



TOYOTA



2018 TOYOTA Camry

VS.

2018 Honda Accord

Toyota vs. Honda Manufacturer Incentive Comparison – as of 5/11/18.

FINANCING

0.9% APR FINANCING FOR 48 MONTHS¹
+ \$500 TOYOTA FINANCE CASH²

SAVE UP TO \$1,148³
With TOYOTA

2.9% APR FINANCING FOR 48 MONTHS^{1B}

LEASE

LEASE AN LE FOR
\$219 A MONTH | 36 MONTHS
\$2999 DUE AT SIGNING⁴
Tax, Title, License, Dealer Fees and Insurance are Extra.

SAVE UP TO \$480⁵
With TOYOTA

LEASE AN ACCORD LX
\$249 A MONTH | 36 MONTHS
\$2399 DUE AT SIGNING^{4B}
Tax, Title, License, Dealer Fees and Insurance are Extra.

MAINTENANCE

Every new Toyota comes with
ToyotaCare⁶
2 years of no-cost scheduled maintenance

YOU PAY FOR SCHEDULED MAINTENANCE

*0.9% APR FINANCING UP TO 48 MONTHS AVAILABLE TO QUALIFIED BUYERS THRU TOYOTA FINANCIAL SERVICES. TOTAL FINANCED CANNOT EXCEED MSRP PLUS OPTIONS, TAX, TITLE, LICENSE AND DEALER FEES. 48 MONTHLY PAYMENTS OF \$21.22 FOR EACH \$1000 BORROWED. **NOT ALL BUYERS WILL QUALIFY.** ^{1B}SPECIAL APR OFFER VALID ON NEW AND UNREGISTERED 2018 ACCORD SEDAN MODELS FROM MAY 1, 2018 THROUGH JULY 5, 2018. TO WELL QUALIFIED BUYERS ON APPROVED CREDIT BY HONDA FINANCIAL SERVICES THROUGH PARTICIPATING DEALERS. MUST TAKE NEW RETAIL DELIVERY ON VEHICLE FROM DEALER STOCK BY JULY 5, 2018. NOT ALL BUYERS MAY QUALIFY. HIGHER RATES APPLY FOR BUYERS WITH LOWER CREDIT RATINGS. EXAMPLE FOR 2018 ACCORD: 2.9% FOR 48 MONTHS FINANCING AT \$22.09 A MONTH FOR EVERY \$1,000.00 FINANCED. DEALERS SET ACTUAL PRICES. SEE YOUR HONDA DEALER FOR DETAILS. ²SHOPHONDA.COM IS THE SOURCE OF ALL HONDA OFFER INFORMATION. ³BUYERS CAN ALSO RECEIVE A \$500 FINANCE CASH INCENTIVE FROM TOYOTA IN ADDITION TO SPECIAL APR FINANCING IF VEHICLE IS PURCHASED AND FINANCED THROUGH TOYOTA FINANCIAL SERVICES. INCENTIVE WILL BE APPLIED FIRST TO THE DOWN PAYMENT. ONE INCENTIVE PER FINANCE TRANSACTION. FINANCE INCENTIVE IS AVAILABLE ON APPROVED CREDIT TO QUALIFIED CUSTOMERS THROUGH TOYOTA FINANCIAL SERVICES. **NOT ALL BUYERS WILL QUALIFY.** OFFER MAY NOT BE COMBINED WITH OTHER OFFERS UNLESS SPECIFIED OTHERWISE. DEALER FEES ARE EXTRA. VEHICLE SHOWN MAY BE PROTOTYPE AND/OR SHOWN WITH OPTIONS. ACTUAL MODEL MAY VARY. DELIVERY MUST BE TAKEN FROM DEALER STOCK BY 6/4/18 AND IS SUBJECT TO AVAILABILITY. SEE PARTICIPATING CENTRAL ATLANTIC TOYOTA DEALER FOR DETAILS. ⁴FINANCE SAVINGS OF \$1,148 BASED ON AVERAGE AMOUNT FINANCED OF \$27,498 (CAMRY GAS MODEL AVERAGE AMOUNT FINANCED THROUGH TOYOTA FINANCIAL SERVICES JAN. - MARCH 2018) AND THE DIFFERENCE BETWEEN THE 2.9% APR FINANCING FOR 48 MONTHS AVAILABLE TO WELL-QUALIFIED BUYERS ON APPROVED CREDIT THROUGH HONDA FINANCIAL SERVICES AND 0.9% APR FINANCING FOR 48 MONTHS AVAILABLE TO WELL-QUALIFIED BUYERS THROUGH TOYOTA FINANCIAL SERVICES. YOUR SAVINGS WILL VARY DEPENDING UPON THE FINAL RATE YOU QUALIFY FOR AND THE INSTITUTION THROUGH WHICH YOU FINANCE. (ACCORD \$22.09) MINUS (CAMRY \$21.22) = CAMRY SAVINGS OF \$0.87 PER \$1000 BORROWED. \$0.87 X \$27,498 = \$23.92 X 48 MONTHS = \$1,148 TOTAL FINANCE SAVINGS. ^{4B}DUE AT SIGNING INCLUDES \$2,780 DOWN, FIRST \$219 PAYMENT, AND NO SECURITY DEPOSIT. DOES NOT INCLUDE \$350 DISPOSITION FEE DUE AT LEASE END. EXAMPLE BASED ON 2018 CAMRY LE MODEL 2532. MSRP \$24,895 AND CAPITALIZED COST, WHICH MAY VARY BY DEALER, OF \$24,090. CAPITALIZED COST IN EXAMPLE INCLUDES \$650 ACQUISITION FEE AND ASSUMES DEALER PARTICIPATION. YOUR PAYMENT TERMS MAY VARY BASED ON FINAL NEGOTIATED PRICE. OFFER AVAILABLE ON APPROVED CREDIT TO QUALIFIED CUSTOMERS FROM TOYOTA FINANCIAL SERVICES. CUSTOMER IS RESPONSIBLE FOR EXCESSIVE WEAR AND EXCESS MILEAGE CHARGES OF \$.15 PER MILE IN EXCESS OF 36,000 MILES. **NOT ALL CUSTOMERS WILL QUALIFY.