PT347-52110
C	VENZA	CARGO NET - SPIDER	PT347-00100				

PART NUMBERS
ACCESSORIES: Cargo End Cap Display


VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER
A ALL	CARGO TOTE	PT427-00120	B YARIS	CARGO NET - ENVELOPE	PT347-52110

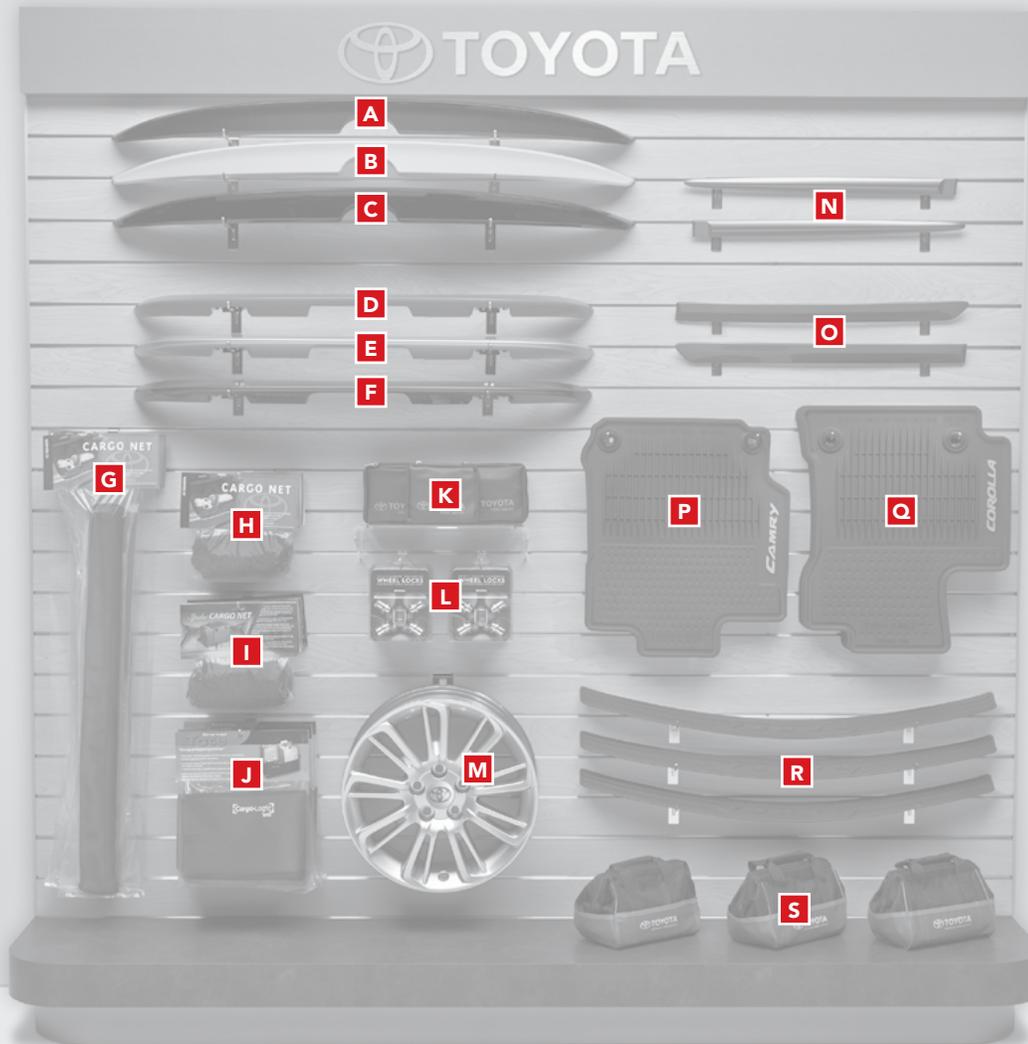
PART NUMBERS

ACCESSORIES: Protection



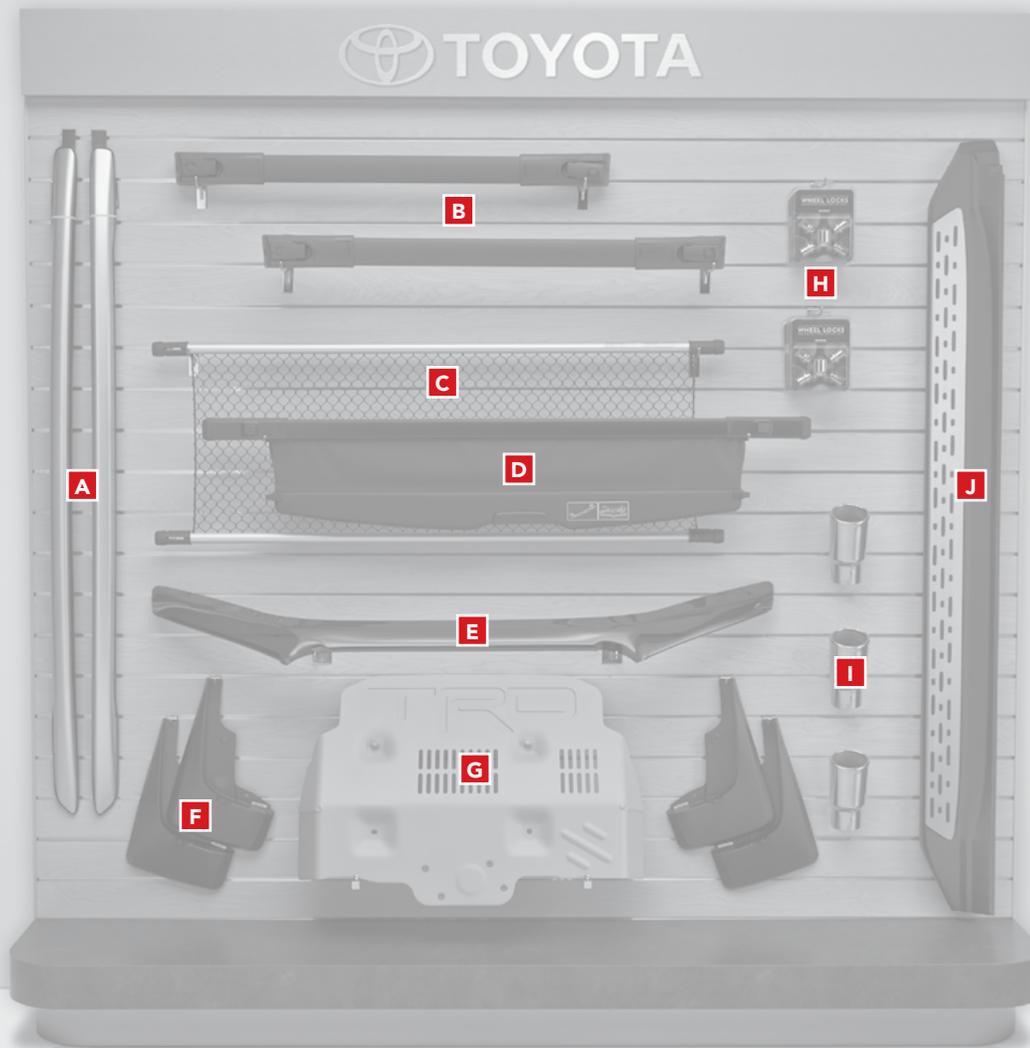
VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER
A	AVALON, CAMRY, COROLLA, HIGHLANDER, MIRAI, PRIUS c, PRIUS v, RAV4, VENZA, YARIS	ALLOY WHEEL LOCKS 00276-00900	F	COROLLA	BODY SIDE MOLDINGS (BARCELONA RED METALLIC 03R3) PT938-02140-03
B	4RUNNER	ALL-WEATHER FLOOR MATS 4-PC SET (ONLY 1 PC SHOWN) PT908-89130-20	G	COROLLA	BODY SIDE MOLDINGS (BLACK SAND PEARL 0209) PT938-02140-02
C	COROLLA	ALL-WEATHER FLOOR MATS 4-PC SET (ONLY 1 PC SHOWN) PT908-02142-20	H	COROLLA	REAR BUMPER PROTECTOR PT278-02140
D	YARIS	ALL-WEATHER FLOOR MATS 4-PC SET (ONLY 1 PC SHOWN) PT908-52150-20	I	PRIUS, PRIUS PLUG-IN	ILLUMINATED DOOR SILLS PT922-47110
E	COROLLA	BODY SIDE MOLDINGS (BLUE CRUSH METALLIC 08W7) PT938-02140-08	J	RAV 4	DOOR SILL ENHANCEMENTS PU060-42141-P1
			K	4RUNNER	CARPET CARGO MAT PT208-89002-20

