



TOYOTA



2018 TOYOTA RAV4 VS. 2018 Honda CR-V

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

FINANCING

0% APR FINANCING FOR 48 MONTHS<sup>1</sup> + \$500 TOYOTA FINANCE CASH<sup>2</sup>

SAVE UP TO \$1,688<sup>3</sup> With TOYOTA

2.9% APR FINANCING FOR 48 MONTHS<sup>1B</sup>

LEASE

LEASE AN LE FWD FOR \$189 A MONTH | 36 MONTHS | \$3199 DUE AT SIGNING<sup>4</sup> Tax, Title, License, Dealer Fees and Insurance are Extra.

SAVE UP TO \$1,320<sup>5</sup> With TOYOTA

LEASE A CR-V LX \$259 A MONTH | 36 MONTHS | \$1999 DUE AT SIGNING<sup>4B</sup> Tax, Title, License, Dealer Fees and Insurance are Extra.

PURCHASE CASH BACK

\$1500 CASH BACK FROM TOYOTA<sup>6</sup>

SAVE \$1,500<sup>7</sup> With TOYOTA

NO CASH BACK OFFER

MAINTENANCE

Every new Toyota comes with ToyotaCare<sup>8</sup> 2 years of no-cost scheduled maintenance

YOU PAY FOR SCHEDULED MAINTENANCE

\*0% 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 \$20.83 FOR EACH \$1000 BORROWED. 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. 1B FOR CR-V LX TRIMS ONLY. SPECIAL APR OFFER VALID ON NEW AND UNREGISTERED 2018 CR-V 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 CR-V LX: 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. 2BUYERS 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. 3FINANCE SAVINGS EXAMPLE OF \$1,688 BASED ON AVERAGE AMOUNT FINANCED OF \$27,912 (RAV4 GAS MODEL AVERAGE AMOUNT FINANCED THROUGH TOYOTA FINANCIAL SERVICES FROM 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% 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. (CR-V \$22.09) MINUS (RAV4 \$20.83) = RAV4 SAVINGS OF \$1.26 PER \$1000 BORROWED \$1.26 X \$27,912 = 35.17 X 48 MONTHS = \$1,688 TOTAL FINANCE SAVINGS 4RAV4 DUE AT SIGNING INCLUDES \$3,010 DOWN (AFTER APPLICATION OF \$750 TOYOTA LEASE CASH INCENTIVE FROM TOYOTA FINANCIAL SERVICES). FIRST \$189 PAYMENT, AND NO SECURITY DEPOSIT. DOES NOT INCLUDE \$350 DISPOSITION FEE DUE AT LEASE END. TAX, TITLE, LICENSE, DEALER FEES AND INSURANCE ARE EXTRA. EXAMPLE BASED ON 2018 RAV4 MODEL 4430, MSRP \$25,405 AND CAPITALIZED COST, WHICH MAY VARY BY DEALER, OF \$24,282. 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. 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. 4B LX TRIM ONLY. CLOSED END LEASE FOR 2018 CR-V CONTINUOUSLY VARIABLE TRANSMISSION 2WD LX (RWSH3JEW) 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 \$25,245.00 (INCLUDES DESTINATION, EXCLUDES TAX, LICENSE, TITLE, REGISTRATION, DOCUMENTATION FEES, OPTIONS, INSURANCE AND THE LIKE). ACTUAL NET CAPITALIZED COST \$23,572.92. NET CAPITALIZED COST INCLUDES \$595 ACQUISITION FEE. DEALER CONTRIBUTION MAY VARY AND COULD AFFECT ACTUAL LEASE PAYMENT. TOTAL MONTHLY PAYMENTS \$9,324.00. OPTION TO PURCHASE AT LEASE END \$15,399.45. 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. 9LEASE SAVINGS OF \$1,320 BASED ON THE DIFFERENCE BETWEEN THE SUM OF MONTHLY PAYMENTS PLUS DUE AT SIGNING FOR THE RAV4 AND THE CR-V LEASE EXAMPLES. RAV4 LE: (\$189 X 36 MONTHS=\$6,804) + (DUE AT SIGNING OF \$3,199) = \$10,003 TOTAL. CR-V LX: (\$259 X 36 MONTHS=\$9,324) + (DUE AT SIGNING OF \$1,999) = \$11,323 TOTAL. LEASE DISPOSITION FEE MAY APPLY AND VARY SAVINGS AMOUNT. 10CUSTOMERS CAN RECEIVE \$1,500 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. SEE PARTICIPATING CENTRAL ATLANTIC TOYOTA DEALER FOR DETAILS. 11RAV4 OFFERS \$1500 CASH BACK WHICH CR-V DOES NOT OFFER. OR, SAVINGS THROUGH A SPECIAL LEASE OR SPECIAL APR FINANCING OPTIONS COULD SAVE YOU HUNDREDS TO THOUSANDS VS. A CR-V. 12TOYOTA-CARE IS A PLAN THAT COVERS NORMAL FACTORY SCHEDULED SERVICE. PLAN IS 2 YEARS OR 25,000 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 "CR-V" ARE REGISTERED TRADEMARKS OF HONDA MOTOR CO., LTD. INCENTIVE COMPARISONS AS OF 5/11/18.