

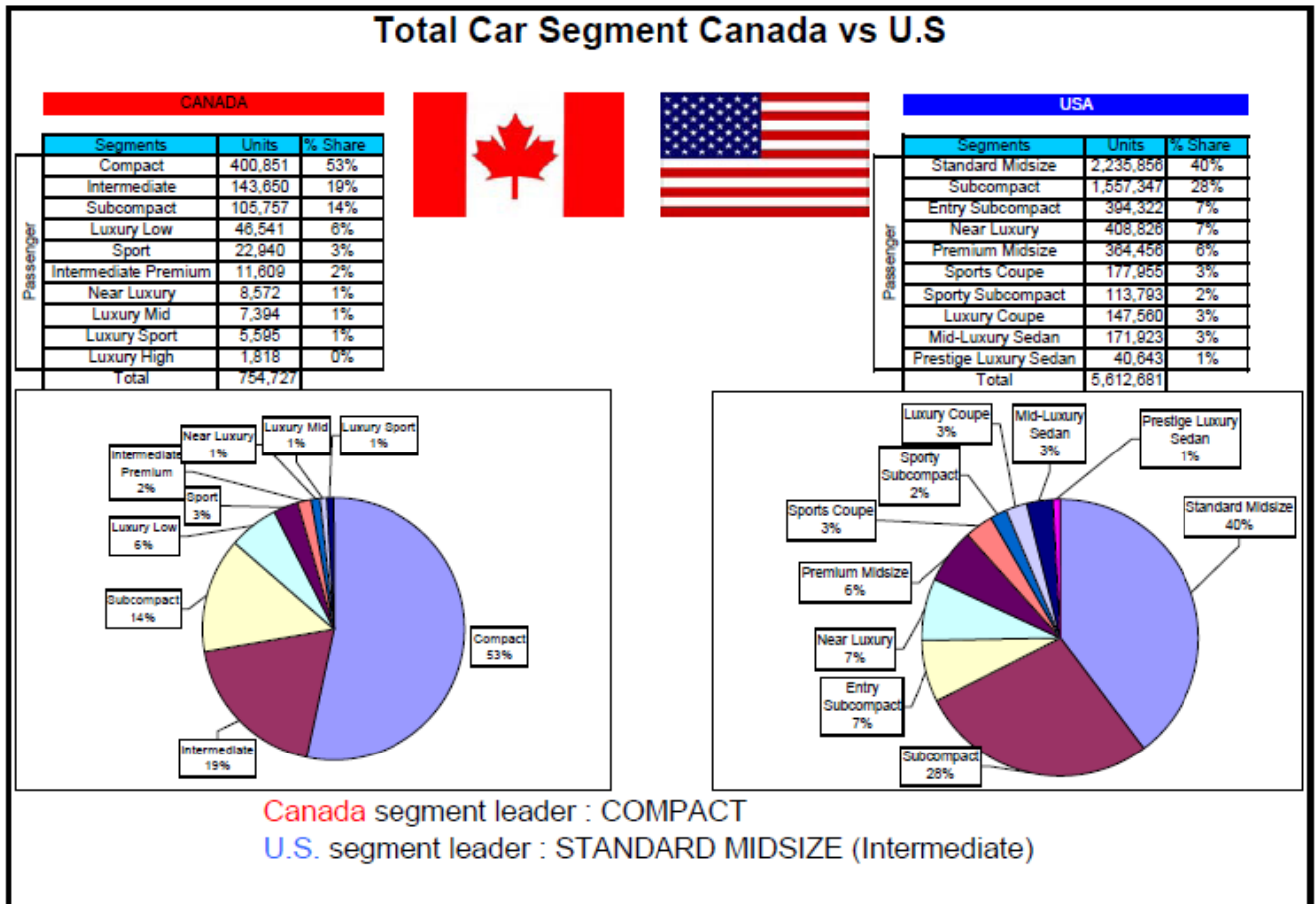
## Product Differentiation – between Canada and U.S.

### 2 Documents:

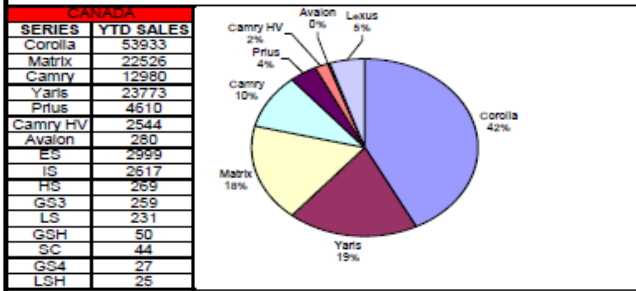
1. Illustration of segment and sales differences between Canada and U.S. and specification differences

- Largest segment in Canada = Compact passenger car market
- Largest segment in U.S. = Intermediate passenger car market
- Best selling Toyota in Canada = Corolla
- Best selling Toyota in U.S. = Camry
- Specification differences shown in how many weather related items are standard in Canada and optional in U.S.

2. Land Cruiser nameplate vehicles sold in Canada and U.S. are very different vehicles



## TCI vs TMS Sales



Toyota **Canada's** best selling vehicle:

**COROLLA**

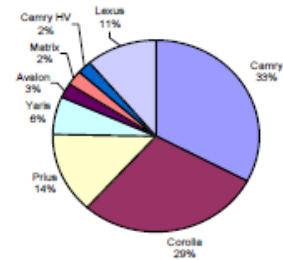


Toyota **U.S** 's best selling vehicle:

**CAMRY**



USA	
SERIES	YTD SALES
Camry	333948
Corolla	294562
Prius	139682
Yaris	63743
Avalon	26888
Matrix	25109
Camry HV	22876
ES	48485
IS	38077
LS	11334
GS3	6725
HS	6699
SC	720
GSH	469
LSH	258
GS4	236



## Canadian vs U.S. differences



### 1) Specification differences

Equipment on Corolla		
	CANADA	U.S.
Rear seat heater duct	Standard	Optional
Heated side view mirrors	Standard	Optional
Block heater	Standard in Prairie	Optional
Heavy duty Radiator	Standard in Prairie	Optional
Thicker oil pan	Standard in Prairie	Optional

www.toyota.com

"All weather Guard Package" in U.S.



- Heavy-duty heater
- Rear heater duct
- Anti-chipping tape
- Power heated side view mirrors

### 2) Demographic differences

CANADA		USA	
Corolla		Corolla	
Most Important Reason For Choice		Most Important Reason For Choice	
Value For The Money	22.6%	Gas Mileage (Fuel Economy)	15.2%
Reliability/Dependability	19.0%	Reliability (Dependability)	13.9%
Fuel Economy	12.0%	Value For The Money	10.6%
Manufacturer's Reputation	14.0%	Price or Deal Offered	7.0%
Price/Cost to Buy	7.8%	Overall Quality Of Vehicle	5.4%
Most Seriously Considered:		Most Seriously Considered:	
No Other Considered	40.1%	No Other Considered	39.5%
(Compact) Honda Civic	15.6%	(Compact) Honda Civic	14.2%
(Compact) Honda Civic	4.5%	(Intermediate) Toyota Camry	4.4%
(Compact) Mazda Mazda3	2.9%	(Intermediate) Honda Accord	3.9%
(Compact) Hyundai Elantra	2.7%	(Compact) Ford Focus	2.8%
Respondent Age (Detail)		Respondent Age (Detail)	
Mean / Weighted Average	54.73	Mean / Weighted Average	51.63

## Product Differentiation – Canada vs. US

### 1. Land Cruiser Sold in US



### 2. Land Cruiser Sold in Canada

