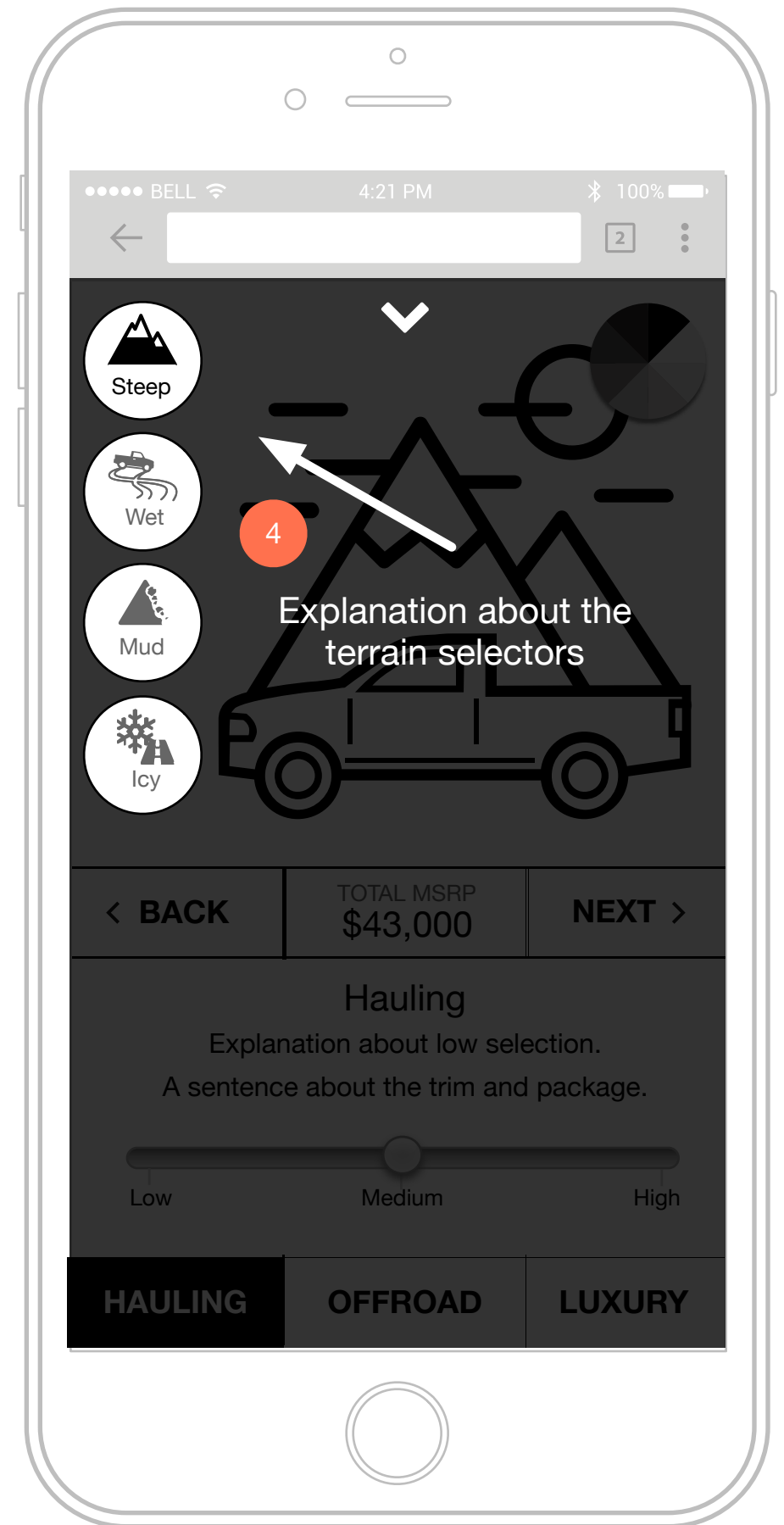
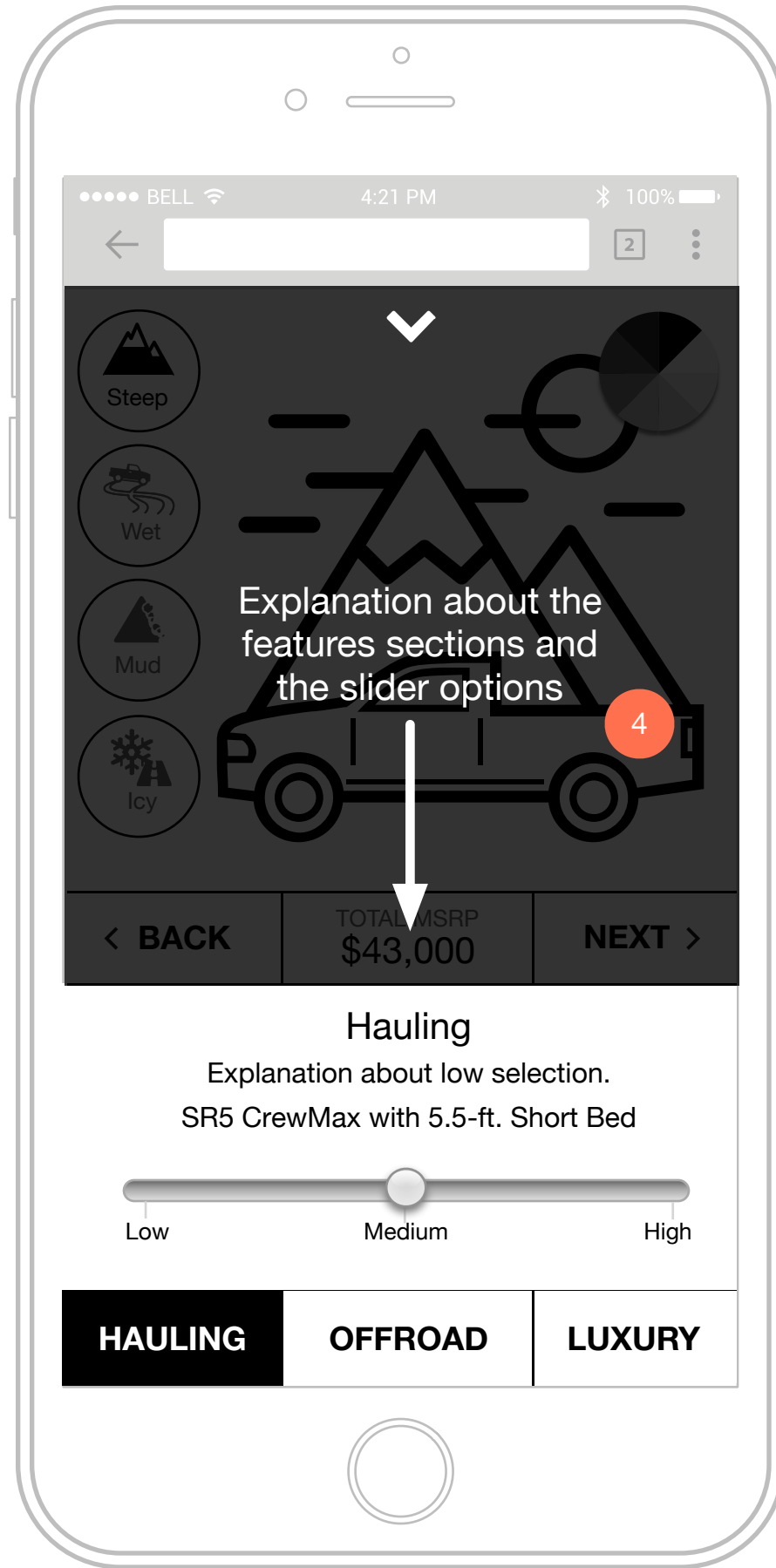
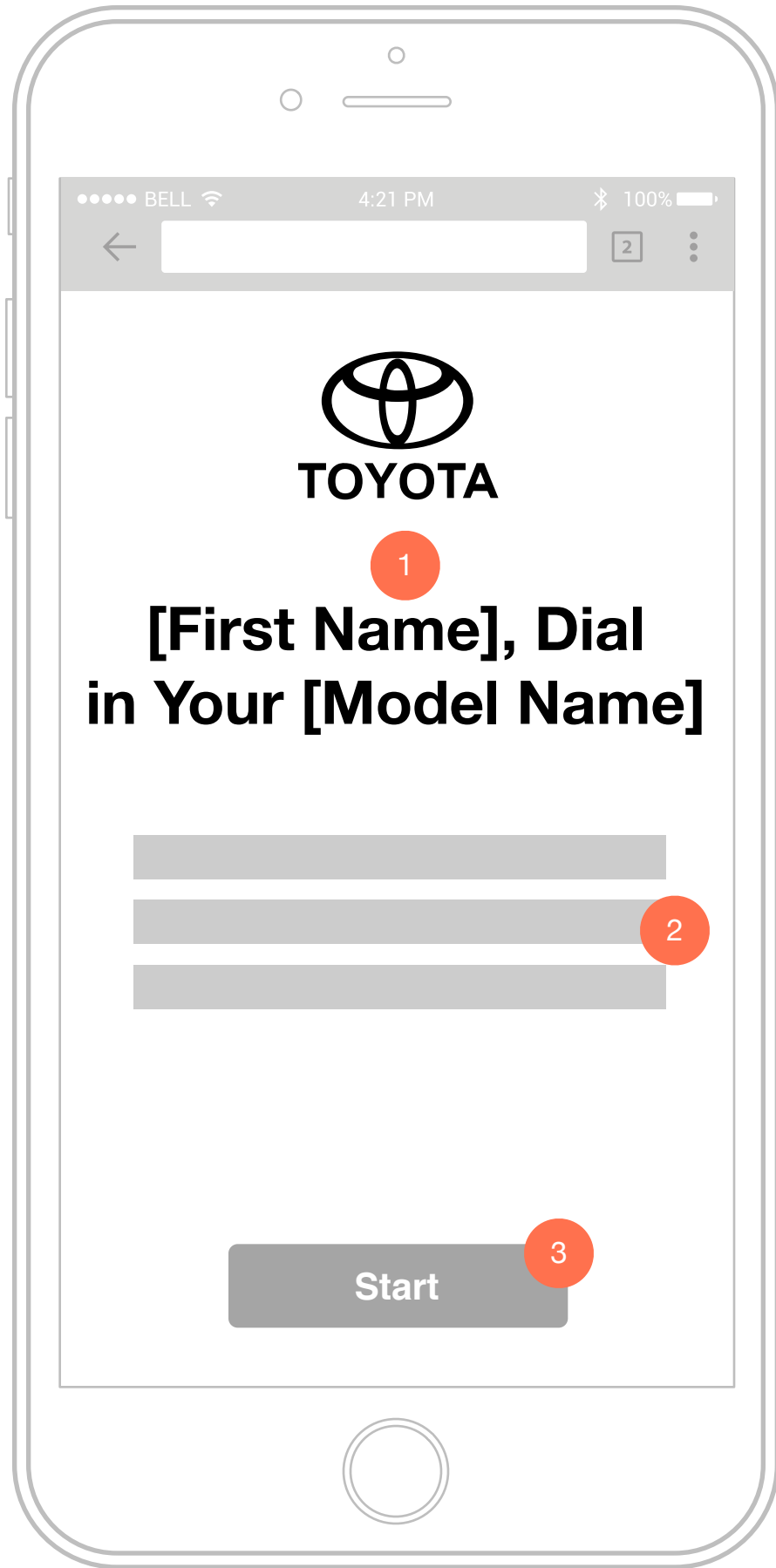


