

# THE SHOWROOM

GYT Website Recommendation



# Objective



**Drive more sales from GYT.ca by  
prioritizing the customer experience to  
deliver the best business results**

# Our priorities


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**Create a  
seamless  
experience with  
Toyota.ca**

**Make it easy for  
users to find  
what they're  
looking for  
(dealer info/ quick  
offer details)**

**Drive to  
dealership or  
test drive**


# Today's Goal



**Review initial GYT.ca high-fidelity UX designs and provide feedback to inform final plans**

# Considerations



- 
- This is **NOT** final artwork, design, or copy
  - We're looking for feedback on functionality, structure, and user flow
  - Content strategy for the site will be developed in a separate work stream

# What we're sharing

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# Homepage

# Current State

ONTARIO  
TOYOTA  
DEALERS

Real people.  
Great cars.

HOME

PARTS AND SERVICE

LEGAL

MODELS

CONNECT WITH A DEALER



It's  
back!

Search by Postal Code

SEARCH



2019 RAV4 FWD LE

For the Adventurer.



ALL-IN PRICE

**\$29,944**

Includes freight and fees. HST extra. Your local Dealer may charge additional fees of up to \$1,221. Charges may vary by Dealer.Ω

ALL-IN LEASE

**\$91<sup>†</sup> @ 5.99%<sub>APR</sub>**

weekly for 60 months with \$0 down payment. Includes freight and fees. HST extra.

CLICK TO EXPLORE

See Offer Legal

2019 COROLLA LE

Like you've never seen before.



ALL-IN PRICE

**\$22,994**

Includes freight and fees. HST extra. Your local Dealer may charge additional fees of up to \$1,221. Charges may vary by Dealer.Ω

ALL-IN LEASE

**\$60<sup>†</sup> @ 0.99%<sub>APR</sub>**

weekly for 60 months with \$0 down payment. Includes freight and fees. HST extra.

CLICK TO EXPLORE

See Offer Legal

2019 CAMRY LE

North America's Best Selling Car



ALL-IN PRICE

**\$28,374**

Includes freight and fees. HST extra. Your local Dealer may charge additional fees of up to \$1,221. Charges may vary by Dealer.Ω

ALL-IN LEASE

**\$86<sup>†</sup> @ 3.99%<sub>APR</sub>**

weekly for 60 months with \$0 down payment. Includes freight and fees. HST extra.

CLICK TO EXPLORE

See Offer Legal

2019 TACOMA 4X4 ACCESS  
CAB SR5

Ready for whatever.



ALL-IN PRICE

**\$39,794**

Includes freight and fees. HST extra. Your local Dealer may charge additional fees of up to \$1,221. Charges may vary by Dealer.Ω

ALL-IN LEASE

**\$106<sup>†</sup> @ 4.49%<sub>APR</sub>**

weekly for 60 months with \$0 down payment. Includes freight and fees. HST extra.

CLICK TO EXPLORE

See Offer Legal



# Desktop Homepage

Cleaner design

Easier to navigate

Aesthetically consistent with Toyota.ca

Update to Toyota.ca logo

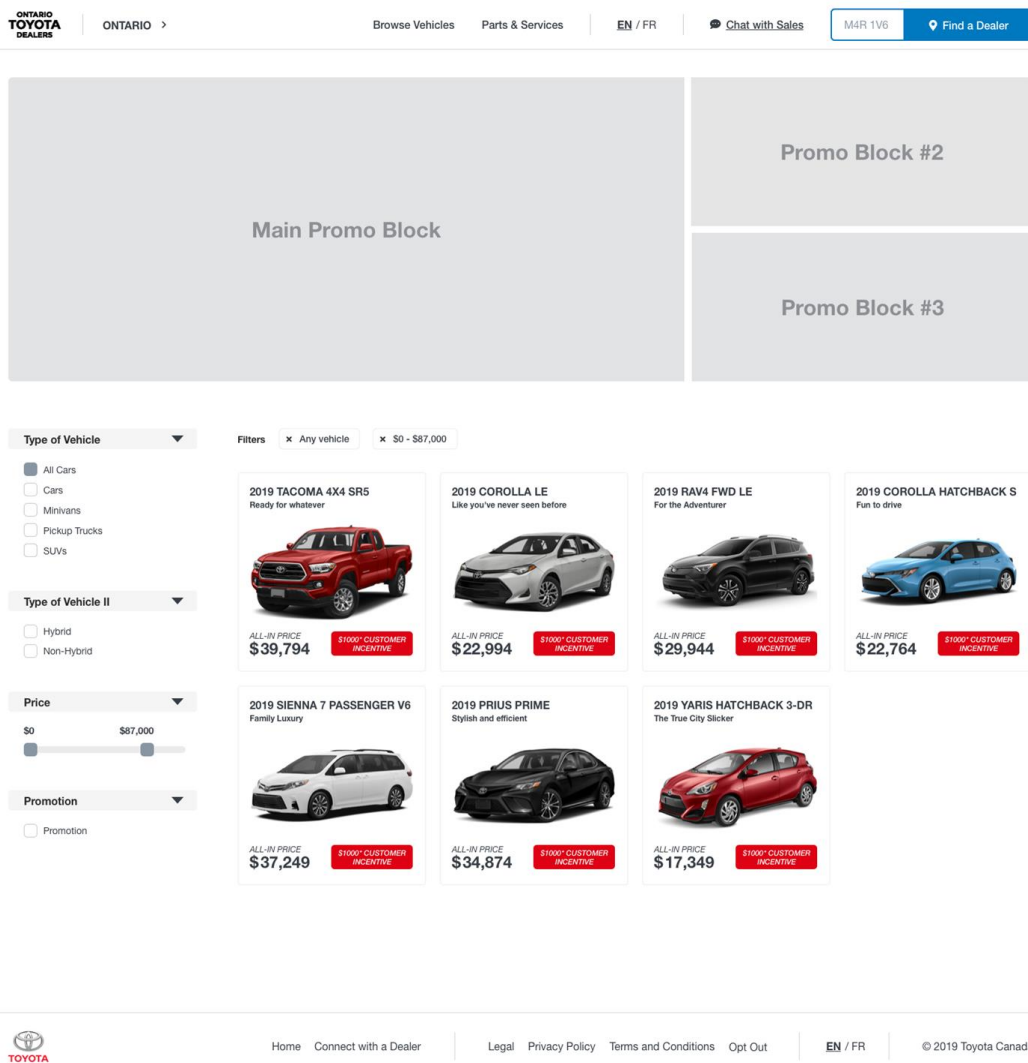
Show an example of what the page would look like with a regional logo  
(note: full site look and feel is still subject to change in the design process)

Ensure legal call outs are present where required - we need to be one click away from proper legal

Desire to show more detailed pricing - ensure regional pricing needs are reflected

Consider how we can get to offer information faster

Add a field for newsletter sign up



# Desktop Homepage

Site to automatically select location, with user option to navigate to different regions

