

TOYOTA AND LEXUS RELAX MEDIA PACK



TOYOTA AND LEXUS RELAX: A REVOLUTION IN VEHICLE WARRANTY COVER

INTRODUCTION

Toyota (GB) is revolutionising vehicle warranty cover with the introduction of Toyota and Lexus Relax, a ground-breaking new approach for providing motorists with complete peace-of-mind protection for up to 10 years.

A first for the UK motor industry and unmatched in its scope by any other manufacturer's warranty programme, it gives Toyota and Lexus owners 12 months/10,000 miles' cover for their vehicle each time they have it serviced at an official Toyota or Lexus centre. The warranty is automatically applied and there is no extra cost to the customer.

The service-activated warranty can continue until the vehicle reaches 10 years or has covered 100,000 miles. All Toyota and Lexus models qualify as long the age and mileage criteria are met, including passenger cars and light commercial vans and pick-ups.

They do not have to have been purchased from a Toyota or Lexus centre – second, third and even fourth-hand vehicles traded privately or from other outlets are eligible. Adding a manufacturer warranty will also add to the appeal of a vehicle on the pre-owned market.

The protection also applies to every type of powertrain, from market-leading hybrids and conventional petrol and diesel models to advanced new battery electric vehicles such as the Lexus UX 300e, and the Toyota Mirai hydrogen fuel cell car.

There are no complex clauses, exclusions or caveats: the new programme is designed to be simple, comprehensive and easy for the customer to understand and benefit from, true to Toyota and Lexus's customer-first approach to business. Its design also makes it easy for the centre network to apply and manage.

The unprecedented length and scope of the warranty is founded on the world-famous quality, durability and reliability (QDR) of Toyota and Lexus vehicles, renowned and respected for delivering year after year of trouble-free motoring.

The Toyota and Lexus Relax warranty programme is launched nationwide in the UK on 1 June 2021.

RELAX IN DETAIL

Toyota and Lexus Relax is a radical new concept in providing customers with a warranty for their vehicle. It goes significantly beyond the well-established concept of a new or used vehicle warranty to give cover that can extend for up to 10 years or 100,000 miles of driving.

It's a level of peace-of-mind protection that's unprecedented in the UK and unmatched by any other manufacturer. Moreover, it is being provided at no extra cost to the customer: the Relax warranty is a value-added product that's included in Toyota and Lexus's service menu price guarantee.

From 1 June 2021, Toyota is changing its warranty programme. All new Toyota vehicles will be sold with a three-year/60,000-mile manufacturer's warranty as standard. At the same time, Toyota Relax will be made available to all Toyota owners, when they have their vehicle serviced at an official Toyota centre. For Lexus, the existing three-year/60,000-mile new vehicle warranty remains in place.

There are no complex formalities, the Relax warranty is automatically activated on the completion of a scheduled full or interim vehicle service at an official Toyota or Lexus centre. By keeping to their vehicle's service schedule, customers can extend their Relax warranty by an extra 12 months/10,000 miles, year after year, until the 10-year/100,000-mile limit is reached.

It's a comprehensive programme that applies to all Toyota and Lexus passenger cars, Toyota Professional light commercial vans and pick-ups and the latest Toyota GR performance models. Likewise, there are no exclusions where powertrains are concerned, with the same level of cover provided for hybrid, plug-in hybrid and battery electric vehicles and the Mirai hydrogen fuel cell saloon, as well as for models with petrol and diesel internal combustion engines.

Eligible vehicles range from cars just completing the period of their new vehicle warranty, to high-mileage models that have passed through multiple ownerships and have no prior Toyota or Lexus service history.

The benefits to the customer include increasing the value of their vehicle when they come to sell or exchange it – its value will be enhanced by the presence of a manufacturer warranty,

Rob Giles, Toyota (GB) Customer Services Director, said: “This is a game-changing proposition that redefines the manufacturer warranty, giving our customers the reassurance and value of cover for up to a decade of motoring.

“There are compelling business benefits to be gained as well, with Relax connecting us with more owners, building loyalty and giving our network partners the opportunity to maximise value chain opportunities in both sales and after sales activities.”

Ewan Shepherd, Director of Lexus in the UK, commented: “The foundation for this exceptional level of protection is the essential quality, durability and reliability of our vehicles and our commitment to delivering customer-first service.

“As well as rewarding existing Toyota and Lexus owners, our Relax programme will also strengthen the appeal of our vehicles to new customers, equally whether they are considering a new car or a used model.”

