



first!

for genuine parts to the trade

Order hotline:
0845 055 1565

Offer text message
registration:
text FIRST to 80108

Technical website:
<http://techdoc.toyota-europe.com>



Welcome

to Issue 15 of Toyota 'first!'
Summer's here and, if you haven't already subscribed, it's a great time to text FIRST to 80108, subscribe to Toyota's SMS alerts and make sure you never miss the 'L8ST' offers on genuine Toyota parts.

Read on for information about the benefits of iridium spark plugs, what the science of cooling means for you and your customers and a guide to the profitable world of Toyota remanufactured parts.

And talking of profit, what's a 3-year-old Toyota worth to you in parts sales? Maybe more than you'd imagined, so don't miss our special article.

Toyota 'first!' Team

Toyota genuine coolant

(the science of cooling)

Winter or summer, modern coolants are much more than just antifreeze. With their advanced cooling, antifreeze and anti-corrosion properties, they're the difference between life and death for engines. Fortunately, what's good for a Toyota Land Cruiser at 47°C in Dubai is also good for your customer's Yaris on the M62. Whatever the vehicle and its use, the designed-in performance of genuine Toyota coolant makes it easy to get the science right – and the price.

- Always use the correct factory recommended coolant
- Always do a full flush and refill with each change
- Dirty coolant reduces efficiency – for optimum performance, refer to your vehicle handbook.

Pro tip – understanding specific vehicle needs saves time (for instance, the MR2 Mark 2, model type SW20, needs to be fully warmed, then fully cooled, before bleeding). Ask your Toyota 'first!' Centre for advice.

For your convenience, genuine Toyota long life concentrate coolants are available in the following pack sizes...



	retail price from	trade price from	your margin
200 litres	£376.63	£301.31	£75.33
60 litres	£118.36	£94.69	£23.67
5 litres	£12.00	£9.60	£2.40
1 litre	£3.29	£2.63	£0.66

Prices shown are for red concentrate coolant.

exc. VAT

Also available are pink super long life and green long life pre-mix antifreeze. Contact your local Toyota 'first!' Centre for details.

News (in brief)

From special offers on tail-pipes to the availability of genuine Toyota 5W-30 fuel efficient engine oil, here's the latest moneymaking news from Toyota 'first!'

Old auto box?

For when only a new box will do, Toyota now offers genuine remanufactured automatic gearboxes. Remanufactured by Toyota for Toyota with the added reassurance of a 24-month warranty: that's peace of mind for you.

Fuel efficient oil in stock

Oil change time for an older Toyota vehicle being run on a budget? Genuine Toyota fuel efficient 5W-30 engine oil, meeting the Toyota's quality standards, is now available.

What's coming to your ramp?

What's coming into your workshop soon? Watch out for three-year-old Yaris diesels and the July 2004 versions of the popular Toyota Corolla Verso which are now just over three years old.

Exhaust tail pipes still on offer

A new tail-pipe helps exhaust efficiency and gives an instant facelift. It's easy to swap grime for shine with a typical offer price (Yaris) of £36.13 – saving £15.48 on retail.