PART NUMBERS ACCESSORIES: Cars



VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER
A	CAMRY	REAR SPOILER (PARISIAN NIGHT PEARL 08W6)	L	AVALON, CAMRY, COROLLA, HIGHLANDER, MIRAI, PRIUS c, PRIUS v, RAV4, VENZA, YARIS	ALLOY WHEEL LOCKS
B	CAMRY, CAMRY HYBRID	REAR SPOILER (SUPER WHITE 0040)	M	CAMRY	17-IN. LIQUID-METAL FINISH WHEEL
C	CAMRY, CAMRY HYBRID	REAR SPOILER (ATTITUDE BLACK 0218)	N	CAMRY, CAMRY HYBRID AVALON	BODY SIDE MOLDINGS (PREDAWN GRAY MICA 01H1)
D	YARIS	REAR SPOILER (ABSOLUTELY RED 03P0)	O	COROLLA	BODY SIDE MOLDINGS (BARCELONA RED METALLIC 03R3)
E	YARIS	REAR SPOILER (CLASSIC SILVER METALLIC 01F7)	P	CAMRY	ALL-WEATHER FLOOR MATS 4-PC SET (ONLY 1 PC SHOWN)
F	YARIS	REAR SPOILER (LAGOON BLUE 0788)	Q	COROLLA	ALL-WEATHER FLOOR MATS 4-PC SET (ONLY 1 PC SHOWN)
G	YARIS	CARGO NET - ENVELOPE	R	VENZA	REAR BUMPER PROTECTOR
H	CAMRY, CAMRY HYBRID	HIDEAWAY CARGO NET	S	ALL	EMERGENCY ASSISTANCE KIT
I	VENZA	CARGO NET - SPIDER			
J	ALL	CARGO TOTE			
K	ALL	FIRST AID KIT			