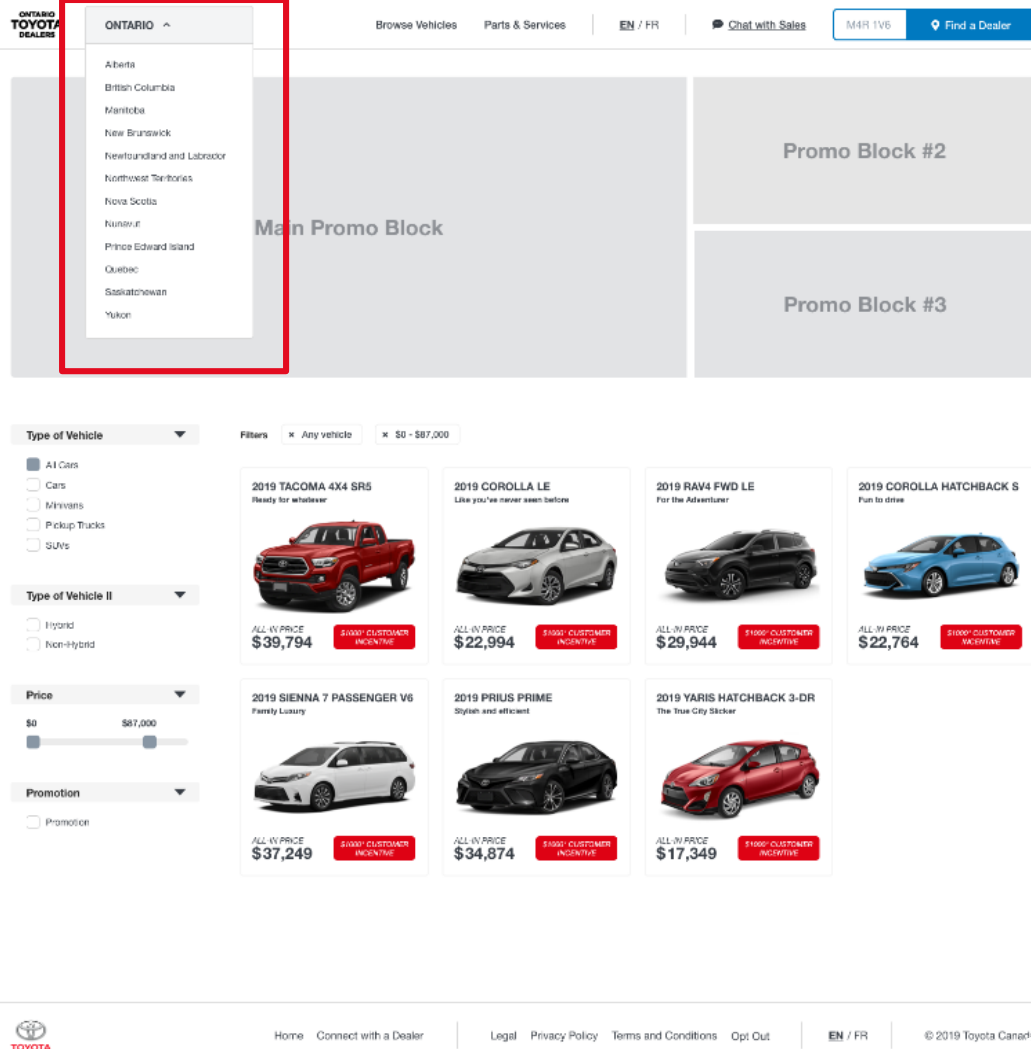
Note: regions listed are FPO

Questions:

Is this treatment ok?

Explore opportunity to regionalize site at the city level - interest to pursue if not incrementally more expensive or challenging to implement

Legal to advise on prominence of messaging when navigating from one regional site to the next



The screenshot displays the desktop homepage for Ontario Toyota Dealers. At the top, a navigation bar includes links for 'Browse Vehicles', 'Parts & Services', 'EN / FR', 'Chat with Sales', and a 'Find a Dealer' button. A dropdown menu for 'ONTARIO' is open, listing Canadian provinces and territories: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, Prince Edward Island, Quebec, Saskatchewan, and Yukon. The main content area features a large 'Main Promo Block' and two smaller 'Promo Block #2' and 'Promo Block #3'. Below this, a 'Type of Vehicle' filter section allows users to select from 'All Cars', 'Cars', 'Minivans', 'Pickup Trucks', and 'SUVs'. A 'Type of Vehicle II' section offers 'Hybrid' and 'Non-Hybrid' options. A 'Price' filter shows a range from '\$0' to '\$87,000'. A 'Promotion' filter is also present. The main vehicle listings are organized in a grid, showing various models like the 2019 Tacoma 4x4 SR5, 2019 Corolla LE, 2019 RAV4 FWD LE, 2019 Corolla Hatchback S, 2019 Sienna 7 Passenger V6, 2019 Prius Prime, and 2019 Yaris Hatchback 3-DR. Each listing includes the vehicle name, a brief description, an image, the 'All-in Price', and a 'Customer Incentive'.

Vehicle Model	Description	All-in Price	Customer Incentive
2019 TACOMA 4x4 SR5	Ready for whatever	\$39,794	\$1000* CUSTOMER INCENTIVE
2019 COROLLA LE	Like you've never seen before	\$22,994	\$1000* CUSTOMER INCENTIVE
2019 RAV4 FWD LE	For the Adventurer	\$29,944	\$1000* CUSTOMER INCENTIVE
2019 COROLLA HATCHBACK S	Fun to drive	\$22,764	\$1000* CUSTOMER INCENTIVE
2019 SIENNA 7 PASSENGER V6	Family Luxury	\$37,249	\$1000* CUSTOMER INCENTIVE
2019 PRIUS PRIME	Stylish and efficient	\$34,874	\$1000* CUSTOMER INCENTIVE
2019 YARIS HATCHBACK 3-DR	The True City Slicker	\$17,349	\$1000* CUSTOMER INCENTIVE

The footer contains the Toyota logo, navigation links (Home, Connect with a Dealer, Legal, Privacy Policy, Terms and Conditions, Opt Out), language options (EN / FR), and the copyright notice '© 2019 Toyota Canada'.

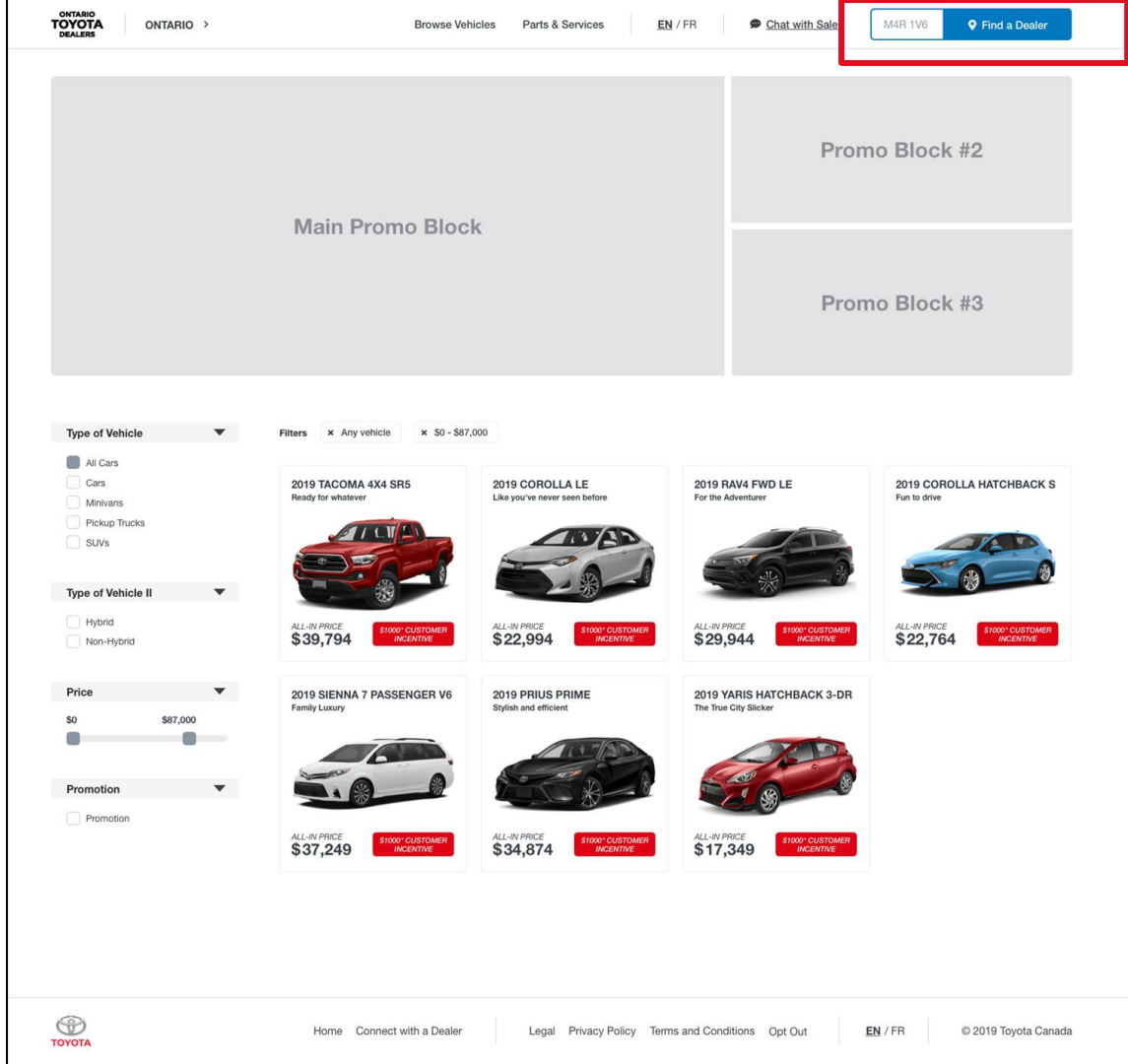
# Desktop Homepage

Ability to add postal code on the homepage to mitigate steps the user needs to take to get to the 'find a dealer' page