Toyota Truck Line Up: **Option 1 Mobile**

Help Consumers Find Their Trucks, SUVs, and Crossovers

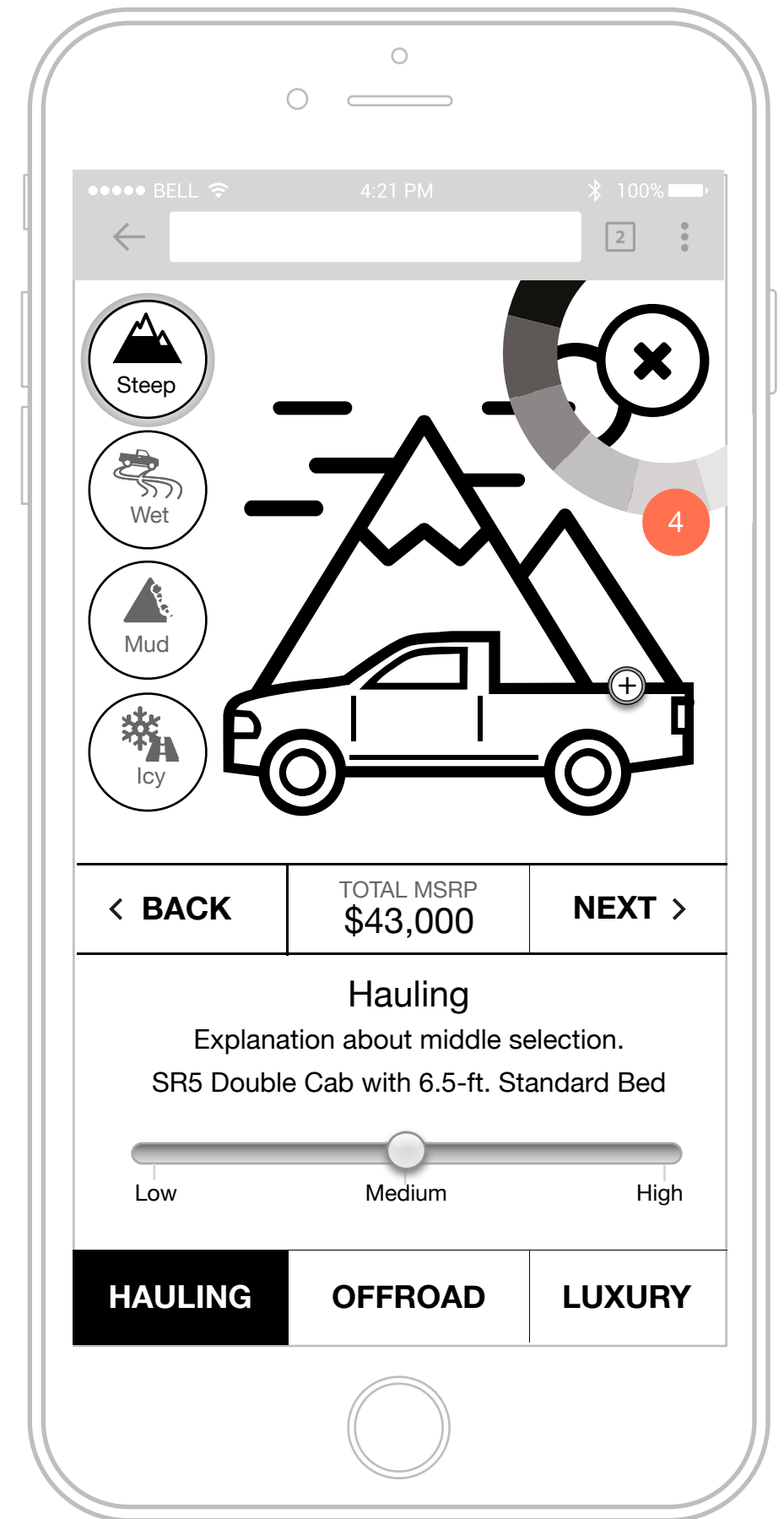
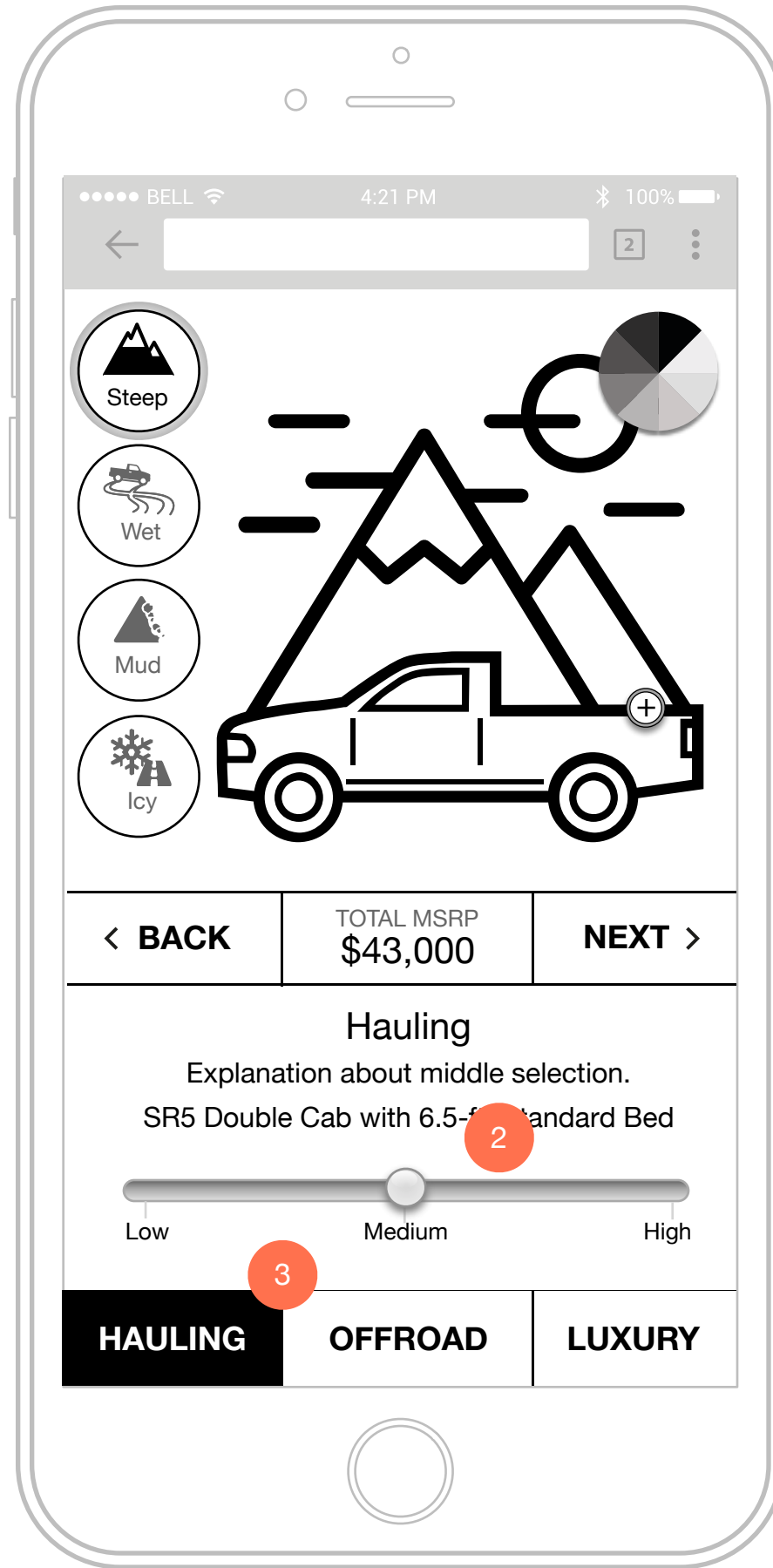
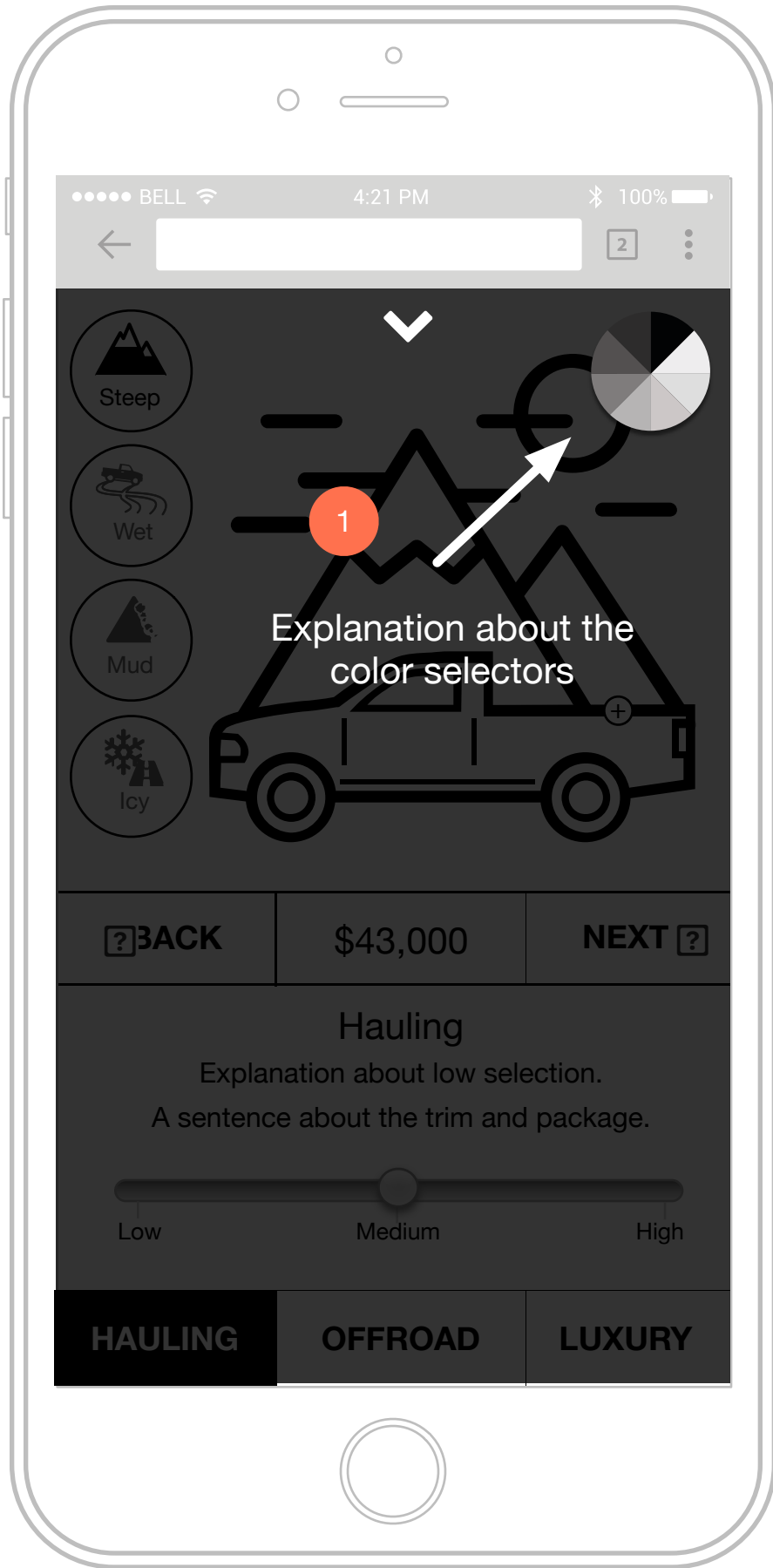