The Relax warranty covers the same parts and labour as the three-year manufacturer’s warranty provided on new Toyota and Lexus vehicles and the one-year manufacturer warranty that’s standard with approved used vehicles. It does not include wear and tear items, bodywork, paint, interior trims and maintenance parts. A vehicle health check is part of the service package, which includes all mechanical and electronic parts, which helps potential problems to be detected at an early stage. Any existing defects present at the time of service are excluded from the warranty.

Full terms and conditions are provided at toyota.co.uk/relax and lexus.co.uk/relax.

THE CUSTOMER EXPERIENCE

As its name makes clear, Toyota and Lexus Relax is designed for a simple, hassle-free customer experience. Its customer-focused design ensures it is easy to access and understand.

Although the warranty cover is uniform, different types of vehicle owner will have a different customer experience.

Customers with new vehicles will have a three-year/60,000-mile manufacturer’s warranty in place, or, for Toyotas ordered prior to 1 June 2021, a five-year/100,000-mile warranty. At the final scheduled service prior to the completion of the warranty period, their vehicle will

automatically benefit from the Relax 12-month/10,000-mile warranty. For vehicles with a two-year service schedule, a 24-month/20,000-mile warranty will automatically be activated. The warranty will be renewed at each successive service at an official Toyota or Lexus centre, until the 10 years/100,000 miles limit is reached.

Customers with approved used vehicles purchased from the Toyota or Lexus network will have a 12-month warranty with unlimited mileage, plus one year's AA roadside assistance cover providing breakdown and recovery services at the customer's home or roadside. At the final scheduled service prior to the end of the warranty, a 12-month/10,000-mile or 24-month/20,000-mile Relax warranty will be automatically provided for their vehicle.

Customers with used vehicles purchased outside the Toyota or Lexus network enjoy the same Relax benefit. If their car is a Toyota less than five years old, its original manufacturer's warranty will still be effective; five years on from the date of its first registration, it automatically qualifies for the Toyota Relax warranty, when serviced at a Toyota centre. In the case of Lexus models, the manufacturer's warranty continues to three years from the date of first registration, or 60,000 miles; thereafter it qualifies for a Lexus Relax warranty when serviced at a Lexus centre.

"Lapsed" and new customers who have previously chosen to have their vehicle serviced outside the Toyota or Lexus network can also take advantage of Relax. There is no requirement for a vehicle to have a history of servicing at an official centre in order to qualify for the warranty; it will be applied from the date the vehicle is serviced at a Toyota or Lexus centre, instantly increasing the value of their car. If owners are concerned about potentially having to pay for significant repairs when bringing their vehicle to a centre for service for the first time, Toyota's Drive Now, Pay Later scheme is available to spread costs over a suitable period of time (terms and conditions apply, see toyota.co.uk for details).

Customers who have a service plan for their vehicle face no additional costs or changes to the terms of their plan. The Relax warranty will be an additional, added-value benefit when they next have their vehicle serviced.

For customers with hybrid vehicles, the Hybrid Health Check forms part of the scheduled servicing. The Relax warranty includes cover for the hybrid battery and components for up to 10 years/100,000 miles. After this time, customers can still extend the cover for up to 15 years with a stand-alone scheduled Hybrid Health Check.

In addition to the Relax warranty, servicing at a Toyota or Lexus centre provides other significant benefits to customers. Work is carried out by qualified Toyota/Lexus technicians, using Toyota and Lexus-approved parts to ensure optimum performance. Workshop teams

are fully equipped and trained work on all the technologies featured in Toyota and Lexus vehicles, including electrified powertrains and advanced handling and safety systems. Pricing is transparent with a service menu price guarantee for the scheduled servicing requirements for each model.

Toyota and Lexus's customer-focused approach includes an online service booking facility at the customer's preferred centre. Centres will also make servicing as convenient as possible, with collection and delivery, courtesy cars and while-you-wait servicing options.

HOW IT WORKS

The Relax warranty operates in the same way as the manufacturer's warranties provided on new and approved used Toyota and Lexus vehicles. Cover is automatic when the vehicle undergoes a scheduled full or interim service and effective from that date for 12 months or 10,000 miles – whichever is soonest. On vehicles that have service intervals every two years, the cover is for 24 months/20,000 miles.

There are no forms to sign to obtain the warranty cover and the customer does not have to keep or present any policy documents should they need to make a claim. The warranty status of their vehicle is recorded in the details of their vehicle held by the Toyota or Lexus network and is noted on the service invoice raised by the centre.

This central record means that a vehicle's warranty will be recognised at any official Toyota or Lexus centre, should customers move or choose to have their car serviced at a different location.

Following completion of a service where their vehicle qualifies for the Relax warranty, customers will be sent a confirmation email by their centre (subject to them providing an email address for contact).

If a vehicle requires work to be done under warranty, the customer contacts their local Toyota centre in the first instance. They will be able to confirm the Relax warranty status on receiving details of the vehicle.

