PROGRAM RULES

Goal
Lexus will recognize the efforts of its dealer organization to provide world-class customer service and achieve service and parts operations performance goals.

Program Dates
January 2, 2017, through March 31, 2017

Eligible Participants
One Service Manager and one Parts Manager from each Lexus dealership must be enrolled in the program contest by January 13, 2017, for the dealership to compete as a team and earn a travel award within a designated dealership competition grouping.

Enrollment
To enroll, each manager must go to the Lexus ENCOMPASS portal to complete the enrollment form. Please note that only one family trip and one couples trip are allotted per winning dealership. Therefore, prior to enrollment, the Service Manager and Parts Manager must decide who will enroll for the family trip and who will enroll for the couples trip.

Program Scoring – Qualifier/Tiebreakers
To qualify for the contest, enrolled dealerships must meet a minimum score of 92.0 percent for the Lexus Service Survey Elite Index (rolling index for the entire program period). Tiebreakers will be determined at each Area’s discretion.

<table>
<thead>
<tr>
<th>Contest 5K-Mile Completion Rate % Scoring Criteria (Service)</th>
<th>Measurement</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>5K-Mile Completion Rate % (001050, 001075, 00105L)</td>
<td>Points range; monthly points</td>
<td>20%</td>
</tr>
<tr>
<td>10K-Mile Completion Rate % (00110F, 001100)</td>
<td>Points range; monthly points</td>
<td>20%</td>
</tr>
<tr>
<td>Customer Pay RO Count (4400, 4407)</td>
<td>Points range; monthly points</td>
<td>30%</td>
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<tr>
<td>(financial statement: current month vs. same month prior year)</td>
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<tr>
<td>Lexus Service Survey Overall Satisfaction Index</td>
<td>Points range; monthly points</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contest Scoring Criteria (Parts)</th>
<th>Measurement</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lexus Tire Center Program</td>
<td>Meets/Exceeds target; monthly points</td>
<td>30%</td>
</tr>
<tr>
<td>Parts Purchases – not including warranty, SSC, and Returns (current month vs. same month prior year)</td>
<td>Points range; monthly points</td>
<td>20%</td>
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<tr>
<td>Customer Mechanical RO Parts and Accessory Sales (4700, 4707) (financial statement: current month vs. same month prior year)</td>
<td>Points range; monthly points</td>
<td>30%</td>
</tr>
<tr>
<td>Wholesale Parts and Accessory Sales (4750, 4767) (financial statement: current month vs. same month prior year)</td>
<td>Points range; monthly points</td>
<td>20%</td>
</tr>
<tr>
<td>Bonus Points</td>
<td>Measurement</td>
<td>Points Possible</td>
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<tr>
<td>----------------------------------------------------------------------------</td>
<td>-----------------------------------------------------</td>
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<tr>
<td><strong>Inactive-Customer Campaign</strong> - Campaign must be initiated outside of regular ENGAGE inactive communications.</td>
<td>Points for completing one inactive campaign (validated by DSPM); awarded once</td>
<td>20 points</td>
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<tr>
<td>• One inactive campaign (mail or email) must be completed during the Crown Jewel program period, January 2–March 31, 2017.</td>
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<tr>
<td>• Campaign must specifically target inactive Lexus vehicles with no service visits within the last 12 months.</td>
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<tr>
<td>• Service Smarts for Retention (SSR) is the required source for the customer list.</td>
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<tr>
<td>• The customer list must have a minimum of 200 customer VINs. (Questions? Contact your DSPM.)</td>
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<tr>
<td>• If Peak Performance is not the business partner used to fulfill this inactive campaign, dealer must provide confirmation information.*</td>
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<tr>
<td><strong>Lexus Owner Welcome Event</strong></td>
<td>Points for one hosted event (validated by DSPM); awarded once</td>
<td>10 points</td>
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<tr>
<td>Must be completed between January 2 and March 26, 2017.</td>
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<td>See your DSPM for details.</td>
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<tr>
<td><strong>Lexus Difference Products</strong></td>
<td>Points awarded once</td>
<td>10 points</td>
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<tr>
<td>Purchase** the items below and feature the products in men’s and women’s dealership restrooms:</td>
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<tr>
<td>• Kiehl’s Starter Kit (12 soaps and 6 lotions)</td>
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<tr>
<td>• Four @Aroma Reed Diffusers</td>
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<td><strong>Orders placed previously through the Material Distribution Center (MDC) will qualify for bonus points.</strong></td>
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<tr>
<td><strong>Wiper Blade Purchases</strong></td>
<td>50 blades/month = 10 points/month</td>
<td>45 points maximum</td>
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<tr>
<td>• Purchase 50 blades during each month of the program: January, February, and March 2017</td>
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<tr>
<td>• Opt-in to post wiper blade special on dealership Service or Specials page during the program period: January through March 2017</td>
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<td>Special/Coupon = 5 points/month</td>
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<tr>
<td><strong>Service-Connect Alerts</strong></td>
<td>≥ 50% = 5 points/month</td>
<td>15 points maximum</td>
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<td>DSPMs will conduct a monthly evaluation to determine dealership effectiveness in actively updating Service-Connect Maintenance Alerts on the Service Lane Portal tracker. A minimum of 50% lead management is required to qualify for monthly bonus points.</td>
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</table>

*The following information must be forwarded to your DSPM as validation if Peak Performance is not used to fulfill the inactive campaign:
• Dealer name/number
• Date sent
• Campaign type
• Customer selection (i.e., customers with last visit dates between 12 and 18 months)
• Creative sample
• Campaign summary, confirmation, or affidavit with creative sample
• Final mail count

Official Reports
Performance scores are calculated based on month-end data from the prior month. Preliminary monthly scores are calculated and posted on the Crown Jewel website during the second week of the month. Final monthly scores are calculated and posted during the third week of the month. For specific scoring details, please visit the 2017 Lexus Crown Jewel program website, accessible via the Lexus ENCOMPASS portal.