PART NUMBERS ACCESSORIES: SUVs

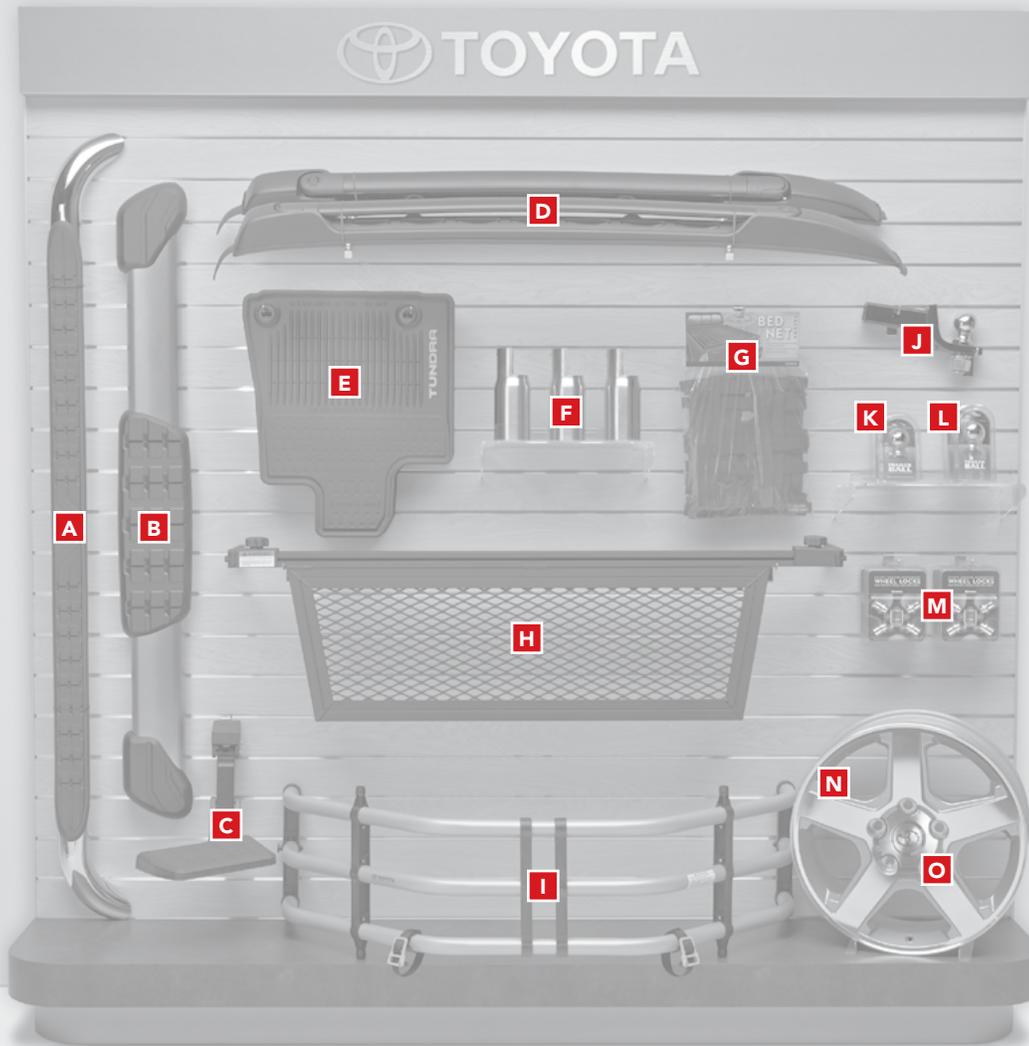


VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER		
A	VENZA	ROOF RAILS WITH CROSS BARS (ONLY ROOF RAILS PICTURED)	PT278-0T130	G	FJ CRUISER	TRD STAMPED ALUMINUM FRONT SKID PLATE	PT938-00140
B	RAV4	ROOF RACK CROSS BARS*	PT278-42130	H	AVALON, CAMRY, COROLLA, HIGHLANDER, MIRAI, PRIUS c, PRIUS v, RAV4, VENZA, YARIS	ALLOY WHEEL LOCKS	00276-00900
C	RAV4	CARGO NET HAMMOCK	PT731-42100	I	4RUNNER	EXHAUST TIP	PT932-89100
D	HIGHLANDER, HIGHLANDER HYBRID	CARGO AREA COVER	PT731-48140	J	HIGHLANDER, HIGHLANDER HYBRID	RUNNING BOARDS	PT938-48140
E	4RUNNER	HOOD PROTECTOR	PT427-89100				
F	4RUNNER	MUDGUARDS 4-PC SET	PT769-89110				