THE BUSINESS STORY

Toyota has an established reputation for innovation in vehicle warranties. It was among the first manufacturers in the UK to provide five-year protection on new cars, in 2010, subsequently extending that level of cover to its light commercial vehicle range in 2016.

The introduction of the Relax programme represents an unprecedented leap forward in the scope of manufacturer vehicle warranties. Its bold concept provides cover not just for nearly new vehicles, but those which have seen many years and tens of thousands of miles of service, potentially with many different owners.

Toyota is confident its new programme has a sound business rationale. Relax will bring more customers into its retailer network, giving it access to more of its vehicle parc – there are currently more than one million Toyota and Lexus vehicles under 10 years old on the UK's roads. This will generate new business and build customer loyalty, with a positive impact for sales as well as after sales operations.

Rob Giles, Toyota (GB) Customer Services Director, said: "Relax offers great benefits to the customer, at no extra cost beyond the price they pay for a scheduled service. Their vehicle improves in value and they have peace of mind that our comprehensive cover provides. This and the designed-in simplicity of the programme will help draw more business into our centre network, with warranty costs contained by the well-proven quality, reliability and durability of our vehicles. We are confident that the introduction of Relax will result in a net gain for the business."

This confidence is supported by successive awards Toyota and Lexus have received for reliability and customer service. Recent achievements include Toyota being named Car Brand of the Year 2020 and top-ranked mainstream car manufacturer for reliability by the consumer organisation *Which?*, Lexus took that award in 2019 and was named the most reliable car brand by *What Car?* in 2019 and 2020. For the past four years, Lexus has also dominated the annual *Auto Express* Driver Power survey on reliability of cars up to five years old.

The launch of Toyota and Lexus Relax in the UK is being supported by a major investment in ownership marketing communications, with a first-year spend of £3.2 million for a national campaign featuring the latest digital platforms and traditional media to raise awareness and attract customers to the network.

Relax programmes are also being introduced in other European markets, the UK joining France and Spain among the early adopters.

WHAT VEHICLES ARE ELIGIBLE FOR TOYOTA AND LEXUS RELAX?

These examples give an illustration of the comprehensive nature of the Toyota and Lexus Relax programme. Any Toyota or Lexus vehicle – passenger car or light commercial – can benefit from the cover as long as its age and mileage meet the eligibility criteria.

1. A seven-year-old Toyota Yaris with 60,000 miles, never previously serviced in the Toyota network: *when serviced at a Toyota centre, a Toyota Relax contract will be created for 12 months/10,000 miles. A previous Toyota service history isn't required, and cover can continue to up to 10 years/100,000 miles with subsequent dealer servicing.*
2. An eight-year-old Toyota Yaris with 50,000 miles and a current Toyota service plan: *a Toyota Relax contract will be created for 12 months/10,000 miles at the next scheduled service on or after 1 June 2021. Toyota Relax does not have an impact on existing service plans. Servicing will be covered as before, but with the added benefit of an extra 10 years/10,000 miles warranty, at no extra cost.*
3. A six-year-old diesel Toyota Proace Van with 75,000 miles: *as this vehicle has two-year service intervals, a Toyota Relax contract will be created for two years/20,000 miles, whichever is soonest, or up to the next service due date. This can be extended up to 10 years/100,000 miles at subsequent services. Toyota LCVs are not excluded from the programme and flexibility is provided to address the different service schedule for some models.*
4. A six-year-old Toyota Prius with 110,000 miles: *no Toyota Relax contract is created as the car's mileage exceeds the scheme's eligibility requirements.*
5. A four-year-old Toyota Aygo with 95,000 miles: *Toyota Relax is activated if a vehicle is within the last 12 months of its manufacturer warranty (in this instance a five-year Toyota warranty) and has a one-year service interval. This allows for an overlap so there isn't a period when the vehicle isn't covered.*
6. A two-year-old Lexus NX with 23,000 miles: *Lexus Relax is activated if a vehicle is within the last 12 months of its manufacturer warranty (in this instance a three-year Lexus warranty) and has a one-year service interval. This allows for an overlap so there isn't a period when the vehicle isn't covered.*
7. An eight-year-old Lexus IS with 52,000 miles, not serviced at a Lexus centre in the past five years: *when serviced at a Lexus centre, a Lexus Relax contract will be*

created for 12 months/10,000 miles. A previous Lexus service history isn't required and cover can continue to up to 10 years/100,000 miles with subsequent dealer servicing.

TOYOTA AND LEXUS RELAX – FREQUENTLY ASKED QUESTIONS

These frequently asked questions cover many aspects of how the Relax programme works and the customer experience. The details apply equally to the Toyota Relax and Lexus Relax warranty programmes.