Ensure dealer page is regionalized to the postal code address inputted

Explore ability to search by town/ city, including result logic

Inputting a postal code on the current GYT is also the mostly highly correlated site action to store visits based on Q1 performance



# Desktop Homepage

A persistent header that will follow you down the page so 'find a dealer' & 'chat with sales' are always on screen

Header brand will feature the region by name

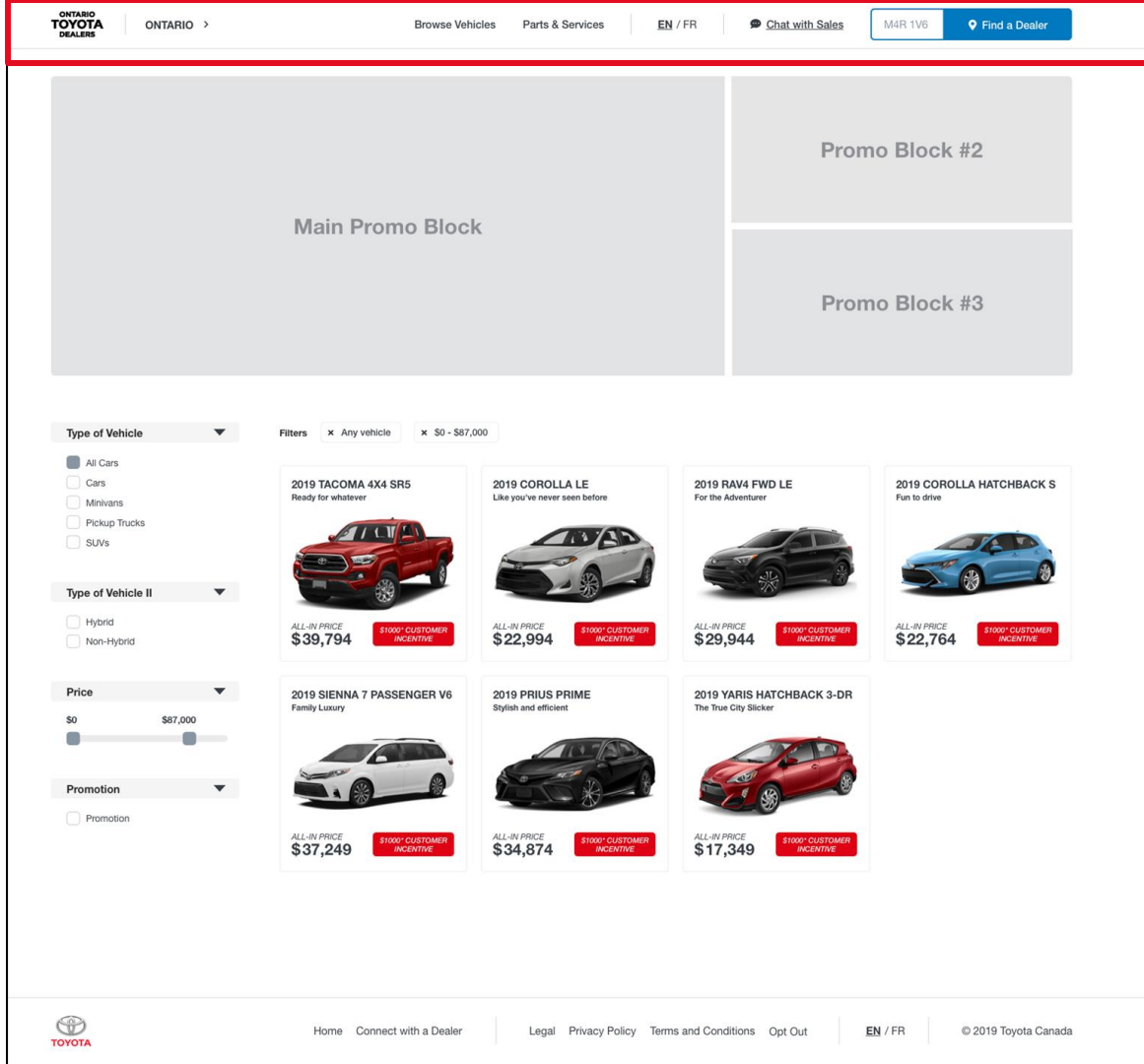
Includes nav to 'Browse Vehicles' which will anchor to the models lower down the page

P&S FPO

Language toggles

Chat with sales

Dealer Locator



# Desktop Homepage

Customizable image assets

Click-to-navigate

Suggestions:

