

# CSSR CST MATCH-A-TRUCK



## FROM NO MATCH TO A MATCH, TOUCH A TRUCK, GET SOME BUCKS!

Based on the Service Market Share outcomes of 2023, where the National Average Service Market Share reached an impressive 65.4%, we are aiming even higher in 2024, setting a target of 68%. Aligned with the Toyota North American Vision 2030, our ultimate objective is set at 80%. Today, TMH is thrilled to introduce the 2024 CSSR CST “Match-A-Truck” Promotion, starting May 15th and running through September 30, 2024, covering the 2024 2nd Half SMS and CST Reporting time frame.

The process is straightforward. Identify Toyota customers within your Dealer APR who have Toyota Forklifts listed as “FALSE” (No Match) on your Dealer’s CST Sheet, indicating they have not received Service or PM work from your dealership in the 1st Half of 2024. Simply make a sale, perform a Service or PM, and you’ll earn credit toward meeting the contest qualification rules. Please refer to the 2024 1st Half CST Report to identify any instances of “No Match” as your Target and monitor your progress.

Promotional payouts will be in paid local currency pending location (i.e. \$2,000 USD in US or \$2,000 CAN in Canada)

### PROMOTIONAL QUALIFIERS

1. This promotion is open to all CSSRs and Dual Role Sales Associates listed in Staff Master and registered in LMS.
2. To qualify, a CSSR or Dual Role Sales Associate must achieve incremental Matched Unit gain/growth from the 2024 1st Half CST Report to the 2024 2nd Half CST Report, achieving a minimum net growth of an additional 20 matched units to be eligible for a prize.  
(Example: Growing your 1st Half CST Matched Units from 200 to 220 on the 2nd Half CST Matched Units will satisfy the eligible qualifier.)
3. The top 50 qualifiers exceeding the additional 20 matched units will be eligible for the prize money. Prizes will be distributed based on individual performance that exceeds the minimum net growth threshold and based on highest to lowest results nationally.
4. Winner will be announced on or around December 1st, 2024 and prize money will be paid out shortly thereafter.



### PRIZE MONEY BREAKDOWN

PLACE	PRIZE MONEY
1ST PLACE	\$2,500
2ND PLACE	\$2,000
3RD PLACE	\$1,500
4TH PLACE	\$1,000
5TH PLACE	\$950
6TH PLACE	\$900
7TH PLACE	\$850
8TH PLACE	\$800
9TH PLACE	\$750
10TH PLACE	\$700
11TH-50TH PLACE	\$250 EACH

### PROMOTIONAL GUIDELINES:

- ▶ Program valid for dealers participating in the TMH Service Market Share (SMS) program. Dealers must also submit a completed Customer Support and Trust (CST) sheet to use for matched unit incremental growth tracking and to be eligible for the promotion.
- ▶ Dealers are required to submit SMS Service Records for the 2024 2nd Half SMS process between Oct. 1st and October 31st, 2024.
- ▶ This promotion compares results from the 1st Half 2024 CST Report to the 2nd Half 2024 CST Report from the dealer's SMS report. A TMH Aftermarket Analyst will employ the CST Report to assess conversions from "No Match" to "Match" to determine individual eligibility.
- ▶ Program open to all TMH Dealers in the United States, Canada and Puerto Rico.
- ▶ Payment will be offered through an online kiosk and may require a completed Tax Revenue form for select participants.

### HAPPY HUNTING AS YOU KICK-OFF THE "MATCH-A-TRUCK" PROMOTION AT YOUR LOCAL DEALERSHIP!

Reach out to your ADM today if you have additional questions!