1 Name and truck model text is dynamics

2 Explanation text. Character Count: 90

3 Needs copy help

4 Explanations are triggered when a user taps on an area they haven't used yet. This makes the tutorial launch as the user digs into the customization tool



1

Explanations are triggered when a user taps on an area they haven't used yet. This makes the tutorial launch as the user digs into the customization tool

2

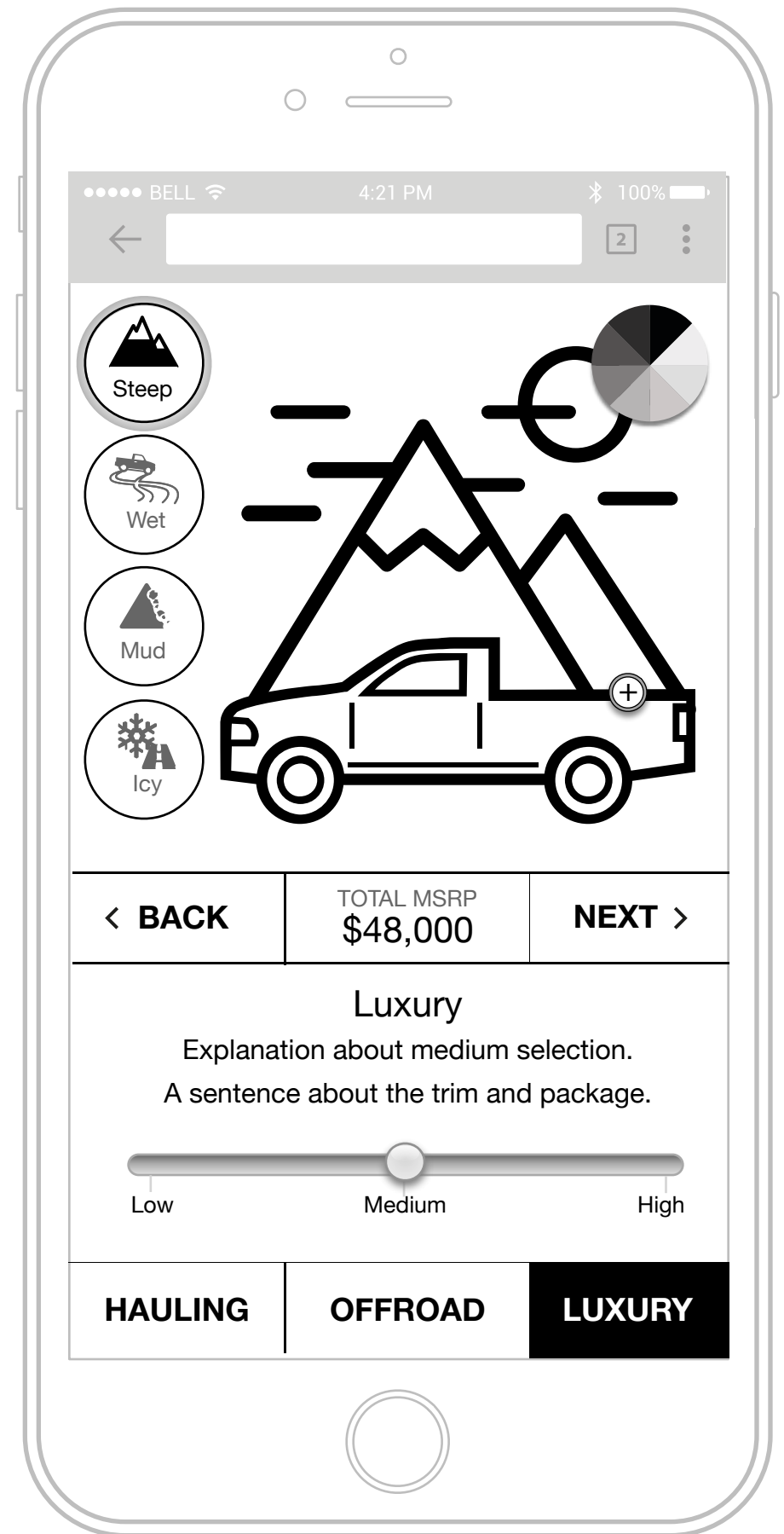
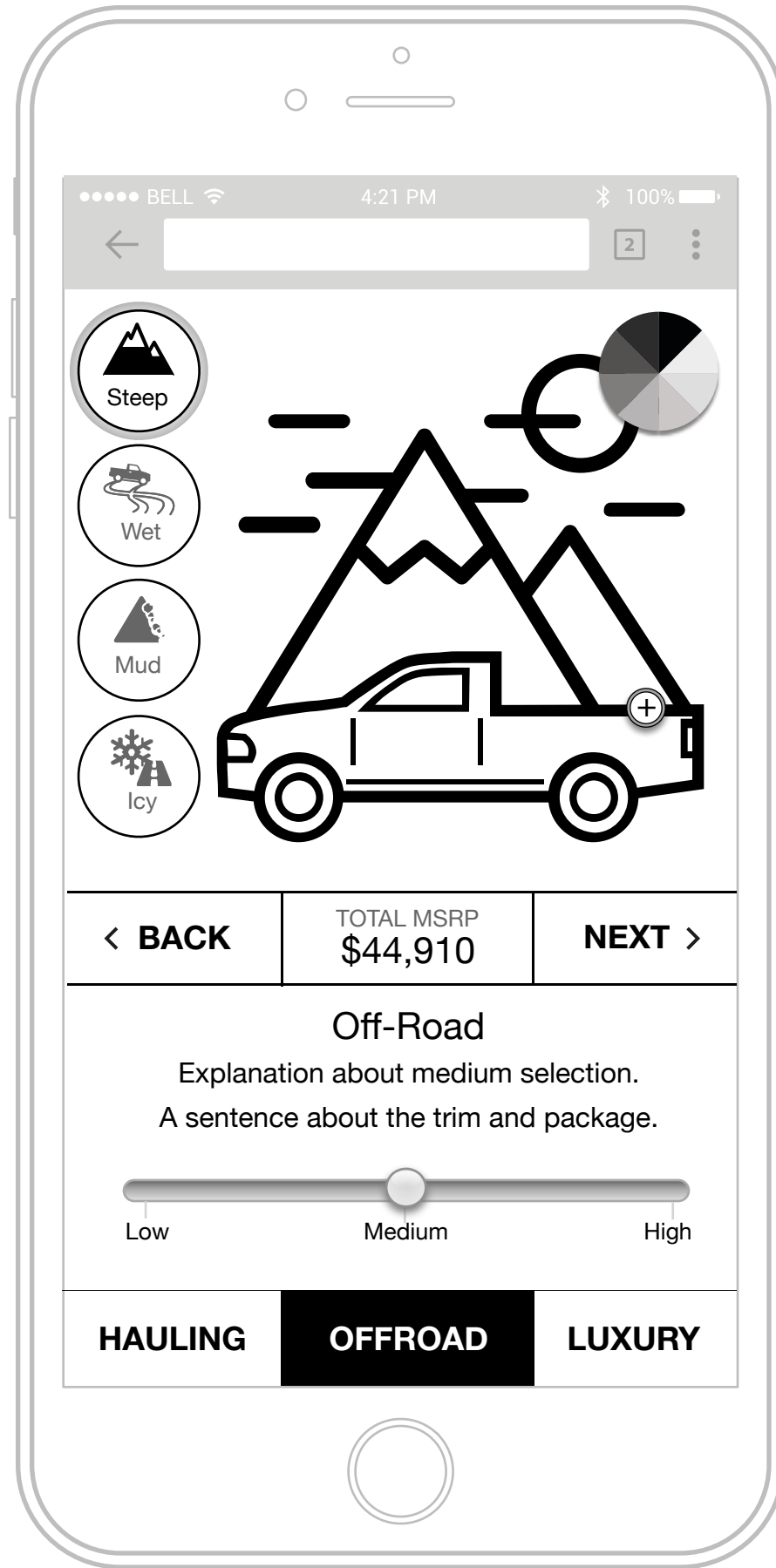
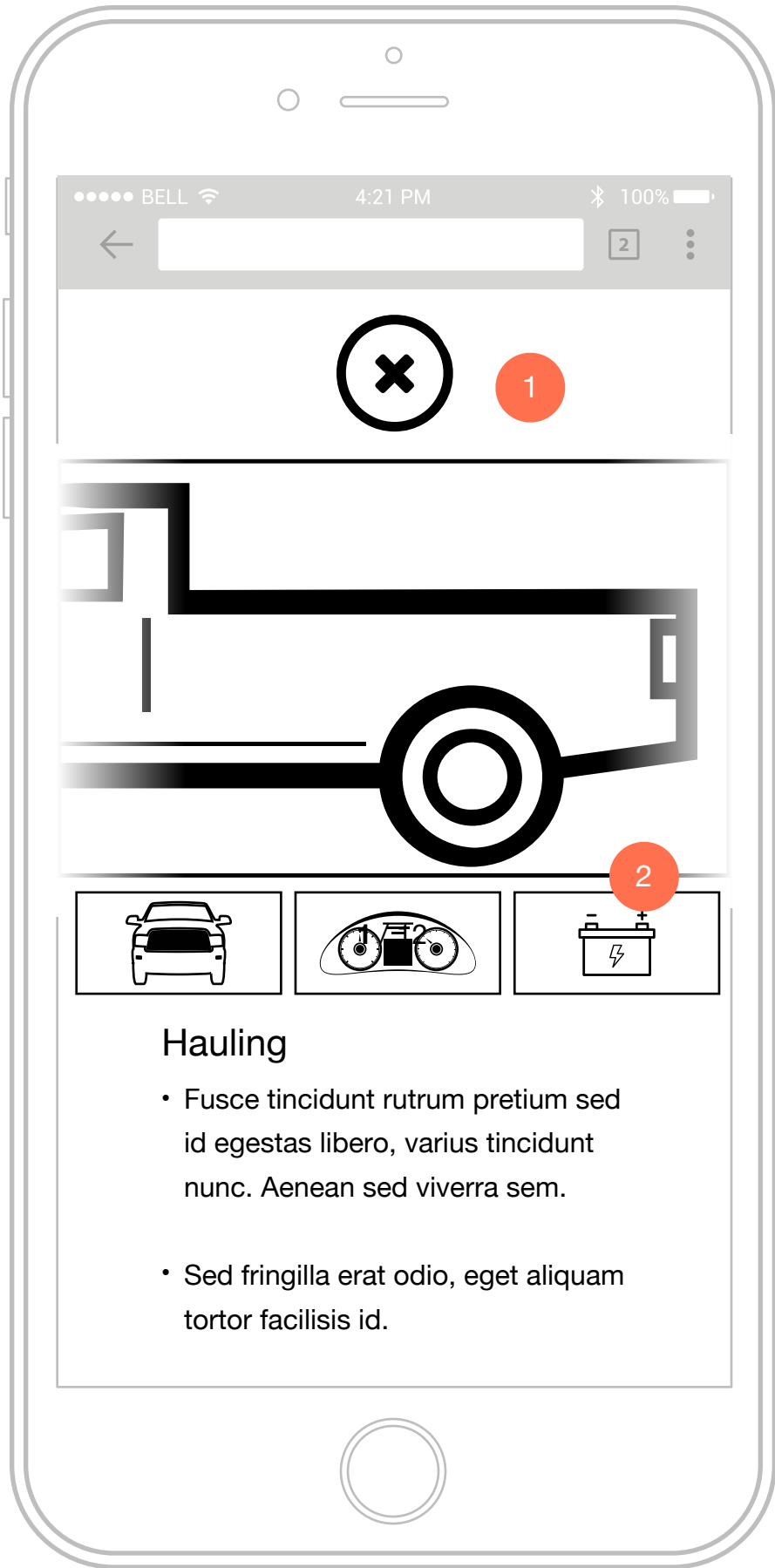
Options work on a sliding scale

