

2020



**STAR Elite** 

Unleash Your  
**Wholesale Parts**  
**Sales Potential!**



**Wholesale Parts**

THE NEWLY ENHANCED  
2020 STAR ELITE PROGRAM

WHOLESALE SUPPORT  
EVERY STEP OF THE WAY

COST AND ENROLLMENT  
INFORMATION

STAR ELITE  
PROGRAM RESOURCES

IMPORTANT CONTACT  
INFORMATION





# The STAR Elite Program

ENROLL NOW

YOUR TOYOTA WHOLESALE PARTS SALES POTENTIAL IS GREAT, PROVIDED YOU HAVE THE TOOLS AND SUPPORT TO HELP DRIVE YOUR SUCCESS. The STAR Elite program delivers exactly that, with powerful resources and incentives to help increase your wholesale parts sales.

As a STAR Elite Dealer, you'll receive these exclusive benefits and support tools:

- Reduced rate on Toyota Mechanical Parts Program (TMPP) powered by RepairLink®<sup>1</sup>
- Wholesale Sales Incentive Program (WSIP), based upon annual year-over-year Toyota Genuine wholesale net parts sales increases as measured by PSX<sup>2</sup>
- Parts Sales Xcellerator (PSX) tool, with PSX Advanced option
- SOAR Market Analysis, a customized analysis that maps customers in your market area
- Technical Information System (TIS) one-year complimentary subscriptions for eight of your best customers
- Reduced rate on OPS Technology Suite, a powerful management tool that helps streamline Collision Parts procurement, competitive pricing, and delivery

Value-priced at only \$2,500 per year, STAR Elite delivers over \$15,000 in dealership benefits, plus increased parts sales and unlimited sales incentive potential.<sup>3</sup>

**Renewal is automatic for current STAR Elite dealers.** The program period runs January through December.

Go to



**[www.toyotapartsandservicehub.com](http://www.toyotapartsandservicehub.com)**  
or email: [adminSTARElite@toyota.com](mailto:adminSTARElite@toyota.com)

<sup>1</sup> Setup and monthly fees apply

<sup>2</sup> PSX or PSX Advanced enrollment required for Wholesale Sales Incentive Program participation

<sup>3</sup> Value based upon full program participation, including TMPP and OPS options at Non-STAR Elite rates



# Wholesale Support Every Step of the Way

ENROLL NOW

FOR OVER TWENTY YEARS, Toyota's STAR Elite Program has provided state-of-the-art tools and support that you need to help boost your wholesale parts sales in an ever-changing industry. Our dedication to supporting your wholesale parts business is only surpassed by our appreciation of your efforts to pursue your opportunities.

Toyota Motor North America proudly continues the STAR Elite Program! Our goal is to provide you the industry's best tools and support at an exceptional value.

With STAR Elite, you can benefit from:

- Streamlined Dealer Operations
- Amplified Customer Support
- Innovative Reporting Tools
- Powerful Incentives

"The most important measure of the STAR Elite program's effectiveness is Year-Over-Year sales growth, which is monitored, reported, and rewarded through WSIP. Successful STAR Elite dealers are now tracking to **earn up to sixteen times the program cost.**"

—STAR Elite Program Administration TMNA

## STAR ELITE WHOLESALE PROGRAM

Enjoy exclusive pricing for the Toyota Mechanical Parts Program (TMPP) powered by RepairLink, the industry's most comprehensive OE mechanical parts fulfillment solution.

Rev up your wholesale parts sales while earning more to invest in your business! Toyota's Wholesale Sales Incentive Program (WSIP) provides incentives based upon annual year-over-year increases in Toyota Genuine wholesale net parts sales as measured by PSX.<sup>4</sup>

Join STAR Elite today to tap into its advanced tools and incentives. If you are currently a STAR Elite wholesale dealer—you're automatically re-enrolled!

<sup>4</sup> WSIP is available exclusively to STAR Elite Dealers who are enrolled in PSX.



# STAR Elite Program

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**PROGRAM COST**

For a reduced annual price of \$2,500, the STAR Elite Program delivers over \$15,000 in dealership benefits, plus added value from the new Wholesale Sales Incentive Program (WSIP), not to mention increased parts sales potential!

