Logo - S&S + Impossible

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| **TV: :30**  **CLIENT: UNY TDA**  **CAMPAIGN: DEAR WINTER**  **PRELIM 1/29 (REF ISCI: TYFM3493H)** | **TITLE: FEB/PRES DAY/UNY/NFL/DEAR WINTER/TRUCKS/SUV/RAV4 Lease + KBB**  **JOB #: 415TDAUNT41700**  **ISCI CODES: TYFU4188H** |

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| AUDIO | VISUALS | TITLES/SUPERS |
| **SFX:** Upbeat music  **V.O.:**  Dear Winter,  We’re coming.  Our squad of vehicles…  With All-Wheel Drive  And Four-Wheel Drive  Is ready to take you on.  Safety’s the name of our game.  Bundle Up,  Toyota  **OFFER (:07)**  Get Presidents Day savings on a 2024 RAV4 all-wheel drive, with Kelley Blue Book Best Resale Value.  Find yours at Toyota.com.  Toyota. Let’s Go Places. | TUNDRA 4WD, TACOMA 4WD, 4RUNNER, RAV4 AWD, HIGHLANDER AWD, VENZA, COROLLA CROSS AWD  ART CARD:  2024 RAV4 TRD Off Road  TOYOTA/NFL LOGO | DISCL: Prototypes shown with options. Extra-cost colors shown. Off-roading is inherently dangerous. Abusive use may result in bodily harm or vehicle damage. Wear seatbelts at all times and do not allow passengers in cargo area. Cargo and load capacity limited by weight and distribution. Always properly secure cargo and cargo area. Professional driver on closed course. Do Not Attempt. Vehicles shown with some accessories not available from Toyota. Do not overload your vehicle. See Owner’s Manual for weight limits and restrictions. 2024 Tacoma i-Force Max not available until spring 2024.  SUPER: DEAR WINTER,  Subsuper: Grand Highlander  Subsuper: All-New Tacoma  Subsuper: Tundra  SUPER: 22 Vehicles with AWD & 4WD  SUPER: Bundle up  SUPER: Toyota  SUPER: New 2024 RAV4 LE AWD  SUPER: Lease $329 mo./36 mos./ $3,999 due at signing, plus taxes and fees  SUPER: Presidents Day Logo  SUBSUPER: RAV4 TRD Off Road Shown  Super: 2023 KBB Best Resale Value Logo  Subsuper: Offer ends 3/4. Toyota Has The Best Resale Value Of All Brands for 2023 According to Kelley Blue Book’s KBB.com  DISCL: Prototype shown with options. Security deposit waived. 8-speed Automatic. $350 disposition fee due at lease end. On approved credit from Toyota Financial Services for Tier 1+ customers only. Call 1.800.79.TOYOTA for lease details. Pricing of other Toyota SUVs will vary from offer shown above.  Offers may vary by region. See participating dealer for details. Offers end 3/4/24. Vehicle’s projected resale value is specific to the 2023 model year. For more information, visit Kelley Blue Book’s KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.  FIND YOURS TOYOTA.COM |