3

On state for the current customization option, the user can tap through or tap next or back

4

Color picker open state

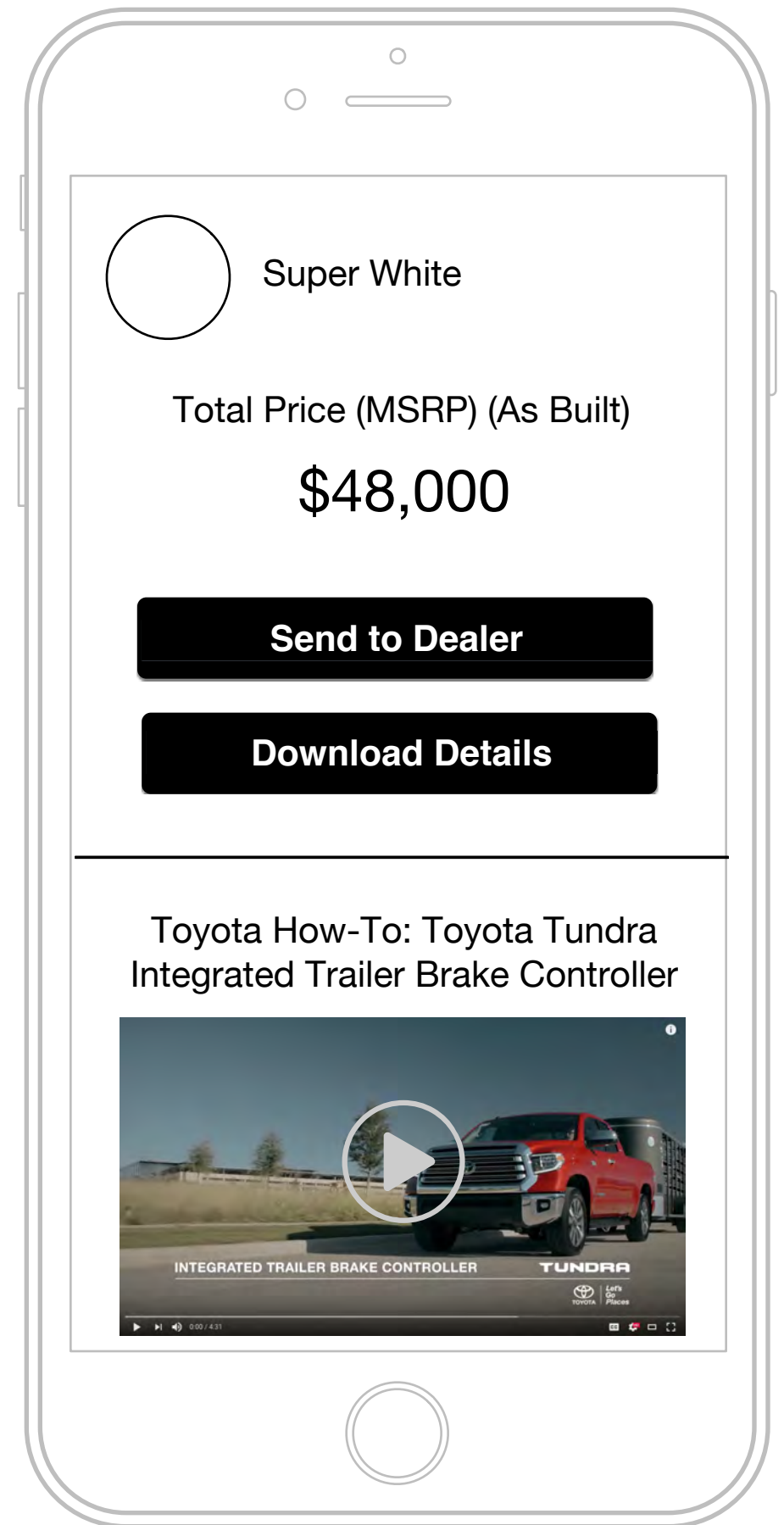
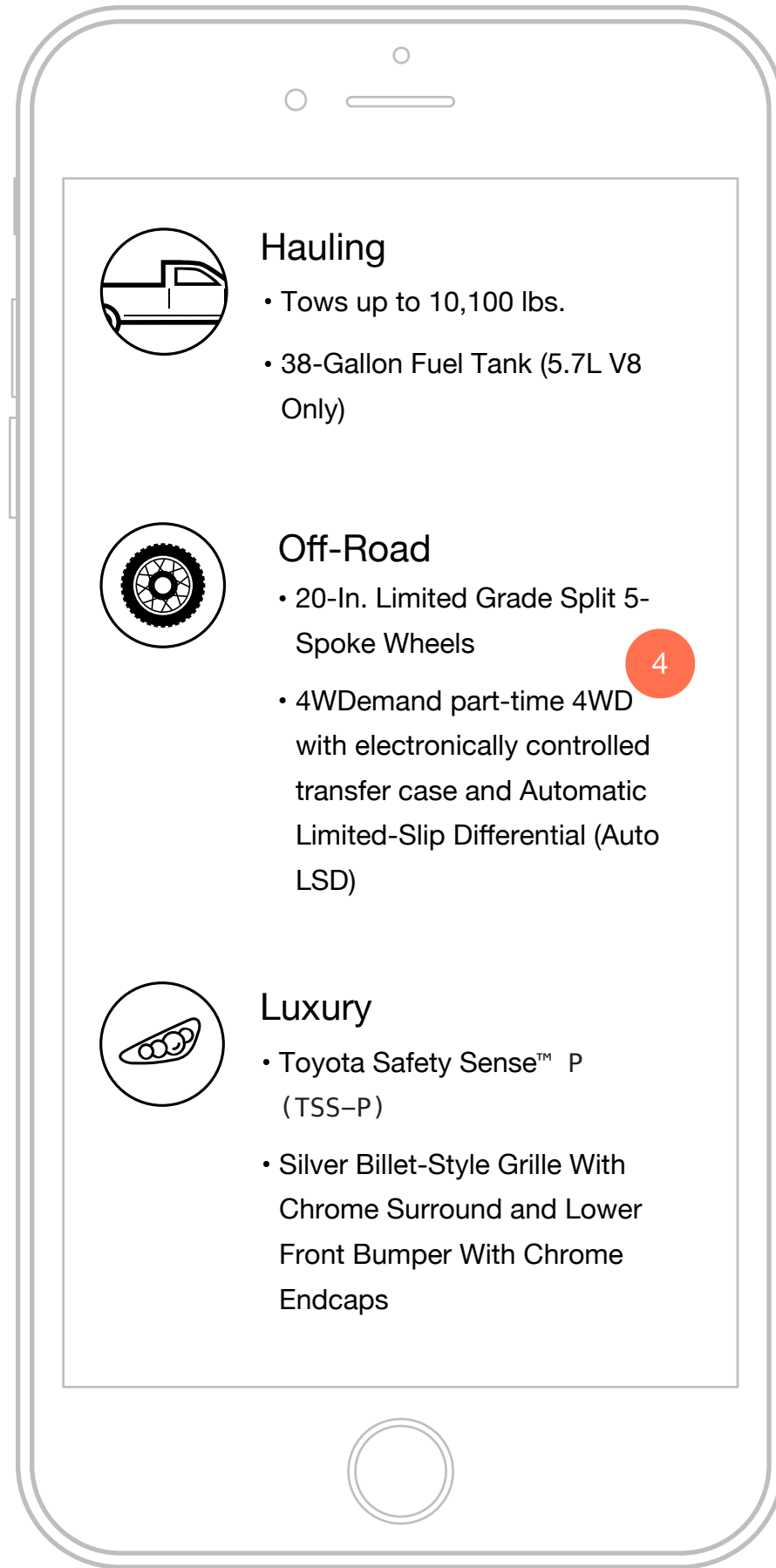
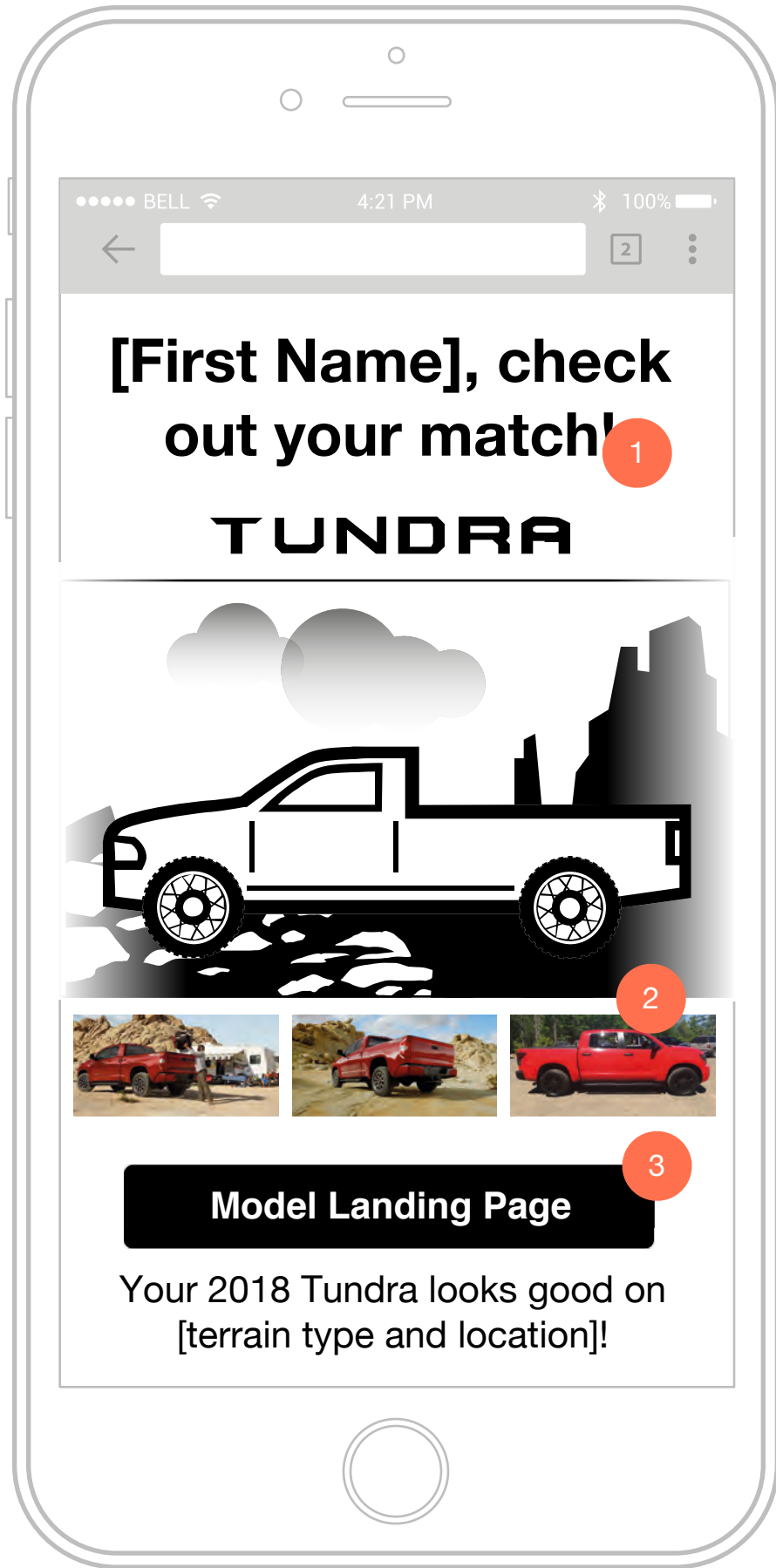