PROGRAM ELEMENT	ONE-TIME SETUP	NON-STAR ELITE COST	STAR ELITE COST
STAR Elite Program	N/A	N/A	\$2,500/year
TMPP	\$199	\$349/mo	\$239/mo
WSIP (powered by PSX)	N/A	N/A	Included
PSX	N/A	N/A	Included*
PSX Advanced	N/A	\$4,200/year	Included*
SOAR Market Analysis	N/A	N/A	Included
TIS Accounts (up to 8)	N/A	\$3,840	Included
OPS	N/A	\$9,588/year	\$3,600/year

\*Free as long as dealer remains an active PSX user as determined by TMNA.

**HOW TO ENROLL**

Take advantage of STAR Elite’s exceptional benefits and unleash your wholesale profit potential today!

**PROGRAM PERIOD RUNS  
JANUARY through DECEMBER.**

**CURRENT STAR ELITE PROGRAM SUBSCRIBERS:**

Re-enrollment is not required for continued program participation if you are already enrolled.

**NEW STAR ELITE PROGRAM SUBSCRIBERS:**

If you’ve never participated in the STAR Elite Program, visit [www.toyotapartsandservicehub.com](http://www.toyotapartsandservicehub.com) to enroll. You’ll then receive an email from the TMNA STAR Elite program Admin, which will include additional details.

Questions? Email [adminstarelite@toyota.com](mailto:adminstarelite@toyota.com).

**ENROLL BEFORE  
DECEMBER 31,  
AND START ENJOYING  
EXCEPTIONAL BENEFITS  
IN THE NEW YEAR.**





Toyota Mechanical Parts Program (TMPP) Powered by RepairLink®

ENROLL NOW

TMPP POWERED BY REPAIRLINK® incorporates Toyota-sponsored competitive discounts with the industry’s most used web-based OE mechanical parts fulfillment solution. This powerful platform is designed to streamline the mechanical parts ordering process between independent repair facilities (IRFs) and dealers.

FEATURES

- Enables IRFs to place dealer parts orders 24/7
- Integrates with Shop Management Systems
- Provides VIN filtering and illustrations like those in the EPC
- Offers tools to help protect dealer gross profit and communicate market-specific promotions
- Allows your wholesale customers to receive Toyota-sponsored competitive discounts on select parts

- Automatically posts reimbursements to the dealer’s Monthly Parts Statement
- Includes comprehensive training, best practices consultation, and excellent customer support

ADVANTAGES

- Puts you online, where the buyers are
- The only platform offering Toyota-sponsored discounts on Toyota Genuine Mechanical Parts for a dealer’s IRF customers
- Minimizes time spent on the phone and helps reduce the need to fax illustrations

- Saves time with increased efficiency
- Enhances relationships with wholesale customers
- Helps increase wholesale parts sales
- Helps to improve dealership off-the-shelf fill rate for their own service shop

COST

■ One-time setup fee for new RepairLink dealer	\$199
■ Non-STAR Elite Dealer monthly cost	\$349
■ <b>DISCOUNTED STAR Elite Dealer monthly cost</b>	<b>\$239</b>





# Toyota Wholesale Sales Incentive Program – Powered by PSX

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POWERED BY PSX, WSIP IS AN EXCLUSIVE BENEFIT TO STAR ELITE DEALERS that provides dollar rewards based upon your annual year-over-year Toyota Genuine wholesale net parts growth. The only eligibility requirement is PSX, which is included in your STAR Elite benefits.

FEATURES

- Automatically gathers dealer parts sales data and determines YOY sales growth
- Calculates rewards based upon percentage of sales growth
- Presents progress on PSX dashboard
- Posts Annual YOY incentive payout to Dealer Parts Statement at quarterly intervals

INCENTIVE CATEGORIES\*

- 5.0 to <10% YOY Growth: Incentive is 0.50% times incremental increase in Dealer wholesale parts sales

- 10.0 to <15% YOY Growth: Incentive is 0.875% times incremental increase in Dealer wholesale parts sales
- 15.0%+ YOY Growth: Incentive is 1.25% times incremental increase in Dealer wholesale parts sales

EXAMPLE PAYOUT STRUCTURE  
ANNUAL PROGRAM WITH QUARTERLY PAYOUTS

Q1 2018	Q1 2019	Q/Q GROWTH \$	% GROWTH	INCENTIVE*
\$500,000	\$540,000	\$40,000	8.000%	\$200.00
\$500,000	\$560,000	\$60,000	12.000%	\$525.00
\$500,000	\$590,000	\$90,000	18.000%	\$1,125.00

*\*Quarterly Wholesale Sales Incentive Program earnings*

ADVANTAGES

- Rewards you for growing your wholesale parts business
- Provides flexible earnings that may be used for your preferred wholesale parts marketing efforts
- The more you grow, the more you earn!