Main promo block - model offer or event

Promo Block #2 - Find a dealer

Promo Block #3 - Book a test drive

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles

Parts & Services

EN / FR

Chat with Sales

M4R 1V6

Find a Dealer

Main Promo Block

Promo Block #2

Promo Block #3

Type of Vehicle

☒ All Cars  
☐ Cars  
☐ Minivans  
☐ Pickup Trucks  
☐ SUVs

Type of Vehicle II

☐ Hybrid  
☐ Non-Hybrid

Price

\$0

\$87,000

Promotion


☐ Promotion

Filters

Any vehicle

\$0 - \$87,000


2019 TACOMA 4X4 SR5  
Ready for whatever



ALL-IN PRICE  
\$39,794

\$1000\* CUSTOMER INCENTIVE


2019 COROLLA LE  
Like you've never seen before



ALL-IN PRICE  
\$22,994

\$1000\* CUSTOMER INCENTIVE


2019 RAV4 FWD LE  
For the Adventurer



ALL-IN PRICE  
\$29,944

\$1000\* CUSTOMER INCENTIVE


2019 COROLLA HATCHBACK S  
Fun to drive



ALL-IN PRICE  
\$22,764

\$1000\* CUSTOMER INCENTIVE


2019 SIENNA 7 PASSENGER V6  
Family Luxury



ALL-IN PRICE  
\$37,249

\$1000\* CUSTOMER INCENTIVE


2019 PRIUS PRIME  
Stylish and efficient



ALL-IN PRICE  
\$34,874

\$1000\* CUSTOMER INCENTIVE

2019 YARIS HATCHBACK 3-DR  
The True City Slicker



ALL-IN PRICE  
\$17,349

\$1000\* CUSTOMER INCENTIVE

TOYOTA

Home Connect with a Dealer

Legal Privacy Policy Terms and Conditions Opt Out

EN / FR

© 2019 Toyota Canada

# Desktop Homepage

Taking a cue from e-commerce, the models can be filtered by various specs

Models featured on the right hand side will update based on filtering parameters

To align on order of priority for filtering options

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles

Parts & Services

EN / FR

Chat with Sales

M4R 1V6

Find a Dealer

Main Promo Block

Promo Block #2

Promo Block #3

Type of Vehicle

☒ All Cars  
☐ Cars  
☐ Minivans  
☐ Pickup Trucks  
☐ SUVs

Type of Vehicle II

☐ Hybrid  
☐ Non-Hybrid

Price

\$0

\$87,000

Promotion


☐ Promotion

Filters

Any vehicle

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The True City Slicker



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\$17,349

\$1000\* CUSTOMER INCENTIVE

TOYOTA

Home Connect with a Dealer

Legal Privacy Policy Terms and Conditions Opt Out

EN / FR

© 2019 Toyota Canada

# Desktop Homepage

Dealer can select the top 4 models displayed in the pre-filter state

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles

Parts & Services

EN / FR

Chat with Sales

M4R 1V6

Find a Dealer

Main Promo Block

Promo Block #2

Promo Block #3

Type of Vehicle

☒ All Cars  
☐ Cars  
☐ Minivans  
☐ Pickup Trucks  
☐ SUVs

Type of Vehicle II

☐ Hybrid  
☐ Non-Hybrid

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\$0

\$87,000

Promotion


☐ Promotion

Filters

Any vehicle

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The True City Slicker



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\$1000\* CUSTOMER INCENTIVE

TOYOTA

Home Connect with a Dealer

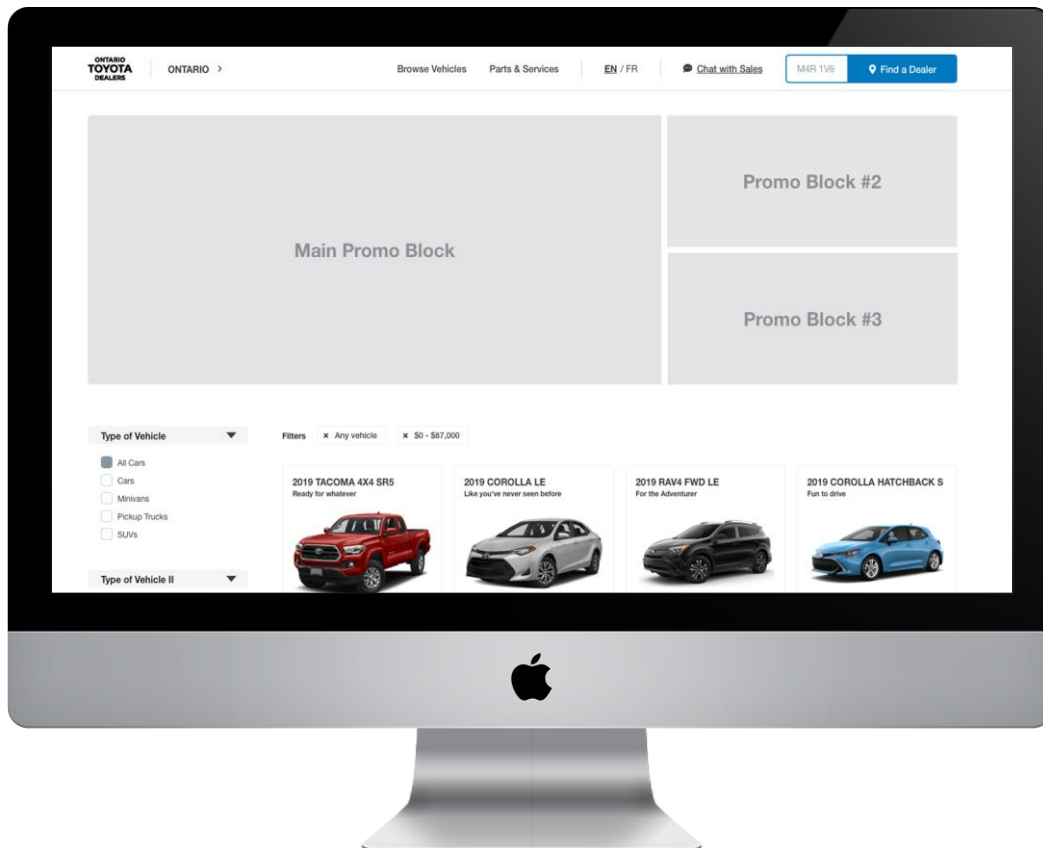
Legal Privacy Policy Terms and Conditions Opt Out

EN / FR

© 2019 Toyota Canada

# Desktop Homepage

Desktop view - intent to ensure vehicles peek above the fold





# Desktop Homepage

Homepage model tiles have been dramatically simplified

Questions:


Are we aligned with the level of detail here?

Preference to show the list price vs the all-in price

Promo call out will be customizable; however, noted that payment term offers are more likely

Before

2019 TACOMA 4X4 ACCESS  
CAB SR5  
Ready for whatever.



ALL-IN PRICE  
**\$39,794**  
Includes freight and fees. HST extra. Your local Dealer may charge additional fees of up to \$1,221. Charges may vary by Dealer.Ω

ALL-IN LEASE  
**\$106<sup>†</sup> @ 4.49%<sub>APR</sub>**  
weekly for 60 months with \$0 down payment. Includes freight and fees. HST extra.

CLICK TO EXPLORE

[See Offer Legal](#)