1

Upon tapping a hotspot details and a slideshow open up so the user can understand what they are building

2

Zoomed in images allow the user to swipe left and right through visual details. As the user swipes the text changes as well

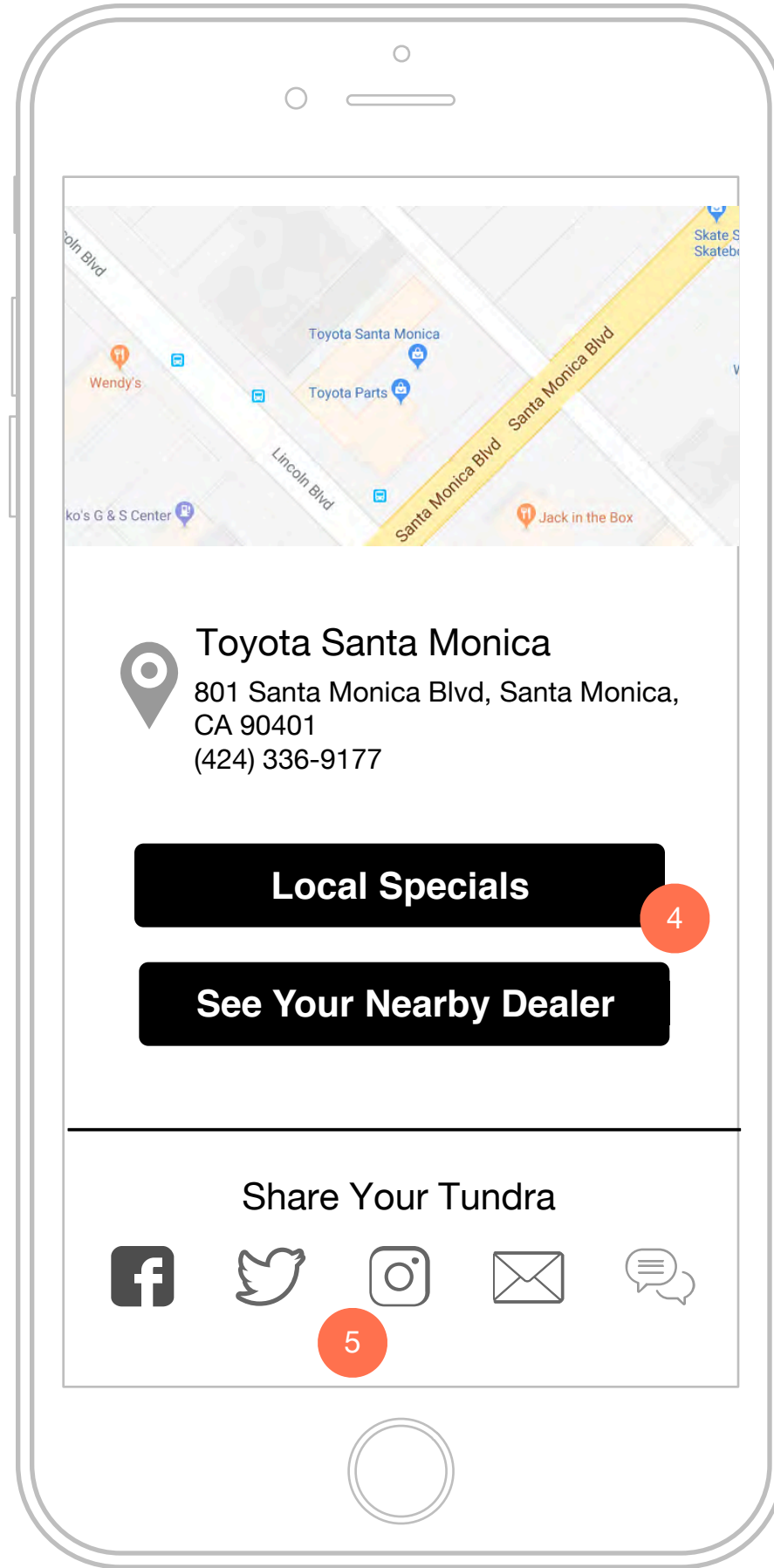
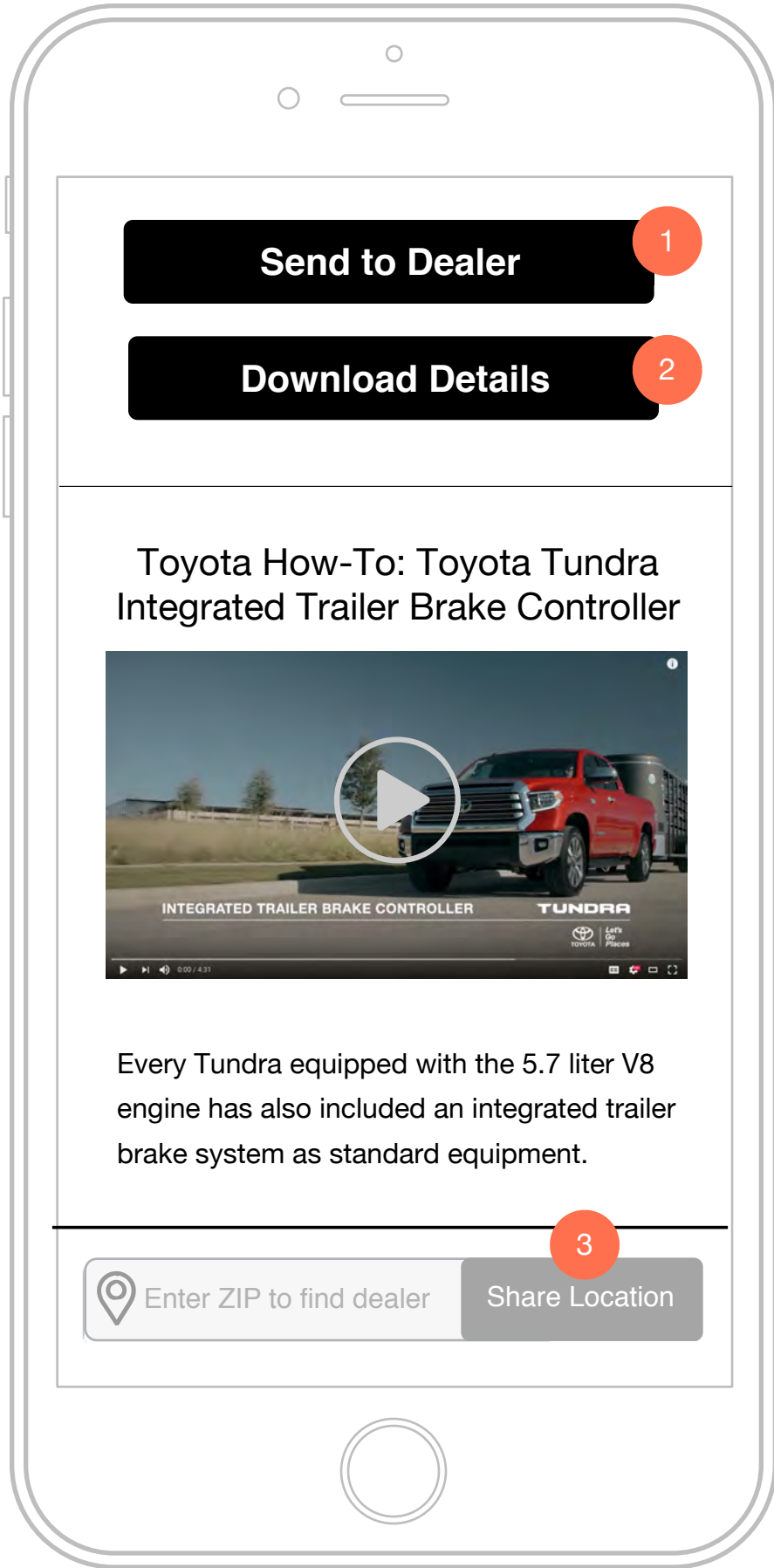


1 The site should know the user's name and greet them at the beginning and the end

2 When the user is done with their configuration their truck model will be called and the site tracks your location and serves up the appropriate location text and truck image. The thumbnails are stock photos of the selected trucks - not views of the different trim packages

