



TOYOTA

GET READY TO **PERFORM.**

Maximize Sales. Create A Winning Display.

Outfitters Start-Up Kit

TO040000

Fill your shelves and start turning heads with a great lineup of merchandise that will work best for your dealership.

We have combined the top selling Toyota Outfitters items into one kit for the fastest and easiest route to a winning display of Toyota pride and brand awareness. Click the Outfitters link in **Dealer Daily** to order.

The Outfitters Start-Up Kit includes:

- 12 of Each Hat
- 4 Pen Sets
- 5 Frogs
- 15 Can Coolies
- 5 Water Bottles
- 15 Key Tags
- 5 Lunch Bags
- 15 Lip Balms

Suggested MSRP Retail Price: \$671.45

Total Dealer Cost: \$500

BUYING THE KIT
SAVES YOU 25%
VS. BUYING THE ITEMS
INDIVIDUALLY





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TOYOTA *Racing*

1. Racing Badge Cap RG016900

Heather fabric front complements mesh white back and red accents. Snap-back closure. Embroidered Toyota logo patch on front left panel, Toyota Racing logo on back. Heather Gray/White.



2. Sideline Cap TO037900

This sleek, black structured cap makes use of asymmetrical design to showcase bold Toyota branding. Velcro® back closure. Embroidered Toyota logo on left front and side panels. Black.



3. Contrast Stitch Cap TA021700

Subtle yet striking, an embroidered TRD logo spans the front of this cap. Contrast red eyelets and bill. Snap-back closure. Stitched TRD logo on front, embroidered Toyota bug on back. Black/Red.



4. Tritan Water Bottle TO050700

This water bottle will go with you everywhere. Twist-on lid makes for easy drinking and spill-free transport. Single-wall construction, BPA-free. Capacity: 20 oz. Silkscreen Toyota logo. Clear.



5. Rugged Can Coolie TA020700

Keep your beverage cool with this rugged 12 oz. can holder that looks the part. Red trim, exposed contrast stitching and sewn-in bottom. Made from high-quality neoprene (wetsuit material). Screen-printed TRD logo on side. Heather Gray/Red.



6. Fernando the Frog TO053100

He may not have his driver's license, but Fernando is ready for the road in his best Toyota tee. This plush little friend makes a great sidekick for kids and adults alike. Polyester. Screen-printed Toyota logo on front tee. Green/Red. 6" H.



7. Jotter Pen Set TO050900

The fine point gel tip and smooth matte finish put your thoughts to paper beautifully while the Toyota colors and logos represent three iconic brands. Clip and plunger mechanism. Toyota Racing, Toyota and TRD logos on barrels. Red/White/Black.



8. Flexible Key Tag TO034800

As soft and flexible as it is durable, this double-sided PVC key tag is a small touch that makes a big statement. Toyota logo. Red/White/Black. 2.5"H.



9. Natural SPF 15 Lip Balm TO031100

A premium lip balm made with hints of shea butter, aloe, and Vitamin E to soothe and hydrate. SPF 15 for UVA/UVB protection. Vanilla flavor. Screen-printed Toyota logo.



10. Spirit Lunch Bag RG019100

This go-anywhere lunch bag doubles as a mini cooler with its 6-can capacity and thermal lining. Zippered main compartment and front pockets. Grab handle, attachment buckle and adjustable shoulder strap. Side mesh water bottle pocket. Screen-printed Toyota Racing logo on front pocket. Black. 7"W x 9.25"H x 3.75"D.