VALUE

- |  |                 |
|--|-----------------|
| ■ Non-STAR Elite Dealer  | Not Available   |
| ■ <b>STAR Elite Dealer exclusive</b>   | <b>INCLUDED</b> |
| –Provides dollar rewards upon dealer annual year-over-year Toyota Genuine wholesale net parts sales. |                 |
| –PSX or PSX Advanced is REQUIRED.  |                 |
| –PSX or PSX Advanced included in the STAR Elite program at <b>NO ADDITIONAL CHARGE.</b>              |                 |

\* Please note that PSX or PSX Advanced enrollment is required for participation in Toyota’s WSIP.





Parts Sales Xcellerator

ENROLL NOW

PARTS SALES XCELLERATOR (PSX), the industry’s smartest wholesale parts sales analytics tool, now offers Toyota dealers two implementation options: PSX and PSXAdvanced.

FEATURES

PSX\*

- Provides dealers who do not need the advanced version of PSX analytics a way to participate in the Wholesale Sales Incentive Program (WSIP)
- Enables automatic sharing of wholesale parts sales data with TMS
- Integrates with virtually any DMS

PSX Advanced\*

- Robust dashboard provides valuable data about a dealer’s wholesale parts operations
- Provides a suite of standard and customizable analytical tools and reports
- Identifies top performers as well as opportunity areas
- Sends automated alerts on customer trends and purchase behavior

- Tracks customer activity, including communications and sales
- Downloads reports in either PDF or MS Excel
- Integrates with virtually any DMS

Both PSX programs are included in the STAR Elite fee as long as dealer remains an active PSX user as determined by TMS.

ADVANTAGES

PSX

- Automatic data acquisition requires no daily action from dealer
- Enables participation in Toyota’s WSIP, powered by PSX, which rewards annual year-over-year Toyota Genuine wholesale net parts sales

PSX Advanced

- Provides critical data to allow fact-based decision making
- Enables easy sales analysis through key metrics reporting and data mining
- Enables participation in Toyota’s Wholesale Sales Incentive Program (WSIP), which rewards annual year-over-year Toyota Genuine wholesale net parts sales
- Encourages Toyota Genuine Parts wholesale net sales growth with visible key metrics

COST

- PSX/PSX Advanced is included in STAR Elite\*\*
- Non-STAR Elite Dealer cost \$4,200

\*\*If dealer remains an active PSX user (as determined by TMNA).

\* Please note that PSX or PSX Advanced enrollment is required for participation in Toyota’s WSIP.





SOAR Market Analysis / Toyota Technical Information System (TIS)

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SOAR Market Analysis

AVAILABLE EXCLUSIVELY TO STAR ELITE DEALERS, the SOAR STAR Elite Market Analysis is a detailed reporting tool that measures your dealership’s specific wholesale market opportunity. The Market Analysis puts a customized assessment of your local market right at your fingertips.

FEATURES

Dashboard presenting mechanical and collision IRFs in dealer’s market area with four main reporting sections:

- **Wholesale Parts Market Analysis Summary:** Provides a snapshot of IRFs, as well as Vehicles in Operation (UIO) by Year and Model
- **IRF Map:** Displays a visual overview of IRFs relative to dealer location
- **IRF List:** Shows a list of IRFs in market area and downloads to Excel

- **Wholesale Parts Market Analysis:** Provides detailed information on market potential, revenue opportunity, and Toyota UIO

ADVANTAGES

- Helps dealers identify best prospects and turn them into profitable accounts
- Identifies market opportunities and revenue potential
- Provides perspective on age of vehicles in market area, allowing better assessment of parts inventory and technical repair needs

ADDED VALUE

- |                                      |                 |
|--------------------------------------|-----------------|
| ■ Non-STAR Elite Dealer              | Not Available   |
| ■ <b>STAR Elite Dealer exclusive</b> | <b>INCLUDED</b> |

Toyota Technical Information System (TIS)

AS A STAR ELITE DEALER, you can provide your IRF customers with complementary access to the Toyota Technical Information System (TIS).

