



TOYOTA



2018 TOYOTA Highlander VS. 2018 Honda Pilot

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

LEASE

LEASE AN LE AWD FOR
\$299 A MONTH
 36 MONTHS
 \$2999 DUE AT SIGNING¹
Tax, Title, License, Dealer Fees and Insurance are Extra.

SAVE UP TO **\$3,440**²
 With TOYOTA

LEASE A PILOT EX-L AWD
\$389 A MONTH
 36 MONTHS
 \$3199 DUE AT SIGNING^{1B}
Tax, Title, License, Dealer Fees and Insurance are Extra.

PURCHASE CASH BACK

\$1000 CASH BACK FROM TOYOTA³

SAVE **\$1,000**⁴
 With TOYOTA

NO CASH BACK OFFER

MAINTENANCE

Every new Toyota comes with
ToyotaCare⁵
 2 years of no-cost scheduled maintenance

YOU PAY FOR SCHEDULED MAINTENANCE

¹DUE AT SIGNING INCLUDES \$2,700 DOWN, FIRST \$299 PAYMENT, AND NO SECURITY DEPOSIT. DOES NOT INCLUDE \$350 DISPOSITION FEE DUE AT LEASE END. TAX, TITLE, LICENSE, DEALER FEES AND INSURANCE ARE EXTRA. INCENTIVE AVAILABLE ON APPROVED CREDIT TO QUALIFIED CUSTOMERS THROUGH TOYOTA FINANCIAL SERVICES. **NOT ALL CUSTOMERS WILL QUALIFY.** SEE DEALER FOR DETAILS. EXAMPLE BASED ON 2018 HIGHLANDER LE 4WD V6 MODEL 6948, MSRP OF \$35,535 AND CAPITALIZED COST, WHICH MAY VARY BY DEALER, OF \$33,991. CAPITALIZED COST IN EXAMPLE INCLUDES \$650 ACQUISITION FEE AND ASSUMES DEALER PARTICIPATION. YOUR PAYMENT TERMS MAY VARY BASED ON FINAL NEGOTIATED PRICE, TAX, TITLE, LICENSE, DEALER FEES AND INSURANCE ARE EXTRA. CUSTOMER IS RESPONSIBLE FOR EXCESSIVE WEAR AND EXCESS MILEAGE CHARGES OF \$.15 PER MILE IN EXCESS OF 36,000 MILES. 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. ^{1B}CLOSED END LEASE FOR 2018 PILOT 6 SPEED AUTOMATIC AWD EX-L (YF6H5JNNW) 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 \$39,655.00 (INCLUDES DESTINATION, EXCLUDES TAX, LICENSE, TITLE, REGISTRATION, DOCUMENTATION FEES, OPTIONS, INSURANCE AND THE LIKE). ACTUAL NET CAPITALIZED COST \$34,816.00. NET CAPITALIZED COST INCLUDES \$595 ACQUISITION FEE. DEALER CONTRIBUTION MAY VARY AND COULD AFFECT ACTUAL LEASE PAYMENT. TOTAL MONTHLY PAYMENTS \$14,004.00. OPTION TO PURCHASE AT LEASE END \$24,189.55. 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. ²LEASE SAVINGS OF \$3,440 BASED ON THE DIFFERENCE BETWEEN THE SUM OF MONTHLY PAYMENTS PLUS DUE AT SIGNING FOR THE HIGHLANDER AND THE PILOT LEASE EXAMPLES. HIGHLANDER: (\$299 X 36 MONTHS=\$10,764) + (DUE AT SIGNING OF \$2,999) = \$13,763 TOTAL. PILOT: (\$389 X 36 MONTHS=\$14,004) + (DUE AT SIGNING OF \$3,199) = \$17,203 TOTAL. LEASE DISPOSITION FEE MAY APPLY AND VARY SAVINGS AMOUNT. ³PURCHASERS CAN RECEIVE \$1,000 CASH BACK FROM TOYOTA OR CAN APPLY CASH BACK TO DOWN PAYMENT. 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. **EXCLUDES HYBRID MODELS.** SEE PARTICIPATING CENTRAL ATLANTIC TOYOTA DEALER FOR DETAILS. ⁴HIGHLANDER OFFERS \$1000 CASH BACK FROM TOYOTA WHILE THERE IS NO CASH BACK FROM HONDA ON PILOT. ⁵TOYOTACARE 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 "PILOT" ARE REGISTERED TRADEMARKS OF HONDA MOTOR CO., LTD. **INCENTIVE COMPARISONS AS OF 5/11/18.**