3 CTA is deep linked to specific trim so user does not have to go through Build & Price again

4 Configuration details



1 Opens up the user's email application to email them a documented version of this customization tool

2 The download button downloads a documented version of this customization tool

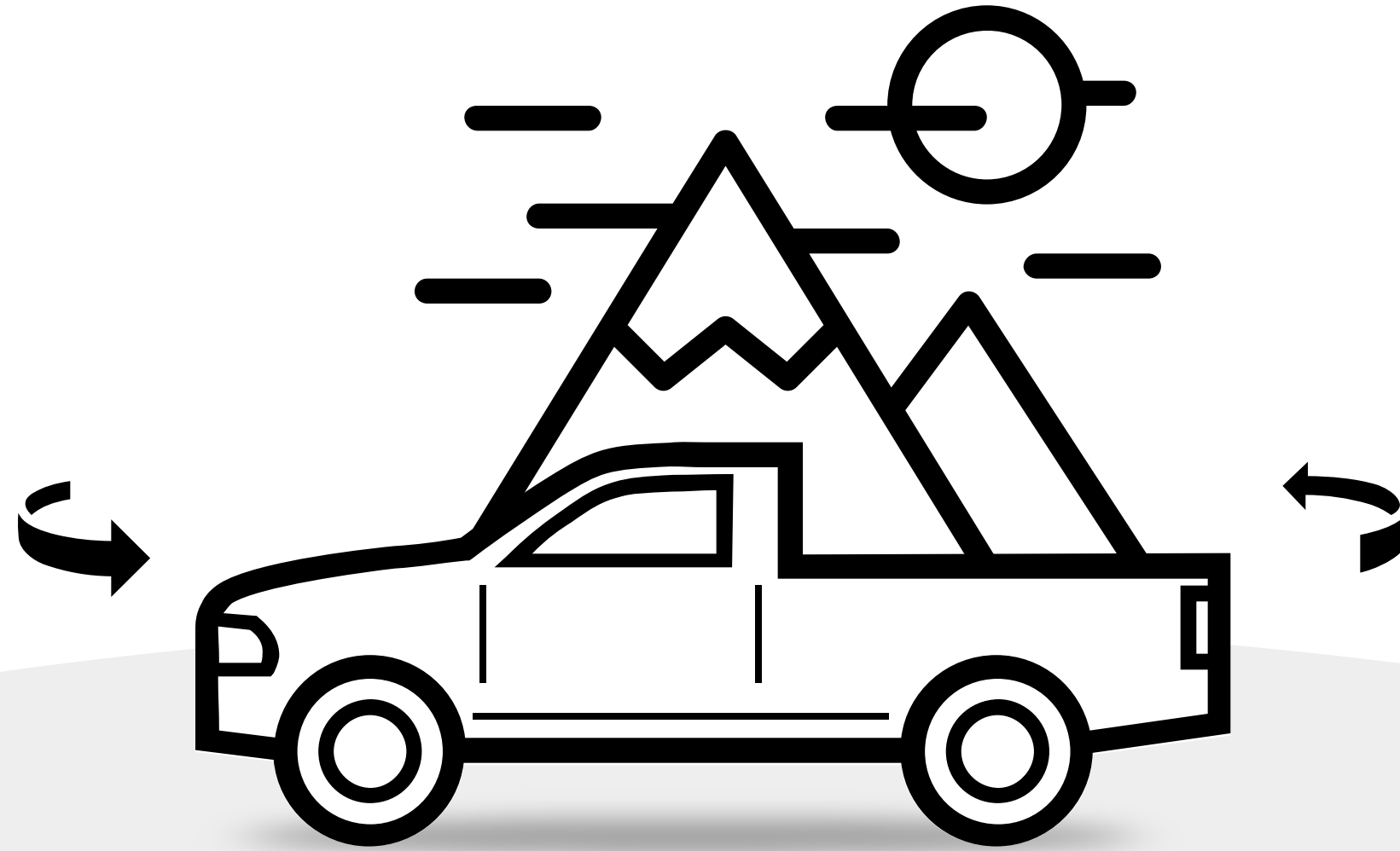
3 In case the site doesn't track the user accurately enough or they want to put in a different location they can put in their ZIP here

4 Local specials connects the user to their closest dealerships sales offers

5 Share your truck on your social media

Toyota Truck Line Up: **Option 1 Desktop**

Help Consumers Find Their Trucks, SUVs, and Crossovers

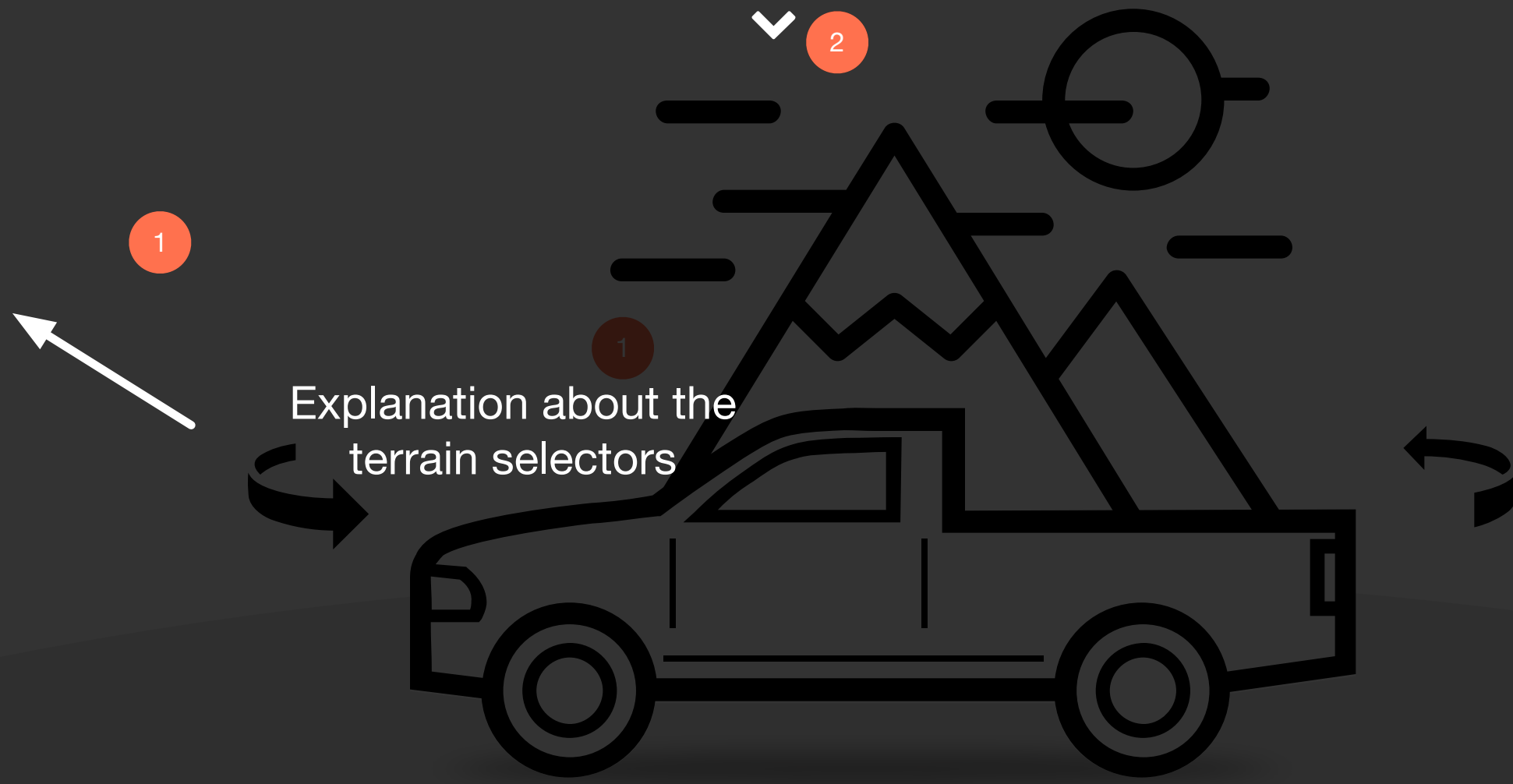


[First Name], Dial ¹
in Your [Model Name]

Start ²

¹ Name and truck model text is dynamics

² Needs copy help



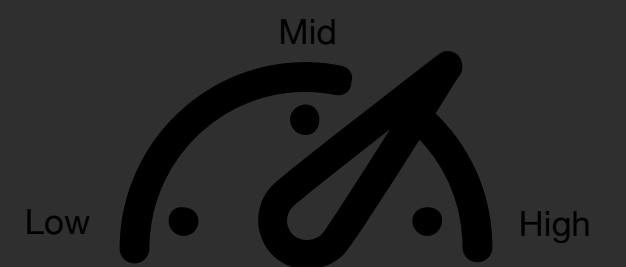
HAULING

Explanation about selection.
A sentence about the truck's trim and package.



OFFROAD

Explanation about selection.
A sentence about the truck's trim and package.



LUXURY

Explanation about selection.
A sentence about the truck's trim and package.

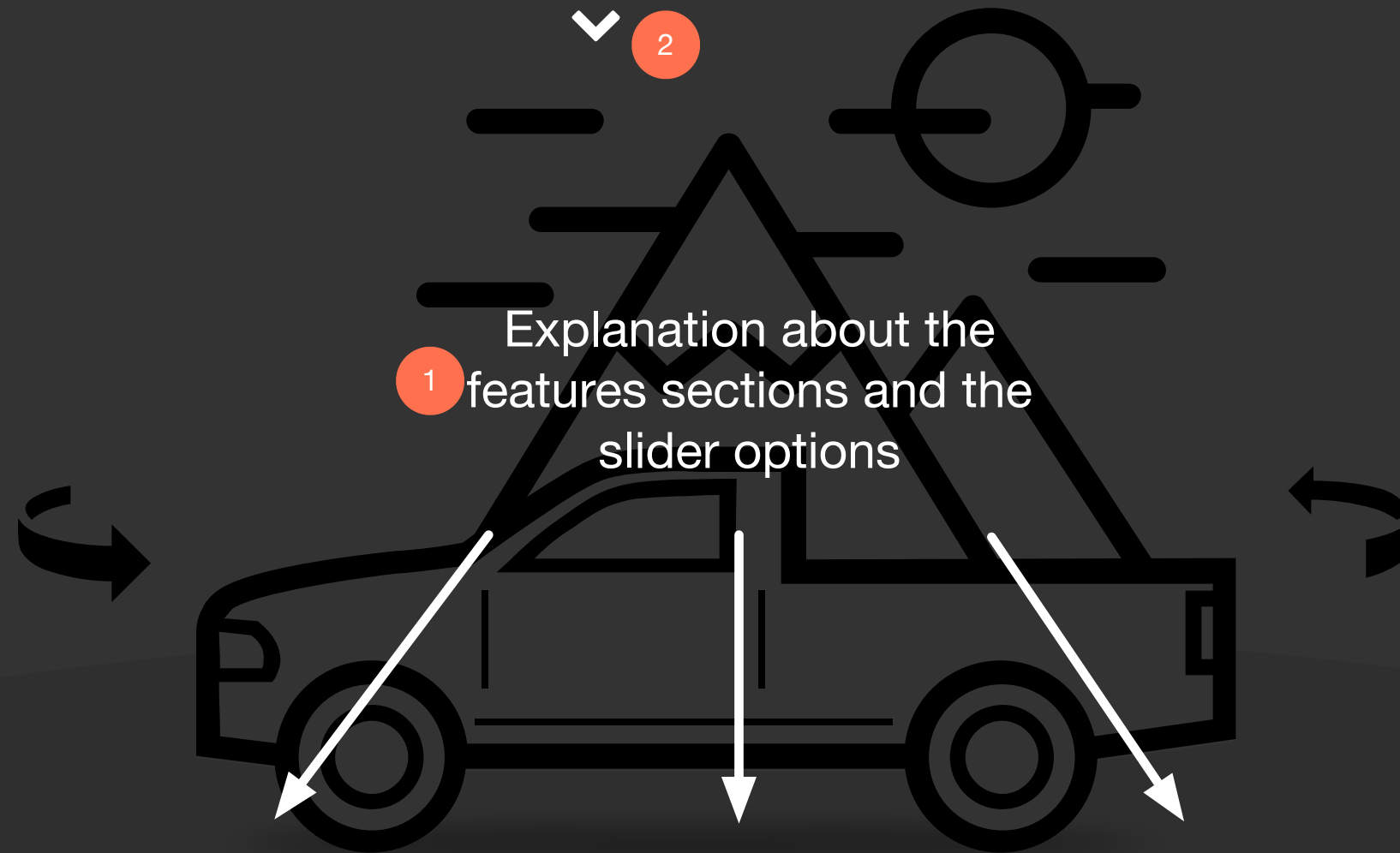
SR5 CrewMax with 5.5-ft. Short Bed

TOTAL MSRP
\$42,800 PRICE DETAILS

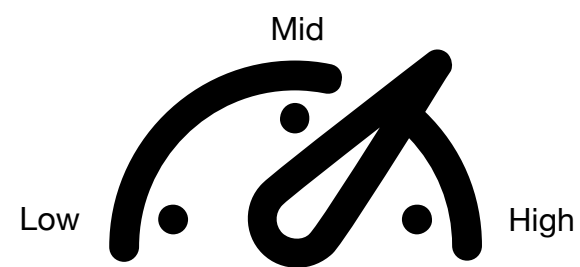
Finish

1 Explanations are triggered when a user taps on an area they haven't used yet. This makes the tutorial launch as the user digs into the customization tool

2 Close modal button

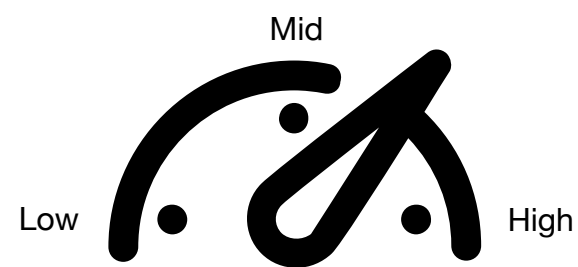


Explanation about the features sections and the slider options



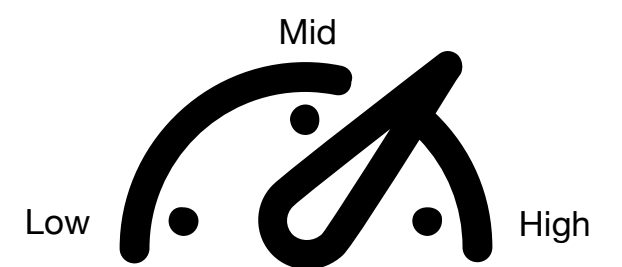
HAULING

Explanation about selection.
A sentence about the truck's trim and package.



