



# APEX

2016 CHOOSE YOUR DREAM

## Sales Manager Travel Incentive

Log on to the **Toyota Performance** website to enroll in the 2016 Apex: Choose Your Dream Sales Manager Travel Incentive program, view official program rules and learn more about your travel award choices. The program runs **August 2 – October 31, 2016**. Check back often to track your progress toward choosing one of these outstanding travel awards.



August 2, 2016

Dear Team Toyota Sales Manager:

At Toyota, we make history by continuously achieving unparalleled levels of success. Camry, once again, is America's No. 1-selling passenger car, and our favorite sub-compact, the Corolla, is turning 50.

Our success is a tribute to your continued hard work and dedication — which is why I am pleased to announce this year's Apex: Choose Your Dream Sales Manager Travel Incentive. From August 2 – October 31, 2016, we challenge you to be among Toyota's top performers. Strive to surpass your sales goal and you could earn the opportunity to choose your dream:

- Select one of the five luxurious travel experiences that we are offering this year, from tropical adventures to opulent getaways in Europe or Japan.
- Or personalize your experience by choosing one of four individual travel destinations that will allow you to travel at a time that's best for you.

Reach for the Apex ... Your dream awaits!

**Bill Fay**  
Group Vice President and General Manager – Toyota Division  
Toyota Motor Sales, U.S.A., Inc.



Indulge your senses at the birthplace of the Renaissance and modern capital of fashion, art and culture



Italian Renaissance  
Florence, Italy  
February 16 – 22, 2017



Welcome to the land of *omotenashi*, where Japan's rich past meets an impressive future



Japan Yesterday & Today  
Nagoya, Kyoto, Tokyo  
March 5 – 12, 2017



Treat the family to a tropical adventure where there's truly something for everyone



Atlantis Family Adventure  
Nassau, Bahamas  
March 17 – 22, 2017  
March 23 – 28, 2017



Prepare to be dazzled by the jewel of French Polynesia



Polynesian Paradise  
Bora Bora, French Polynesia  
April 2 – 9, 2017



Come to know the spirit of aloha



Garden Isle Getaway  
Kauai, Hawaii  
April 19 – 24, 2017



Pick Your Paradise: Individual Travel  
Go on your own schedule as our guest



Maui	Las Vegas
New York City	Disney, Orlando

Enrollment Deadline: August 19, 2016. **Log on to enroll: [www.toyotaperformancecenter.com](http://www.toyotaperformancecenter.com)**