

**Toyota is the leader  
in both resale value  
and Top Safety Picks.**

Two of the most important things car buyers care about are quality and safety. With that in mind, we're pleased to announce that Toyota has

# We care about what you care about.

the **Best Resale Value** of any brand for 2012 according to Kelley Blue Book's kbb.com,<sup>1</sup> and has earned **more 2012 IIHS Top Safety Picks** than any other brand.<sup>2</sup> Along with Toyota Care,<sup>3</sup> our complimentary



maintenance plan with roadside assistance, these accolades help serve as proof of Toyota's commitment to build smart, safe and worry-free vehicles for you. For more information, visit [toyota.com](http://toyota.com)



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**ToyotaCare**

Options shown. Camry prototype shown. Production model may vary. 1. Vehicle's projected resale value is specific to the 2012 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. 2. For more details on 2012 Top Safety Pick Awards, see [www.iihs.org](http://www.iihs.org) 3. Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet, or a livery or taxi vehicle. See plan for complete coverage details. See participating Toyota dealer for details. ©2012 Toyota Motor Sales, U.S.A., Inc.