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## **Recent College Grads and Grad Students Offered \$1,000 Toyota Rebate**

To help jumpstart their next phase of life, Southeast Toyota Finance has announced that recent or soon-to-be college graduates (including many professional/trade schools) as well as master's degree and PhD candidates may receive a \$1,000 rebate to finance or lease a new Toyota Camry (gas only), Corolla, Matrix, RAV4, Tacoma, Yaris or any Scion model.

“With recent graduates facing the challenge of a recovering economy, our rebate program will help provide a head start in owning a brand new Toyota or Scion,” said Bob Galaska, vice president of Sales, Southeast Toyota Finance. “Another great benefit is that the \$1,000 can be combined with other current offers.”

To qualify for the rebate at the time of vehicle purchase, customers must graduate from an accredited four-year college or university in the upcoming six months or have graduated in the last two years. The program is also available to graduates of accredited two-year colleges, nursing and other programs. In addition, students enrolled in an accredited graduate degree program, such as law school, a master's degree or a doctoral program may qualify.

Eligible customers must be employed or have a firm offer of employment and meet credit criteria. Additionally, verifiable proof of college or graduate status is required at the time of purchase.

This incentive is being offered through January 3, 2011. Interested customers should contact their local Toyota dealer or visit [www.setf.com/specialoffers/college](http://www.setf.com/specialoffers/college).

### **About Southeast Toyota Finance**

Southeast Toyota Finance (SETF) is part of World Omni Financial Corp., which was established in 1981 as the first import automotive captive finance company in the United States. SETF provides a full range of financial products and services to 173 Toyota dealers in the Southeast (Florida, Georgia, Alabama and North and South Carolina), including special retail and lease programs, commercial dealership financing (floorplan, capital loans, and real estate and construction loans) and customer retention and marketing programs. With state-of-the-art decision engine technology, exceptional risk management skills and a commitment to strong dealer relationships, SETF consistently ranks at the top of its class in market share and dealer satisfaction.

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