After

2019 TACOMA 4X4 SR5  
Ready for whatever

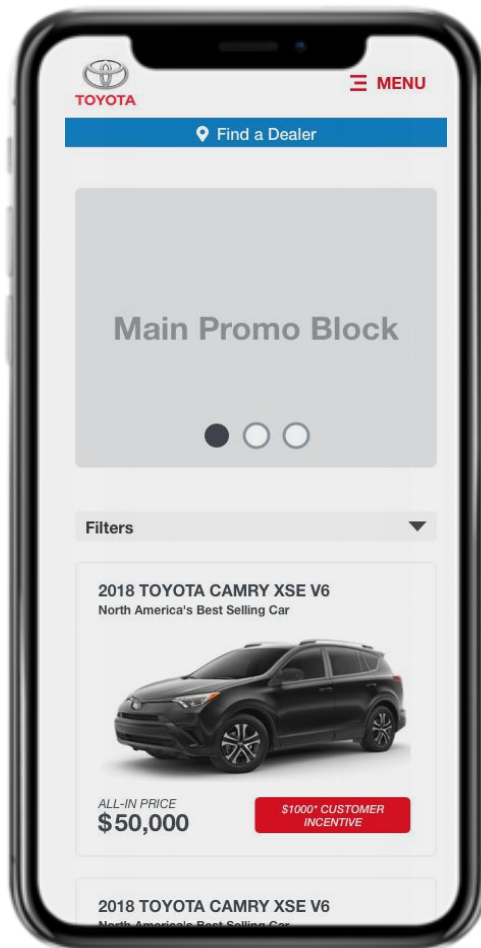


ALL-IN PRICE  
**\$39,794**

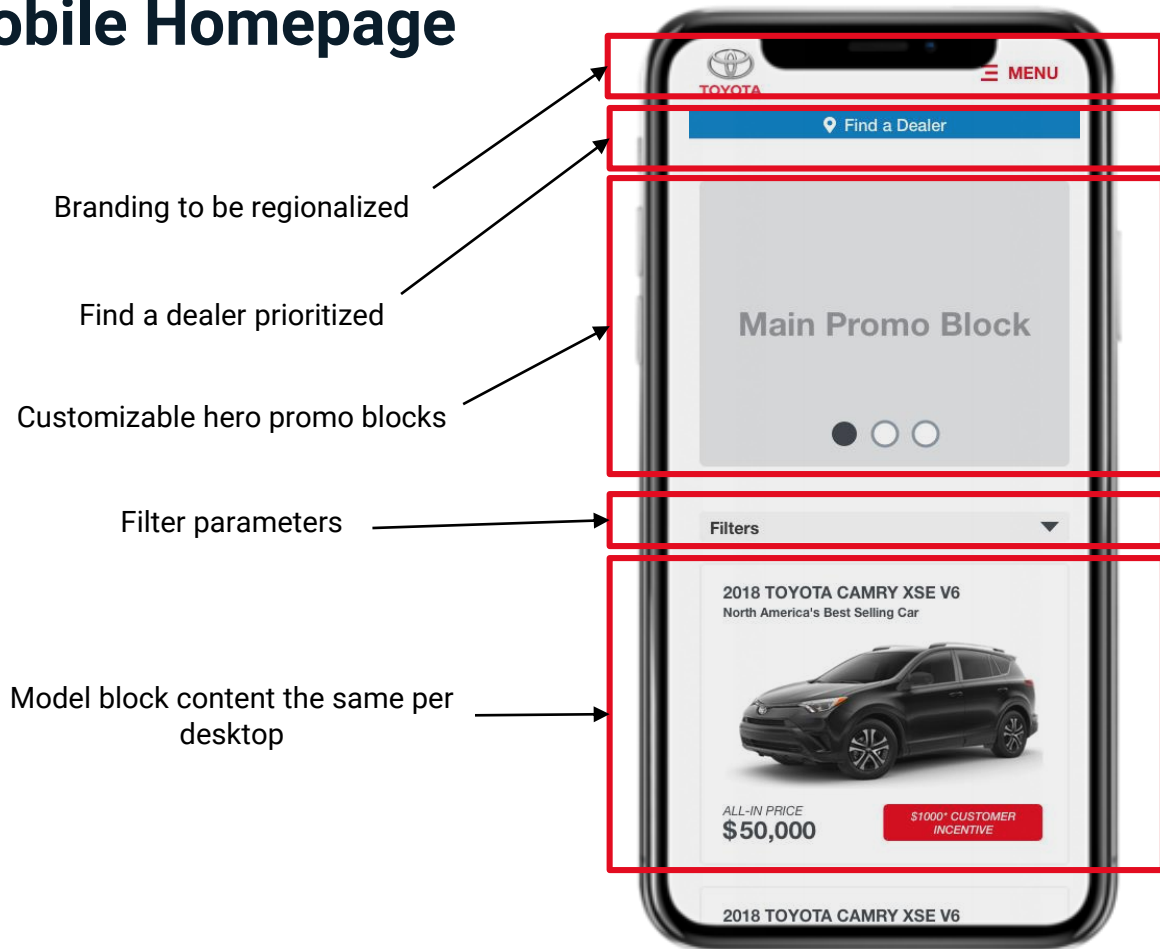
**\$1000\* CUSTOMER INCENTIVE**

# Mobile Homepage

Keep "Find a dealer" call out persistent in mobile

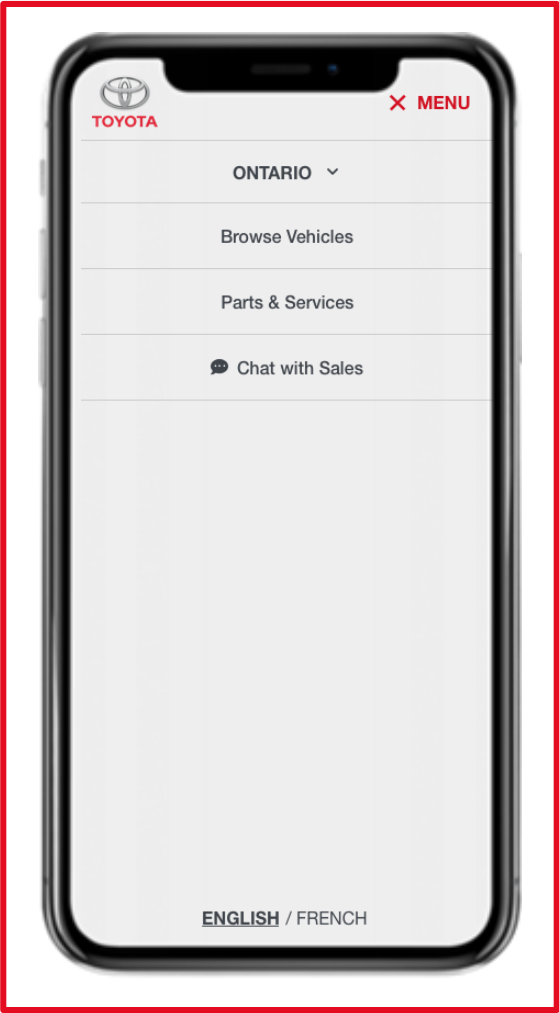
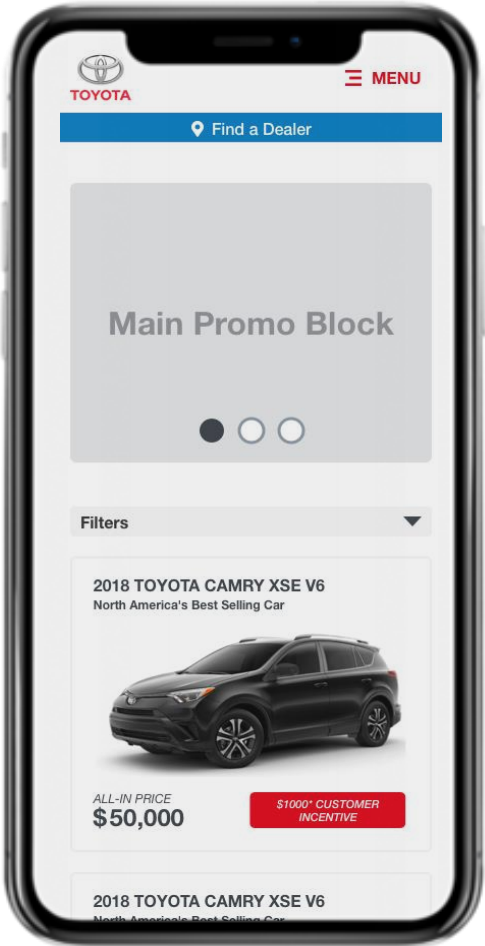


# Mobile Homepage



# Mobile Homepage

Menu drop down





**Model Page**

# Current State

ONTARIO  
TOYOTA  
DEALERS

Real people.  
Great cars.

HOME

PARTS AND SERVICE

LEGAL

MODELS

[CONNECT WITH A DEALER](#)

2019

RAV4 FWD LE



360

ALL-IN LEASE

**\$91<sup>†</sup> @ 5.99%<sup>APR</sup>**

weekly for 60 months with \$0 down payment.  
Includes freight and fees. HST extra.

ALL-IN FINANCE

**\$129<sup>†</sup> @ 4.49%<sup>APR</sup>**

weekly for 60 months with \$0 down payment.  
Includes freight and fees. HST extra.

ALL-IN PRICE

**\$29,944<sup>\*</sup>**

Includes freight and fees. HST extra. Your local Dealer may charge additional fees of up to \$1,221. Charges may vary by Dealer.Ω

SEE LEGAL

## FINANCE CALCULATOR

Enter your deposit amount, then select your frequency and payment terms below.

DOWN PAYMENT OR TRADE-IN  
EQUIVALENT

\$

0

FREQUENCY

Weekly

TERMS (MONTHS)

36

48

60

72

CASH PURCHASE

**\$29,944**

Includes freight and  
fees. HST extra.

ANNUAL

**4.49%**

WEEKLY PAYMENTS

**\$129**

Includes freight and fees. HST extra.  
weekly for 60 months with \$0 down payment.  
Includes freight and fees. HST extra.

BUILD AND PRICE AT  
TOYOTA.CA

REQUEST INFO OR A TEST DRIVE.

\_\_\_\_\_

## Cleaner page layout



TOYOTA

# Model Page

360 model view  
(assuming these assets exist)

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

M4R1V6

Find a Dealer



DRAG FOR  
360° VIEW

## 2019 RAV4 LE AWD

Fun to drive. Committed to safety.

**\$1000\* CUSTOMER INCENTIVE**

ALL-IN PRICE  
**\$29,944**

Includes freight and fees; HST extra. Your local Dealer may charge additional fees of up to \$989. Charges may vary by Dealer.⌵

[Find a Dealer](#)

[Build and Price at Toyota.ca >](#)

Calculator

Availability

Gallery

Reviews

### Finance / Lease Calculator

Down Payment or Trade-in Equivalent

\$ 5,000.00

Type of Financing

Finance

Lease

Frequency

Weekly

Bi-Weekly

Monthly

Terms

36

48

60

72

84

Monthly Payments

**\$1,000**

Cash Purchase

**\$30,000**

Annual

**\$2.49%**

Includes freight and fees, HST extra. Weekly for 36 months with \$2,699 down. Includes \$1,871 freight, delivery, PDI. Taxes extra.

### Ready for a Test Drive

See the road from a 2019 RAV4

Ready to get behind the wheel of a Toyota? Please provide the following details. Your preferred Toyota Dealership will respond directly to confirm your request.

[Find a Dealer](#)

Chat with Sales

### Vehicle Information

POWER & PERFORMANCE ^

Engine	4 Cylinder Engine	Drivetrain	All Wheel Drive	Suspension	Standard	Steering	Power Steering
Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Whee

Exterior >

Interior >

Misc >



# Model Page

Prioritized all-in pricing & CTA to find a dealer or nav to build & price

Preference to show the list price vs the all-in price

Desire to show more detailed pricing - ensure regional pricing needs are reflected

Concern that content is too similar to Toyota.ca

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

M4R 1V6

Find a Dealer



DRAG FOR  
360° VIEW

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Type of Financing  

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Frequency  

Weekly

Bi-Weekly

Monthly

Terms  

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Monthly Payments  
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Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Wheel

Exterior >

Interior >

Misc >

# Model Page

Navigation will anchor to relevant site content

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

M4R1V6

Find a Dealer



DRAG FOR  
360° VIEW

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Chat with Sales

### Vehicle Information

POWER & PERFORMANCE ^

Engine	4 Cylinder Engine	Drivetrain	All Wheel Drive	Suspension	Standard	Steering	Power Steering
Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Whee

Exterior >

Interior >

Misc >

# Model Page

This is the lease view

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

MAR 1V6

Find a Dealer



DRAG FOR  
360° VIEW

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[Build and Price at Toyota.ca >](#)

Calculator

Availability

Gallery

Reviews

### Finance / Lease Calculator

<div>Down Payment or Trade-in Equivalent</div> <div>\$ 5,000.00</div>	<div>Type of Financing</div> <div><div>Lease</div><div>Lease</div></div> <div>Terms</div> <div><div>36</div><div>48</div><div>60</div><div>72</div><div>84</div></div>	<div>Frequency</div> <div><div>Weekly</div><div>Bi-Weekly</div><div>Monthly</div></div>	<div>Monthly Payments</div> <div><b>\$394</b></div> <div><table><tr><td>Terms (Months)</td><td>Annual</td></tr><tr><td>60</td><td>5.99%</td></tr></table></div>	Terms (Months)	Annual	60	5.99%
Terms (Months)	Annual						
60	5.99%						

Includes freight and fees. HST extra. Weekly for 36 months with \$2,699 down. Includes \$1,671 freight, delivery, PDI. Taxes extra.