** VEHICLE MUST BE TAKEN FROM DEALER STOCK BY 6/4/18 AND IS SUBJECT TO AVAILABILITY. OFFER MAY NOT BE COMBINED WITH OTHER OFFERS UNLESS SPECIFIED OTHERWISE. VEHICLE SHOWN MAY BE PROTOTYPE AND/OR SHOWN WITH OPTIONS. ACTUAL MODEL MAY VARY. SEE PARTICIPATING CENTRAL ATLANTIC TOYOTA DEALER FOR DETAILS. ^{4C}CLOSED END LEASE FOR 2018 ACCORD SEDAN CONTINUOUSLY VARIABLE TRANSMISSION LX (CVT1JEW) AVAILABLE FROM MAY 1, 2018 THROUGH JULY 5, 2018. TO WELL-QUALIFIED LESSEES APPROVED BY HONDA FINANCIAL SERVICES. NOT ALL LESSEES WILL QUALIFY. HIGHER LEASE RATES APPLY FOR LESSEES WITH LOWER CREDIT RATINGS. MSRP \$24,465.00 (INCLUDES DESTINATION, EXCLUDES TAX, LICENSE, TITLE, REGISTRATION, DOCUMENTATION FEES, OPTIONS, INSURANCE AND THE LIKE). ACTUAL NET CAPITALIZED COST \$21,957.45. NET CAPITALIZED COST INCLUDES \$595 ACQUISITION FEE. DEALER CONTRIBUTION MAY VARY AND COULD AFFECT ACTUAL LEASE PAYMENT. TOTAL MONTHLY PAYMENTS \$8,964.00. OPTION TO PURCHASE AT LEASE END \$14,434.35. MUST TAKE NEW RETAIL DELIVERY ON VEHICLE FROM DEALER STOCK BY JULY 5, 2018. LESSEE RESPONSIBLE FOR MAINTENANCE, EXCESSIVE WEAR/TEAR AND 15¢/MILE OVER 12,000 MILES/YEAR FOR VEHICLES WITH MSRP LESS THAN \$30,000, AND 20¢/MILE OVER 12,000 MILES/YEAR FOR VEHICLES WITH MSRP OF \$30,000 OR MORE. SEE YOUR HONDA DEALER FOR COMPLETE DETAILS. SHOPHONDA.COM IS THE SOURCE OF ALL HONDA OFFER INFORMATION. ⁵LEASE SAVINGS OF \$480 BASED ON THE DIFFERENCE BETWEEN THE SUM OF MONTHLY PAYMENTS PLUS DUE AT SIGNING FOR THE CAMRY AND THE ACCORD LEASE EXAMPLES. CAMRY: (\$219 X 36 MONTHS=\$7,884) + (DUE AT SIGNING OF \$2999) = \$10,883 TOTAL. ACCORD: (\$249 X 36 MONTHS=\$8,964) + (DUE AT SIGNING OF \$2399) = \$11,363 TOTAL. LEASE DISPOSITION FEE MAY APPLY AND VARY SAVINGS AMOUNT. ⁶TOYOTACARE IS A PLAN THAT COVERS NORMAL FACTORY SCHEDULED SERVICE. PLAN IS 2 YEARS OR 25K MILES, WHICHEVER COMES FIRST. THE NEW VEHICLE CANNOT BE PART OF A RENTAL OR COMMERCIAL FLEET, OR A LIVERY/TAXI VEHICLE. SEE PARTICIPATING TOYOTA DEALER FOR PLAN DETAILS. VALID ONLY IN THE CONTINENTAL U.S. AND ALASKA. ROADSIDE ASSISTANCE DOES NOT INCLUDE PARTS AND FLUIDS, EXCEPT EMERGENCY FUEL DELIVERY. EXCLUDES THOSE ITEMS LISTED IN THE WARRANTY AND MAINTENANCE GUIDE UNDER SPECIAL OPERATING CONDITIONS. CONSULT THE VEHICLE'S WARRANTY AND MAINTENANCE GUIDE FOR FACTORY-RECOMMENDED SERVICES AND INTERVALS. PRIUS AND PRIUS PRIME COME WITH AN EXTRA YEAR OF ROADSIDE ASSISTANCE, FOR A TOTAL OF THREE (3) YEARS FROM DATE OF PURCHASE. HONDA AND TOYOTA INCENTIVES ARE SUBJECT TO CHANGE AT ANY TIME. FOR MOST CURRENT OFFERS AND DETAILS, VISIT BUYATOTYOTA.COM FOR TOYOTA OFFERS AND SHOPHONDA.COM FOR HONDA OFFERS. SHOPHONDA.COM IS THE SOURCE OF ALL HONDA OFFER INFORMATION FOR THE BALTIMORE, MD AREA. THE HONDA LOGO AND "ACCORD" ARE REGISTERED TRADEMARKS OF HONDA MOTOR CO., LTD. **INCENTIVE COMPARISONS AS OF 5/11/18.**