Program Awards

Lexus Western Area
The two top-performing dealer teams in each of Crown Jewel Dealer Groups 1, 2, 3, and 4 will each be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

The one top-performing dealer team in each of Crown Jewel Dealer Groups 5 and 6 will be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

Lexus Central Area
The two top-performing dealer teams in each of Crown Jewel Dealer Groups 1 and 2 will each be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

The one top-performing dealer team in each of Crown Jewel Dealer Groups 3, 4, and 5 will be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

Lexus Eastern Area
The one top-performing dealer team in each Crown Jewel Dealer Group will be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

The second-place performing dealer team overall from Crown Jewel Dealer Groups 1, 2, and 3 collectively and the second-place performing dealer team overall from Crown Jewel Dealer Groups 4, 5, 6, and 7 collectively will each be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

Lexus Southern Area
The three top-performing dealer teams in Crown Jewel Dealer Group 1 will each be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

The two top-performing dealer teams in each of Crown Jewel Dealer Groups 2, 3, and 4 will each be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

The one top-performing dealer team in Crown Jewel Dealer Group 5 will be awarded two trips:
• One family trip (two adults, two children) to:
  The Reef Atlantis, Paradise Island, Bahamas: June 22-26, 2017
• One couples trip to:
  Palace Luzern, Lucerne, Switzerland: July 17-22, 2017

Terms and Conditions
Winning Service Managers and Parts Managers must be employed by the winning dealership during the entire program period through the time the award is distributed.

Winning Service Managers, Parts Managers, and their guests must execute a “Liability Release and Photography Release Agreement” provided by Lexus to receive the program award and participate in the family or couples trip.

Lexus reserves the right at any time to disqualify or otherwise declare ineligible any dealership, including any Dealer Principal, General Manager, Dealership Manager or employee, which in Lexus’ sole discretion fails to adhere to any term of the Lexus Dealer Agreement or these program rules or the goals of this program. All questions regarding the proper application or interpretation of program rules will be subject to final determination by Lexus, a division of Toyota Motor Sales, U.S.A., Inc., in its sole discretion. Lexus reserves the right to modify or cancel any part of or this entire program at any time, with or without notice.
Substitution and Transferability
Travel awards cannot be redeemed or exchanged for cash. Such awards are not transferable, nor may they be exchanged for other awards, alternative travel dates, etc. No exceptions will be made, nor will provisions be made for award winners unable to travel on the planned operational dates. Points earned during the program are for the purpose of comparing service performance only; they have no redeemable or intrinsic value.

Questions
All questions pertaining to the Lexus Crown Jewel event should be directed to the Area District Service and Parts Manager.

Tax Status
The travel award (including airfare, hotel, food, activities, and transportation) has a current estimated fair market value of $11,590.52 (Bahamas family) and $8,999.92 (Lucerne couples). All liability, including reporting applicable federal, state, and local taxes on behalf of the recipient, is the sole responsibility of the dealership.

Responsibility
Toyota Motor Sales, U.S.A., Inc., and its parents, subsidiaries, and affiliated companies maintain no control over the personnel, equipment or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel, restaurant, or other person or entity furnishing services, products, or accommodations as part of the trip, because all of these suppliers are independent contractors. Toyota Motor Sales, U.S.A., Inc., and its parents, subsidiaries, and affiliated companies shall not be liable for injury, damage, loss, expense, accident, delay, inconvenience, or irregularity that may be caused or contributed to (1) by any wrongful, negligent, or unauthorized act or omission on the part of any of these suppliers, or their agents, servants, employees, or independent contractors; (2) by any defect in or failure of any vehicle, equipment, instrumentality, service, product, or accommodation that is owned, operated, furnished, or otherwise used by any of these suppliers; (3) by any wrongful, negligent, or unauthorized act or omission on the part of any other person or entity not under the direct control of Toyota Motor Sales, U.S.A., Inc.; or (4) by any other cause, condition, or event whatsoever beyond the control of Toyota Motor Sales, U.S.A., Inc.

During the trip, participants may have the opportunity to participate in various optional activities, such as tours, excursions, and side trips. Toyota Motor Sales, U.S.A., Inc., and its parents, subsidiaries, and affiliated companies shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience, or irregularity arising out of or relating to said participation.

Privacy
Before further using the sites, you should review our privacy policy at the Lexus ENCOMPASS portal for an explanation of our collection and use of personal information, and our tracking and targeting of your actions on and/or through the sites, because you will be bound by the terms of such privacy policy, which is incorporated herein by reference.