OFFROAD

Explanation about selection.
A sentence about the truck's trim and package.



LUXURY

Explanation about selection.
A sentence about the truck's trim and package.

SR5 CrewMax with 5.5-ft. Short Bed

TOTAL MSRP
\$42,910 PRICE DETAILS

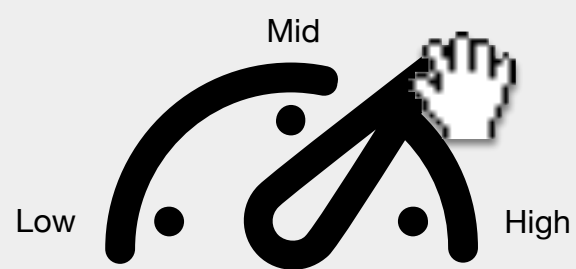
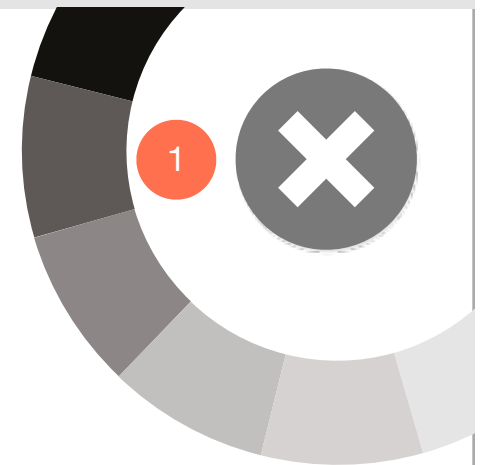
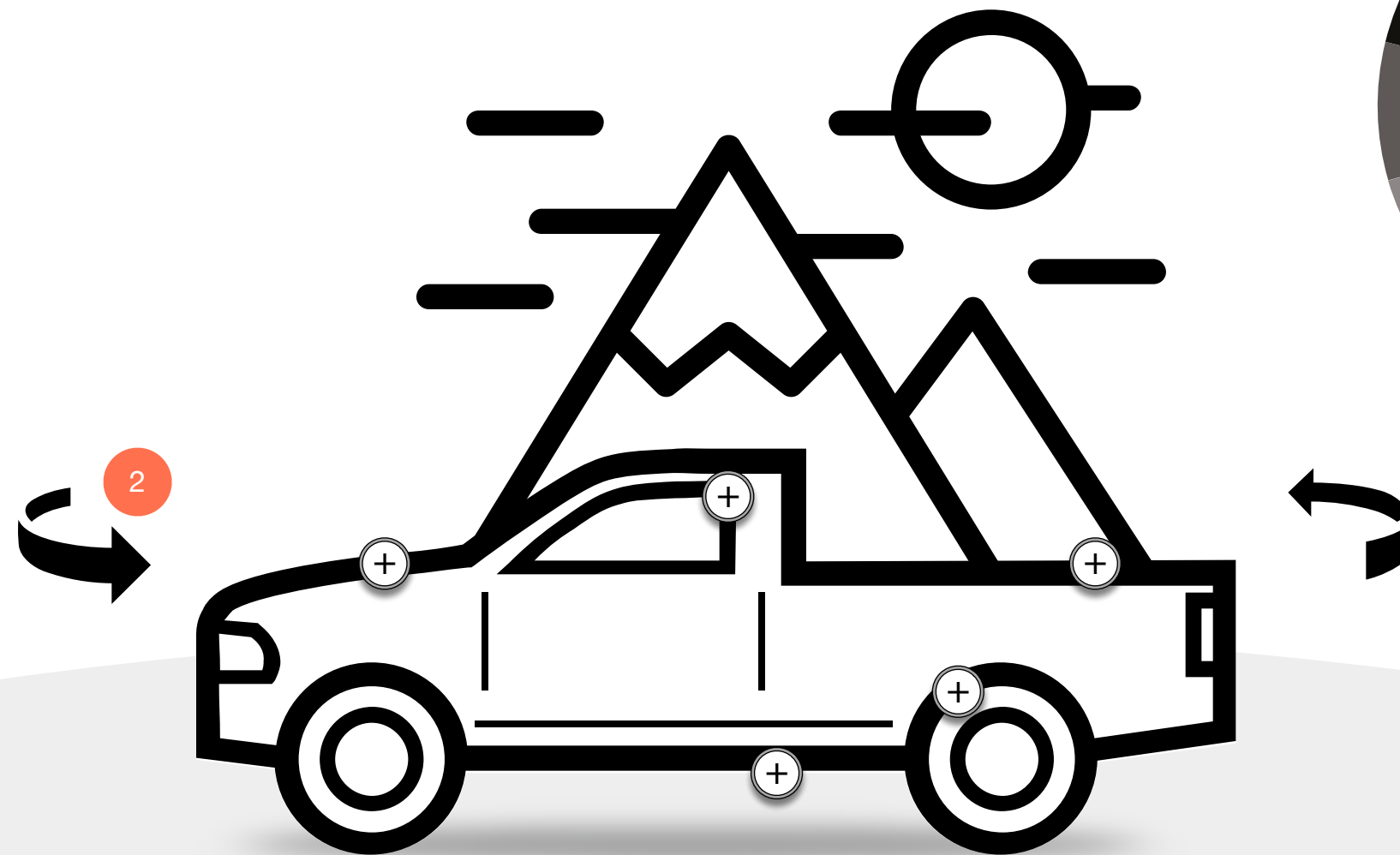
Finish

1

Explanations are triggered when a user taps on an area they haven't used yet. This makes the tutorial launch as the user digs into the customization tool

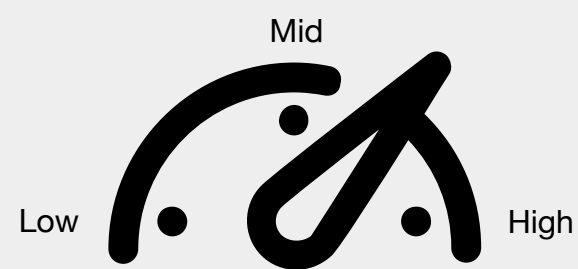
2

Close modal button



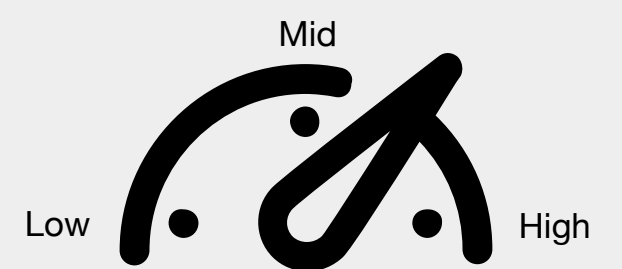
HAULING

Explanation about selection.
A sentence about the truck's trim and package.



OFFROAD

Explanation about selection.
A sentence about the truck's trim and package.



LUXURY

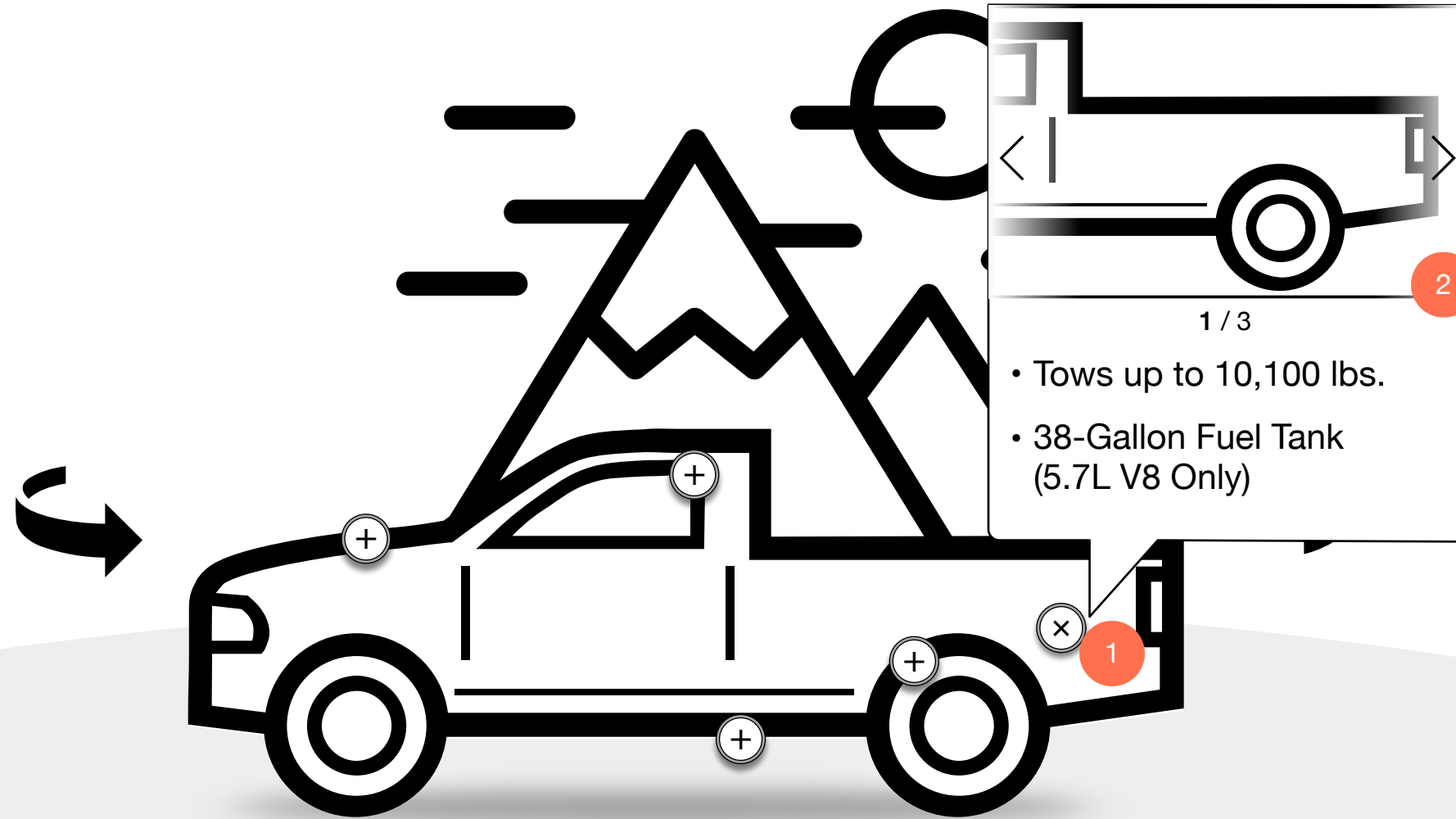
Explanation about selection.
A sentence about the truck's trim and package.