### Ready for a Test Drive

See the road from a 2019 RAV4

Ready to get behind the wheel of a Toyota? Please provide the following details. Your preferred Toyota Dealership will respond directly to confirm your request.

[Find a Dealer](#)

Chat with Sales

### Vehicle Information

POWER & PERFORMANCE ^

Engine	4 Cylinder Engine	Drivetrain	All Wheel Drive	Suspension	Standard	Steering	Power Steering
Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Whee

Exterior >

Interior >

# Model Page

Continue to prioritize the finance and lease calculator

This is the finance view

Finance and Lease Calculator needs to be re-thought. Currently only reflects the base model (3% mix) - desire for this feature to be more functional and easier to update on a monthly basis

How can we make it easier and less cumbersome to update offers on a month to month basis?

Lease option should be the default

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

MAR 1V6

Find a Dealer



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[Build and Price at Toyota.ca >](#)

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Chat with Sales

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Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Whee

Exterior >

Interior >

# Model Page

Test drive CTA

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

M4R1V6

Find a Dealer



DRAG FOR  
360° VIEW

## 2019 RAV4 LE AWD

Fun to drive. Committed to safety.

**\$1000\* CUSTOMER INCENTIVE**

ALL-IN PRICE  
**\$29,944**

Includes freight and fees, HST extra. Your local Dealer may charge additional fees of up to \$989. Charges may vary by Dealer.Ⓢ

[Find a Dealer](#)

[Build and Price at Toyota.ca >](#)

Calculator

Availability

Gallery

Reviews

### Finance / Lease Calculator

Down Payment or Trade-in Equivalent  
\$ 5,000.00

Type of Financing  

Finance

Lease

Frequency  

Weekly

Bi-Weekly

Monthly

Terms  

36

48

60

72

84

Monthly Payments  
**\$1,000**

Cash Purchase  
**\$30,000**

Annual  
**\$2.49%**

Includes freight and fees, HST extra. Weekly for 36 months with \$2,099 down. Includes \$1,871 freight, delivery, PDI. Taxes extra.

### Ready for a Test Drive

See the road from a 2019 RAV4

Ready to get behind the wheel of a Toyota? Please provide the following details. Your preferred Toyota Dealership will respond directly to confirm your request.

[Find a Dealer](#)

Chat with Sales

### Vehicle Information

POWER & PERFORMANCE ^

Engine	4 Cylinder Engine	Drivetrain	All Wheel Drive	Suspension	Standard	Steering	Power Steering
Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Whee

Exterior >

Interior >

Misc >

# Model Page

Key model details

Question

What details are relevant to showcase here?

Information may not be relevant if we're only showcasing one model - consider fleshing out or re-directing to Toyota.ca

ONTARIO  
TOYOTA  
DEALERS

ONTARIO >

Browse Vehicles


Parts & Services

EN / FR

Chat with Sales

MAR 15

Find a Dealer



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DRAG FOR  
360° VIEW

Calculator

Availability

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### Finance / Lease Calculator

Down Payment or Trade-in Equivalent  
\$ 5,000.00

Type of Financing

FinanceLease

Terms

3648607284

Frequency

WeeklyBi-WeeklyMonthly

Monthly Payments  
**\$1,000**

Cash Purchase  
\$30,000

Annual  
\$2.49%

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Transmission	6-Speed A/T	Fuel	Gasoline Fuel	Brakes	4-Wheel Disc Brakes		Adjustable Steering Wheel

Exterior >

Interior >

Misc >

# Model Page

Content gallery - ability to upload video  
or image assets

## Gallery



## Reviews

9.5/10

January 10, 2019

### Maecenas faucibus mollis interdum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis, est non commodo luctus, eget lacinia odio sem nec elit. Nulla vitae elit libero, a pharetra augue. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

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[Read more](#)

9.5/10

January 10, 2019

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[Read more](#)



# Model Page

## Model reviews

Note: Look and feel of this section will be impacted by review partner

Explore ability to add custom content blocks to model pages that include:  
Headline, body copy, and image

Exterior >

Interior >

Misc >

### Gallery



### Reviews

9.5/10

January 10, 2019

#### Maecenas faucibus mollis interdum

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[Read more](#)

9.5/10

January 10, 2019

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Nulla vitae elit libero, a pharetra augue. Donec ullamcorper nulla non metus auctor fringilla. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Read more](#)



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[Legal](#) [Privacy Policy](#) [Terms and Conditions](#) [Opt Out](#)

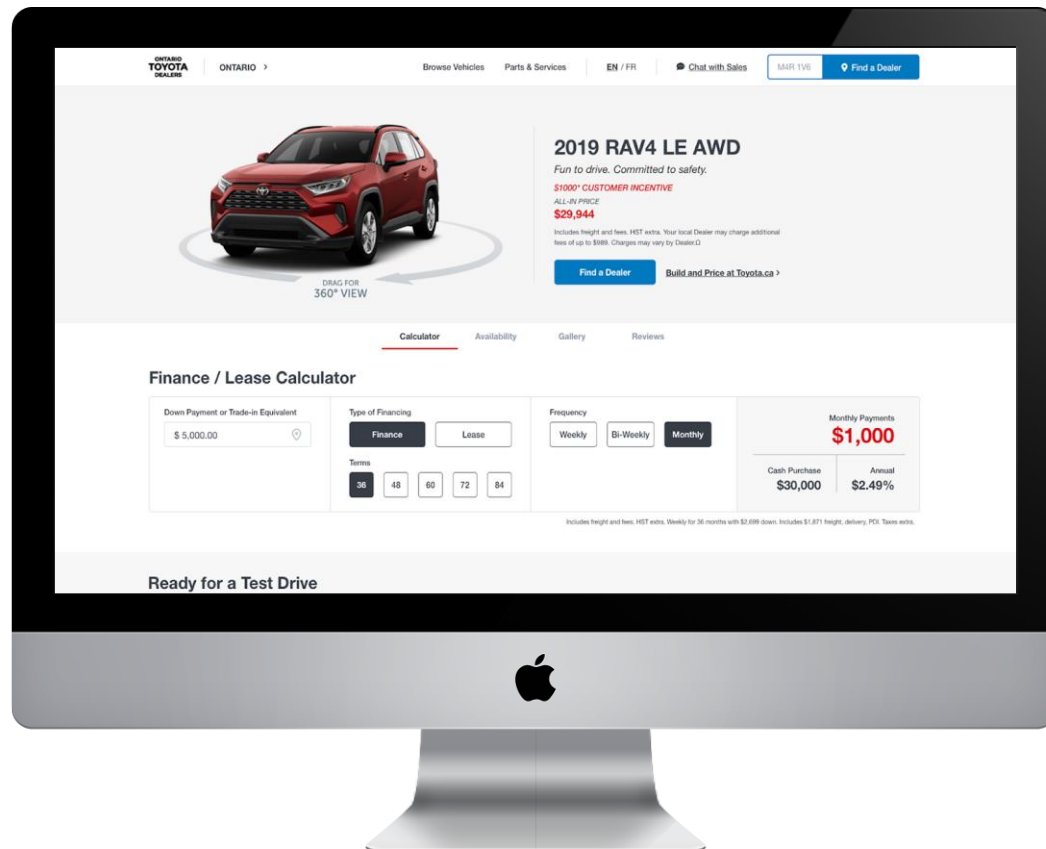
[EN](#) / [FR](#)