What happens if I take my car to a different centre for service? How do I prove there is an active warranty on my vehicle from another centre?

All centres will be able to access all active Relax contracts. Any necessary warranty work can also be undertaken at any official Toyota or Lexus dealer.

If I bought a used car, how can I find out if there is an active warranty on it?

Centres will be able to confirm this and can advise on the details and terms of the cover.

How is Toyota/Lexus Relax cover activated?

If the vehicle is eligible, warranty activation is processed automatically by Toyota/Lexus. The customer doesn't have to do anything.

What does the warranty cover?

The Relax warranty provides the same cover as the manufacturer's warranty. Likewise, it does not cover wear and tear items. Full terms and conditions are provided at toyota.co.uk/relax and lexus.co.uk/relax. Local centres will also provide information.

What is the process for making a warranty claim?

If a vehicle requires work under warranty, customers should contact their local centre for advice and make a booking for the necessary repairs to be made.

I have purchased a vehicle with a three-year manufacturer's warranty. When does it become eligible for Toyota Relax?

Vehicles purchased on or after 1 June 2021 are covered by a manufacturer's warranty for three years. The Toyota Relax benefits can be enjoyed following a service when the warranty expires.

I have a three-year-old Toyota with an active five-year warranty. Will Toyota Relax affect this cover?

The vehicle will still be covered by the original warranty period, with no impact from the introduction of Toyota Relax. Once the warranty period expires, the benefits of Toyota Relax can be enjoyed, following a service.

I recently purchased a used car from a Toyota centre. When will it be eligible for Toyota Relax?

Used cars purchased through the centre network are covered by a 12 months/unlimited mileage warranty. Toyota/Lexus Relax benefits can be enjoyed when the car is brought in for its next scheduled service.

Can I purchase Toyota/Lexus Relax cover?

No, the warranty is automatically activated following the completion of a full or interim service.

Does Relax apply to light commercial vehicles and business vehicles?

Yes, it applies to all Toyota and Lexus vehicles.

Is a Hybrid Health Check still available to extend my vehicle's hybrid battery cover?

The Hybrid Health Check is included as part of the service on vehicles less than 10 years old or having less than 100,000 miles on the clock. When a Toyota or Lexus Relax warranty

contract is activated, it will include the hybrid battery cover. When the vehicle is no longer eligible for Relax, warranty cover on the hybrid battery and components can be extended through a stand-alone Hybrid Health Check, up to the vehicle reaching 15 years from the date of first registration.

My vehicle's service schedule is every two years? How does this affect the Relax warranty?

Where scheduled maintenance is every two years, a Relax contract will automatically be activated and cover the vehicle for two years/20,000 miles until the next service is due.

Will I receive confirmation that my vehicle is covered by Toyota/Lexus Relax?

Centres will advise customers if their vehicle is eligible for Toyota/Lexus Relax. When a service has been completed and the warranty contract has been active, customers will receive a follow-up email. Further questions arising can be answered by the centre.

Does the introduction of Toyota and Lexus Relax affect the service plan I've purchased for my vehicle?

Customers with a service plan now get more for their money when their vehicle is eligible for a Relax warranty, receiving an extra year's warranty for their vehicle when it is serviced, up to 10 years or 100,000 miles.

If my vehicle is nine years and 364 days old on the day of service, will a Toyota/Lexus Relax contract be activated and will it expire the next day?

A full contract will be activated every time an eligible vehicle is serviced. In this example the vehicle will be covered until one day before the 11th anniversary of its first date of registration.

Can I transfer the Toyota/Lexus Relax warranty to a new owner if I sell my vehicle?

If a vehicle is sold, the new owner inherits the benefits and can continue to extend the warranty by maintaining it at a Toyota centre. The warranty cover applies only to the serviced vehicle and cannot be transferred to another vehicle.

Will the Toyota/Lexus Relax warranty cover expire if I am late booking my vehicle's next service?

The vehicle must be serviced before the Relax warranty expires to activate a new contract and maintain the cover. Local centres can provide further advice and help book your next service.

I own a GR Yaris with a GR Yaris Track Warranty. If I drive my car on track, will this affect my Toyota Relax cover?

Driving the GR Yaris on track would not invalidate the warranty, but terms and conditions still apply. The vehicle can be covered by both the track and Toyota Relax warranties.

The warranty cover on my approved used Toyota includes one year's AA roadside assistance cover. Is this available with Toyota Relax?

Roadside cover is not included in the Toyota or Lexus Relax warranty but can be purchased separately if required. The warranty is exceptional value, being provided at no extra cost to the customer beyond the menu pricing of their vehicle's service.

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