* Roof rails required on select models. Roof rails part number: PT278-42131

PART NUMBERS

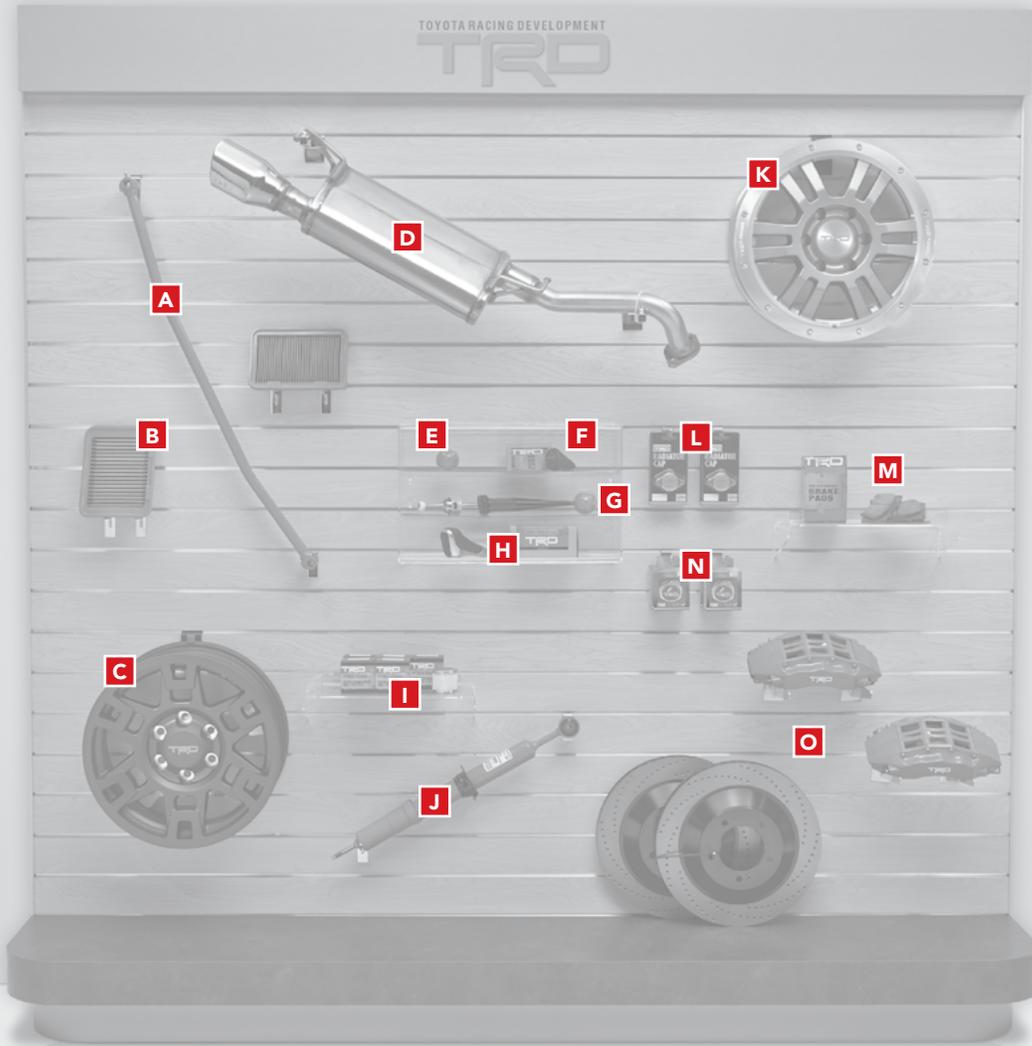
ACCESSORIES: Trucks



VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER		
A	TUNDRA	TUBE STEPS - DOUBLE CAB	PT212-3407C-31	J	TACOMA	BALL MOUNT	PT228-00950
B	TUNDRA	BRUSHED STAINLESS STEEL STEP BOARDS - REGULAR CAB	PT212-3407B	K	TUNDRA, SEQUOIA, HIGHLANDER	TRAILER BALL (2" BALL DIAMETER)	PT791-00844
C	TACOMA	BEDSTEP®	PT392-35100	L	TUNDRA	TRAILER BALL (2 5/16" BALL DIAMETER)	PT791-00850
D	TACOMA	ROOF RACK	PT278-35130	M	AVALON, CAMRY, COROLLA, HIGHLANDER, MIRAI, PRIUS c, PRIUS v, RAV4, VENZA, YARIS	ALLOY WHEEL LOCKS	00276-00900
E	TUNDRA	ALL-WEATHER FLOOR MATS 2-PC SET (ONLY 1-PC SHOWN)	PT908-34141-20	N	TUNDRA	20-IN. MACHINED STAR 5-SPOKE ALLOY WHEEL*	PT758-34090
F	TACOMA	EXHAUST TIP	PT18A-35090	O	TUNDRA	20-IN. MACHINED STAR 5-SPOKE ALLOY WHEEL CENTER CAP	PT385-34090-CC
G	TACOMA	BED NET - SHORT BED	PT347-35051				
H	TACOMA	CARGO DIVIDER	PT767-35051				
I	TACOMA	BED EXTENDER	PT392-35120				

* This wheel does not come with a center cap. Center caps must be ordered separately.

PART NUMBERS ACCESSORIES: TRD



VEHICLE(S)	ACCESSORY	PART NUMBER	VEHICLE(S)	ACCESSORY	PART NUMBER		
A	COROLLA	TRD SWAY BAR	PTR11-12080	J	TUNDRA	TRD PERFORMANCE SHOCKS	PTR13-34070
B	COROLLA	TRD PERFORMANCE AIR FILTER	PTR43-00072	K	4RUNNER	TRD 17-IN. FORGED OFF-ROAD BEADLOCK STYLE WHEEL	PTR45-35010
C	4RUNNER	TRD 17-IN. MATTE BLACK ALLOY WHEEL	PTR20-35110-BK	L	TUNDRA, SEQUOIA, 4RUNNER, TACOMA	TRD RADIATOR CAP	PTR04-00000-03
D	COROLLA	TRD PERFORMANCE EXHAUST SYSTEM	PTR06-02140	M	TACOMA	TRD PERFORMANCE BRAKE PADS	PTR09-89111
E	TACOMA	TRD SHIFT KNOB (M/T)	PTR26-35060	N	TUNDRA, SEQUOIA, 4RUNNER, TACOMA	TRD OIL CAP	PTR04-12108-02
F	TACOMA	TRD SHIFT KNOB (A/T)	PTR51-00110	O	TUNDRA, SEQUOIA	TRD HIGH-PERFORMANCE BRAKE KIT	PTR09-34070
G	TACOMA	TRD QUICKSHIFTER	PTR04-35052				
H	TUNDRA	TRD SHIFT KNOB (A/T)	PTR57-34140				
I	COROLLA	TRD PERFORMANCE OIL FILTER	PTR43-52090				