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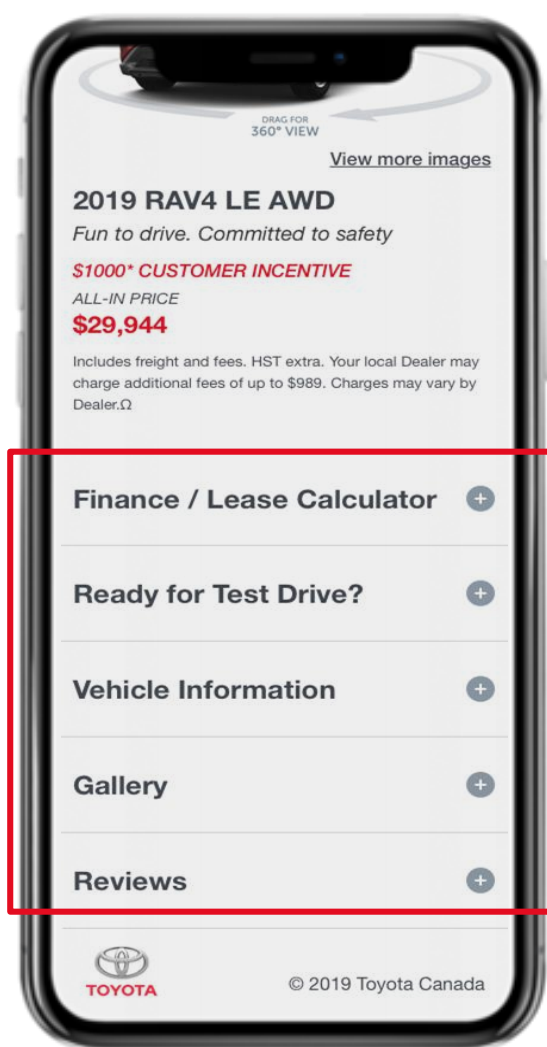
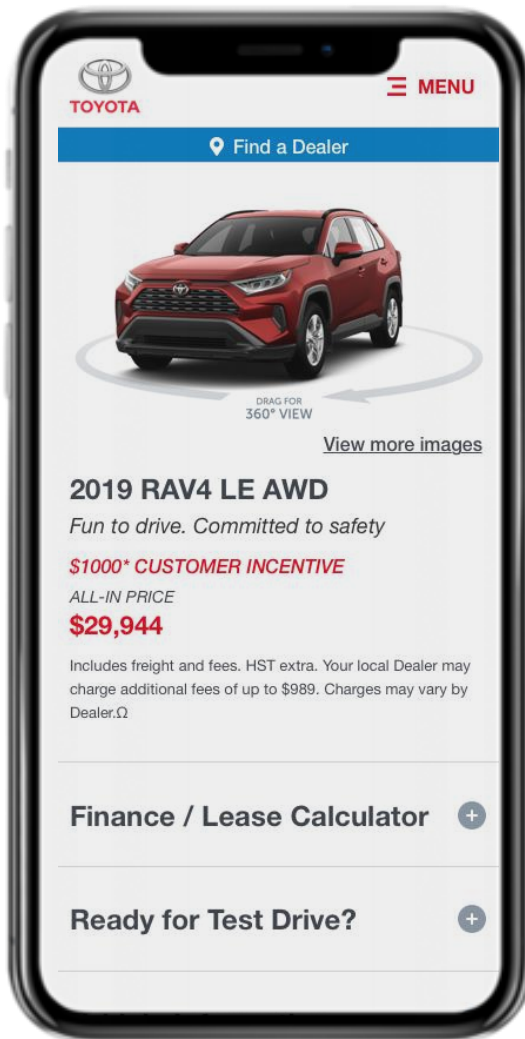
# Model Page

Desktop view prioritizes all-in price, CTAs and calculator content



# Mobile Model Page

Collapsed mobile view  
Replicated features from  
desktop



# Mobile Model Page

## Finance / Lease Calculator

Down Payment or Trade-in Equivalent

\$ 5,000.00

Type of Financing

Finance Lease

Terms

36 48 60 72 84

Frequency

Weekly Bi-Weekly Monthly

Monthly Payments

**\$1,000**

Cash Purchase	Annual
<b>\$30,000</b>	<b>\$2.49%</b>

Includes freight and fees. HST extra. Weekly for 36 months with \$2,699 down. Includes \$1,871 freight, delivery, PDI. Taxes extra.

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[Find a Dealer](#)

[Chat with Sales](#)

## Gallery



## Vehicle Information

**POWER & PERFORMANCE**


Engine	4 Cylinder Engine
Transmission	6-Speed A/T
Drivetrain	All Wheel Drive
Fuel	Gasoline Fuel
Suspension	Standard
Brakes	4-Wheel Disc Brakes
Steering	Power Steering Adjustable Steering Wheel

[Exterior](#)

[Interior](#)

[Misc](#)

## Gallery



## Reviews

# 9.5/10

January 10, 2019

### Maecenas faucibus mollis interdum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nulla vitae elit libero, a pharetra augue. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

[Read more](#)

# 9.5/10

January 10, 2019

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# Dealer Locator

# Current State

ONTARIO  
**TOYOTA**  
DEALERS

Real people.  
Great cars.

HOME

PARTS AND SERVICE

LEGAL

MODELS ▾

[CONNECT WITH A DEALER](#)



It's  
back!

Connect with a dealer to request a quote, get information, or book a test drive.

L6A1Z5

SEARCH



Select a dealer to contact:



**Maple Toyota**

88 Auto Vaughan Road Maple ON  
9054179100

[View Website](#)



[CONTACT  
DEALER](#)

[CHAT](#)

2019 RAV4 FWD LE

For the Adventurer.



2019 COROLLA LE

Like you've never seen before.



2019 CAMRY LE

North America's Best Selling Car



2019 TACOMA 4X4 ACCESS

CAB SR5

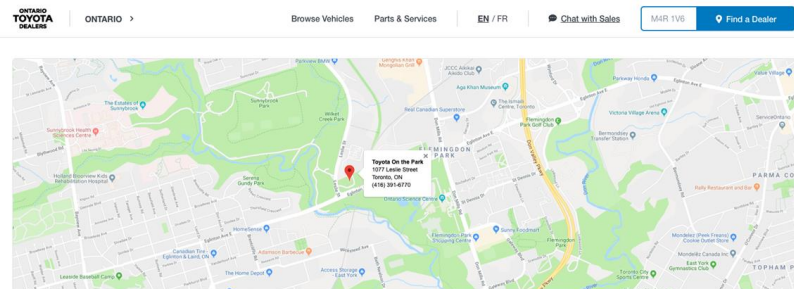
Ready for whatever.



# Dealer locator page

Postal codes are divided into dealer trading zones, we need to surface the correct dealership for the postal code + the option to show more, if needed

See Toyota.ca logic and apply to GYT



## Toyota Dealers

Address or Postal Code

M4R 1V6

0 Km 100 Km 200 Km

### Dealership #1 Name

# km away

Address Line 1  
Address Line 2  
Phone Number

[www.toyota.ca](http://www.toyota.ca)

Contact Dealer

### Dealership #2 Name

# km away

Address Line 1  
Address Line 2  
Phone Number

[www.toyota.ca](http://www.toyota.ca)

Contact Dealer

### Dealership #1 Name

First Name Last Name

Enter your first name

Enter your last name

Contact Information

Email

Enter your email

Phone

Enter your phone number

Time to Call

Select time of call

Preferred Contact Method

Select contact method

Additional Information

Postal Code

Enter your postal code

Preferred Vehicle (optional)

Select your vehicle

More details (optional)

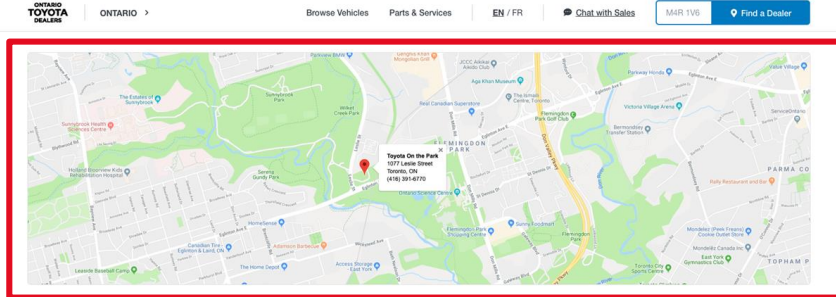
Submit

Cancel



# Dealer locator page

Map view



## Toyota Dealers

Address or Postal Code

M4R 1V6

100 Km

0 Km 200 Km

### Dealership #1 Name

## km away

Address Line 1

Address Line 2

Phone Number

[www.toyota.ca](http://www.toyota.ca)

Contact Dealer

### Dealership #2 Name

## km away

Address Line 1

Address Line 2

Phone Number

[www.toyota.ca](http://www.toyota.ca)

Contact Dealer

### Dealership #1 Name

First Name

Last Name

Enter your first name

Enter your last name

Contact Information

Email

Enter your email

Phone

Enter your phone number

Time to Call

Select time of call

Preferred Contact Method

Select contact method

Additional Information

Postal Code

Enter your postal code

Preferred Vehicle (optional)

Select your vehicle

More details (optional)