FEATURES

- STAR Elite dealers can give 8 of their top wholesale customers or prospects a complimentary 1-year subscription to TIS
- Provides IRF customers access to the most up-to-date technical information on 1990 and newer model Toyota, Scion, and Lexus vehicles marketed in the U.S.
  - Service Bulletins
  - Repair Manuals
  - Wiring Diagrams
  - Technical Training

- Includes link to safety recall and service campaign VIN lookup tool

ADVANTAGES

- Helps build positive relationships with IRF customers
- Provides vital information IRFs need to effectively service Toyota products
- Helps improve Toyota owner satisfaction by ensuring proper repair of vehicles, ultimately increasing Toyota brand retention
- Provides a valuable “door opener” to help you conquest a new IRF prospect

COST

- |                            |                 |
|----------------------------|-----------------|
| ■ TIS account annual cost* | \$3,840         |
| ■ <b>STAR Elite cost</b>   | <b>INCLUDED</b> |

\*(Cost for eight annual subscriptions)







Collision Pricing Support

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OPS TECHNOLOGY SUITE™

The OPS technology suite covers the entire spectrum of the parts procurement & logistics process, tackling three key areas of concern facing the collision parts industry: parts procurement, competitive pricing, and parts delivery.

Parts Procurement

Receive, answer, and manage orders electronically. Open tracking for your salesman to view your deliveries as they are being made in real-time.



Conquest Solution

Increase OEM market share through interactive advertising at the time of purchase.



Logistics Management

Ensure exact accuracy in the pulling, staging, and transport of automotive parts, from the warehouse to your customer.



Instant Notifications

Parts order updates and delivery estimations delivered to your customers. Advertise special discounts on collision parts.



Driver Mobile App

Track and confirm every delivery in real-time. Capture signatures upon delivery and document CODs and discrepancies.



Returns / Credits Solution

Track and manage returns from shops back to the dealer. Credits delivered in real-time.



ADVANTAGES

- Allows IRF to make a fact-based decision to buy Toyota Genuine Parts before they buy elsewhere
- Improves ordering, management, and delivery of Toyota Genuine Parts
- Streamlines the parts ordering process
- Supports competitive pricing initiatives
- Improves communication with wholesale customers

COST



- Non-STAR Elite Dealer annual cost \$9,588/year
- **DISCOUNTED STAR Elite Dealer annual cost \$3,600/year**



# Important Contact Information

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Mail Stop E1-4D, Plano, TX 75024  
 [www.toyotapartsandservicehub.com](http://www.toyotapartsandservicehub.com)  
 [adminSTARElite@toyota.com](mailto:adminSTARElite@toyota.com)



## STAR ELITE PROGRAM SUPPORT

- **TMNA: Contact your DSPM**
- **GST: Contact your DSPM**
- **SET: Contact your DFOM**  
 [adminSTARElite@toyota.com](mailto:adminSTARElite@toyota.com)

## STAR ELITE PROGRAM

- **Reporting/Sales Analytics**  
PSX Summit Consulting, Inc.  
 [psxsupport@sciusa.com](mailto:psxsupport@sciusa.com)  
 303-683-6105 ext 2
- **Pricing Support (Matching)**  
OPS Overall Parts Solutions  
 [www.opstrax.com](http://www.opstrax.com)  
 877-USE-TRAX
- **Price Discount Mechanical Program**  
TMPP powered by RepairLink  
 <https://go.oeconnection.com/toyota/mechanicalpartsprogramenroll>  
 [adminSTARElite@toyota.com](mailto:adminSTARElite@toyota.com)

## ■ Toyota's Technical Information System

TIS Toyota  
 [techinfo.toyota.com](http://techinfo.toyota.com)  
 [adminSTARElite@toyota.com](mailto:adminSTARElite@toyota.com)  
 TMNA: 877-DL-DAILY  
 GST: 800-933-3416  
 SET: 800-982-6057

## ■ Market Analysis

SOAR Toyota  
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