Submit

Cancel



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EN / FR

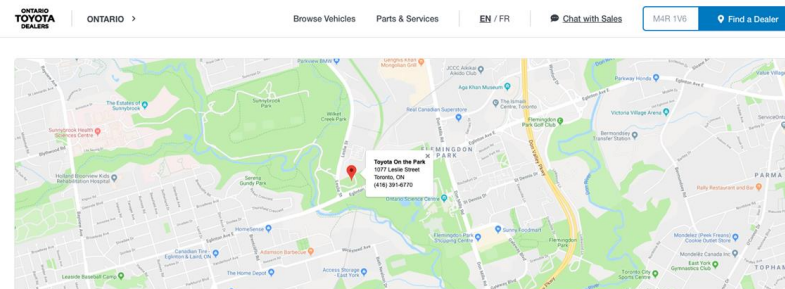
© 2019 Toyota Canada

# Dealer locator page

## Dealer info

Note: this is the view a user would navigate directly to if they complete their postal code in the header field

Pull in hours of operation - note: there is a difference between showroom and P&S times



**Toyota Dealers**

Address or Postal Code  
M4R 1V6

0 Km 100 Km 200 Km

**Dealership #1 Name**  
## km away  
Address Line 1  
Address Line 2  
Phone Number  
[www.toyota.ca](http://www.toyota.ca)  
[Contact Dealer](#)

**Dealership #2 Name**  
## km away  
Address Line 1  
Address Line 2  
Phone Number  
[www.toyota.ca](http://www.toyota.ca)  
[Contact Dealer](#)

**Dealership #1 Name**

First Name Last Name

Contact Information  
Email

Phone Time to Call

Preferred Contact Method

Additional Information  
Postal Code Preferred Vehicle (optional)

More details (optional)

[Submit](#) [Cancel](#)



# Dealer locator page

Contact Us Pop up

Question:

Are these all of the relevant  
fields?



## Toyota Dealers

Address or Postal Code

M4R 1V6

100 Km

0 Km 200 Km

### Dealership #1 Name

## km away

Address Line 1

Address Line 2

Phone Number

[www.toyota.ca](http://www.toyota.ca)

Contact Dealer

### Dealership #2 Name

## km away

Address Line 1

Address Line 2

Phone Number

[www.toyota.ca](http://www.toyota.ca)

Contact Dealer

### Dealership #1 Name

First Name

Last Name

Enter your first name

Enter your last name

Contact Information

Email

Enter your email

Phone

Enter your phone number

Time to Call

Select time of call

Preferred Contact Method

Select contact method

Additional Information

Postal Code

Enter your postal code

Preferred Vehicle (optional)

Select your vehicle

More details (optional)

Submit

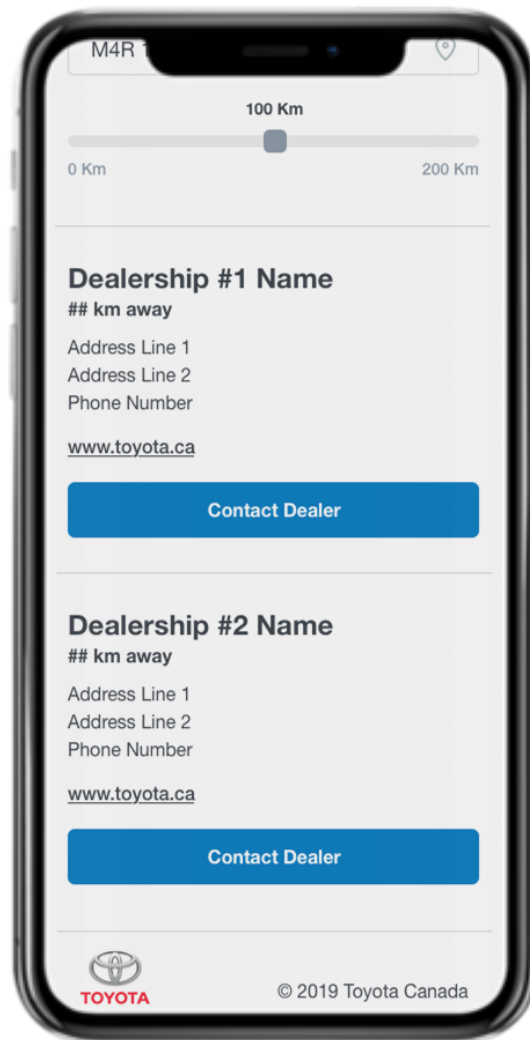
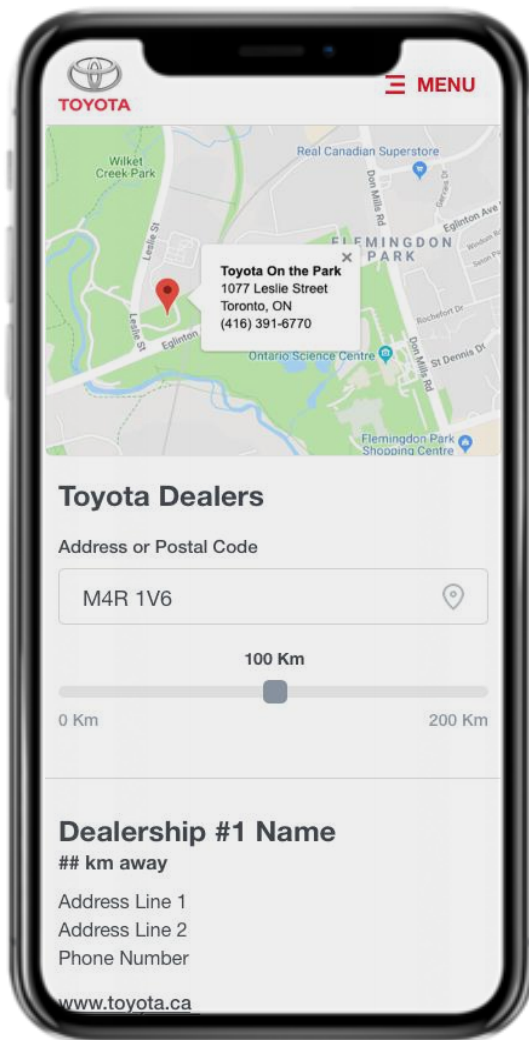
Cancel

# Mobile Model Page

Include option to provide  
directions to dealer locations:  
"Take me there"

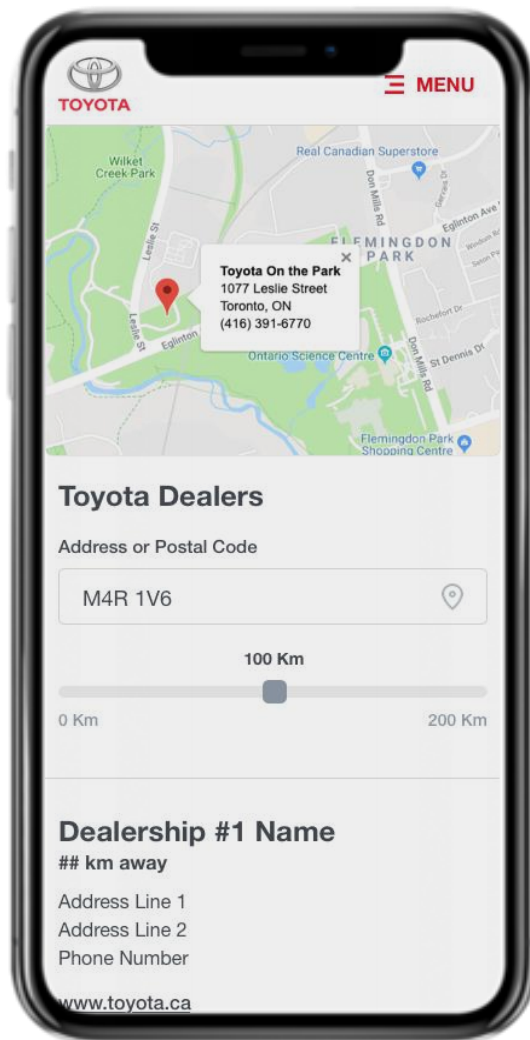
Make sure it's clear that phone  
numbers are click-to-call

Pull in hours of operation - note:  
there is a difference between  
showroom and P&S times




# Mobile Model Page

Contact Us view - This would include the same fields as the desktop experience



## **Next Steps**



- 
- **UX/UI Review No.2 - May 6**
  - **UX/UI Review No.3 - May 10**
  - **UX/UI Revisions - May 13-17**
  - **UX/UI Revisions share - w/o May 20**
  - **GYT Costs - June 5 Sub-committee**



**Thank you**