SR5 CrewMax with 5.5-ft. Short Bed

TOTAL MSRP
\$42,800 PRICE DETAILS

Finish

- 1** Color picker open state
- 2** User can rotate vehicle to get a 360° view
- 3** As the user clicks the controls for each category the header and text will change to explain the selections
- 4** The user clicks or tags based upon the category controls. As they make changes the package title and price changes



Mid

Low High

HAULING

Explanation about selection.
A sentence about the truck's trim and package.

Mid

Low High

OFFROAD

Explanation about selection.
A sentence about the truck's trim and package.

Mid

Low High

LUXURY

Explanation about selection.
A sentence about the truck's trim and package.

SR5 CrewMax with 5.5-ft. Short Bed

TOTAL MSRP
\$48,000 PRICE DETAILS

Finish

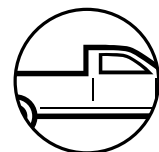
1 Upon tapping the tooltip this modal opens up

2 The user can swim through the images by clicking on the chevrons



Price Details

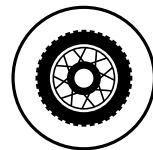
HAULING



High

- Tows up to 10,100 lbs.
- 38-Gallon Fuel Tank (5.7L V8 Only)

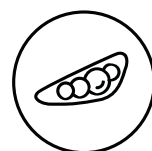
OFFROAD



Mid

- 20-In. Limited Grade Split 5-Spoke Wheels
- 4WDemand part-time 4WD with electronically controlled transfer case and Automatic Limited-Slip Differential (Auto LSD)

LUXURY



High

- Toyota Safety Sense™ P (TSS-P)
- Silver Billet-Style Grille With Chrome Surround and Lower Front Bumper With Chrome Endcaps

1



SR5 CrewMax with
5.5-ft. Short Bed

TOTAL MSRP

\$42,910

SR5 CrewMax with 5.5-ft. Short Bed

TOTAL MSRP

\$42,800

PRICE
DETAILS

Continue

3

1

When a user clicks Price Details they will open up a modal with a detailed explanation of their configuration so far.

2

This is the open state for the accordions. Upon opening the modal only the first accordion will be open - to conserve screen real estate

3

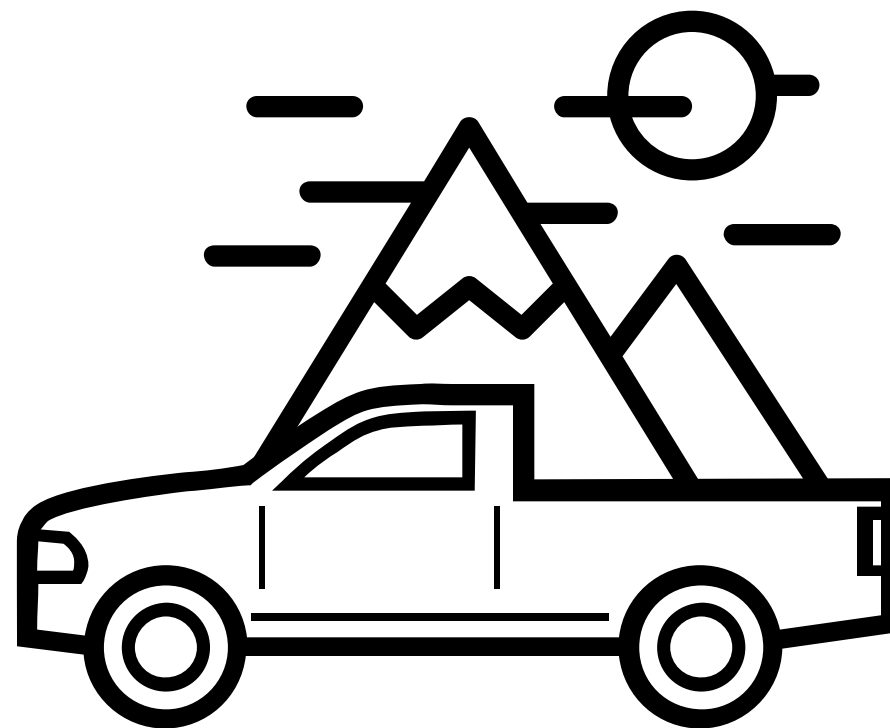
Takes the user back to the configuration panel



[First Name], check out your match!

1

TUNDRA TRD PRO



2

Your 2018 Tundra looks good on [terrain type and location]!

[Model Landing Page](#)

[Request Quote](#)

1

The site should know the user's name and greet them at the beginning and the end

2

After configuration the user's truck model will be shown and the site tracks your location and serves up the appropriate location text. The thumbnails are stock photos of the selected trucks - not views of the different trim packages - click to view in the frame

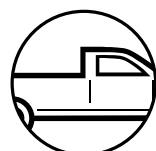
3

CTA is deep linked to specific trim so user does not have to go through Build & Price again



Details

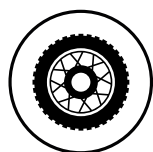
HAULING



High

- Tows up to 10,100 lbs.
- 38-Gallon Fuel Tank (5.7L V8 Only)

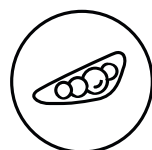
OFFROAD



Mid

- 20-In. Limited Grade Split 5-Spoke Wheels
- 4WDemand part-time 4WD with electronically controlled transfer case and Automatic Limited-Slip Differential (Auto LSD)

LUXURY



High

- Toyota Safety Sense™ P (TSS-P)
- Silver Billet-Style Grille With Chrome Surround and Lower Front Bumper With Chrome Endcaps
- Power tilt/slide moonroof with sliding sunshade



SR5 CrewMax with
5.5-ft. Short Bed

TOTAL MSRP

\$46,000

Send to Dealer 

Download Details 

Share Your Tundra 



1

Opens up the user's email application to email them a documented version of this customization tool

2

The download button downloads a documented version of this customization tool

3

Share your truck on your social media

4

Use can scroll down or tap the chevron to access more information



1 **Toyota How-To: Toyota Tundra Integrated Trailer Brake Controller**



2 **SR5 CrewMax with 5.5-ft. Short Bed**

TOTAL MSRP
\$46,000

Send to Dealer

Download Details

Share Your Tundra



Every Tundra equipped with the 5.7 liter V8 engine has also included an integrated trailer brake system as standard equipment.



Enter ZIP to find dealer

3 **Share My Location**



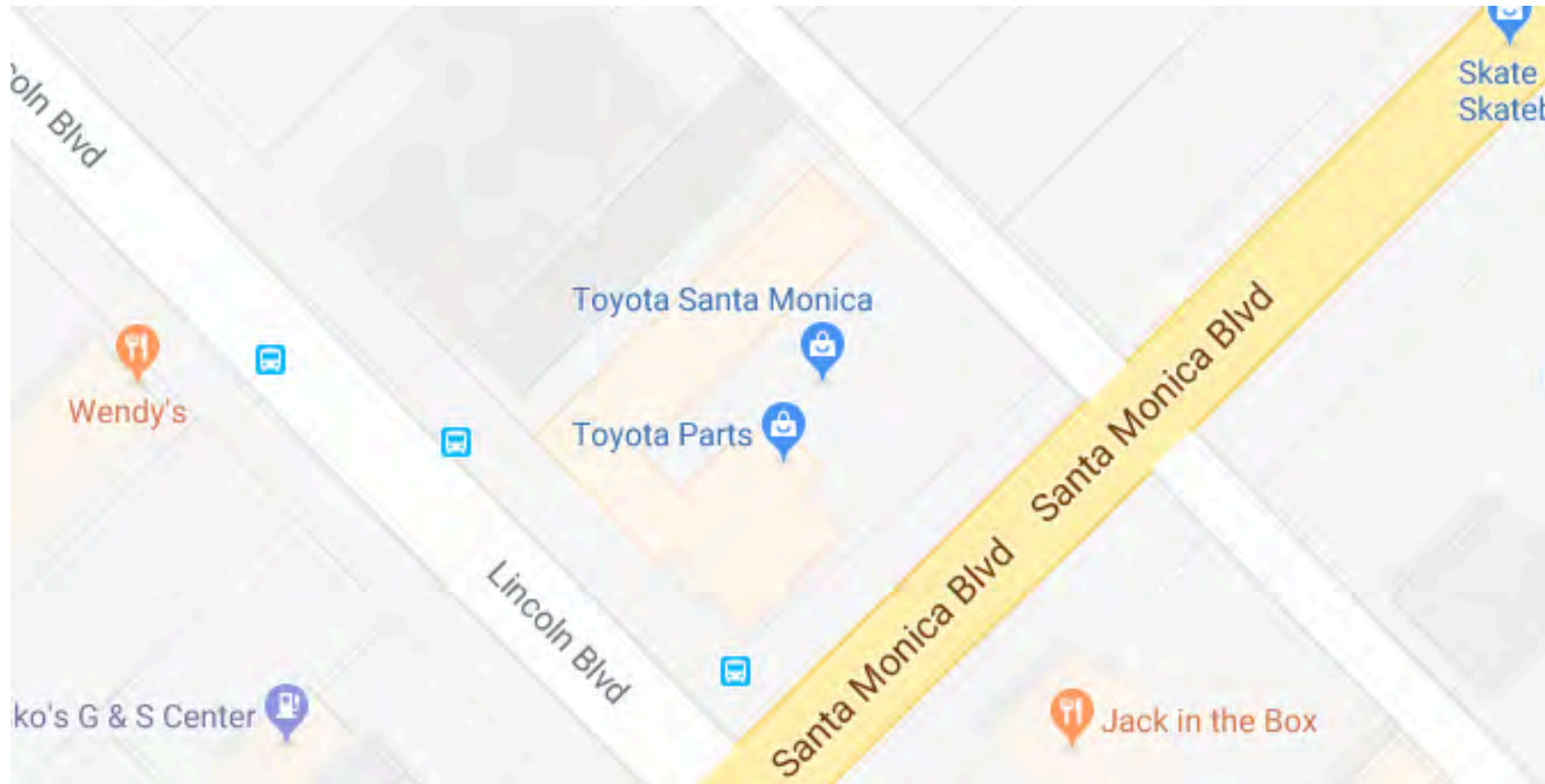
1 As the user scrolls down they will see related information, such as the Tundra video

2 The right size column floats at all times

3 In case the site doesn't track the user accurately enough or they want to put in a different location they can put in their ZIP here



Enter ZIP to find dealer



Toyota Santa Monica

801 Santa Monica Blvd, Santa Monica, CA 90401
(424) 336-9177

Local Specials

1

See Your Nearby Dealer

SR5 CrewMax with
5.5-ft. Short Bed

TOTAL MSRP

\$48,000

Send to Dealer

Download Details

Share Your Tundra

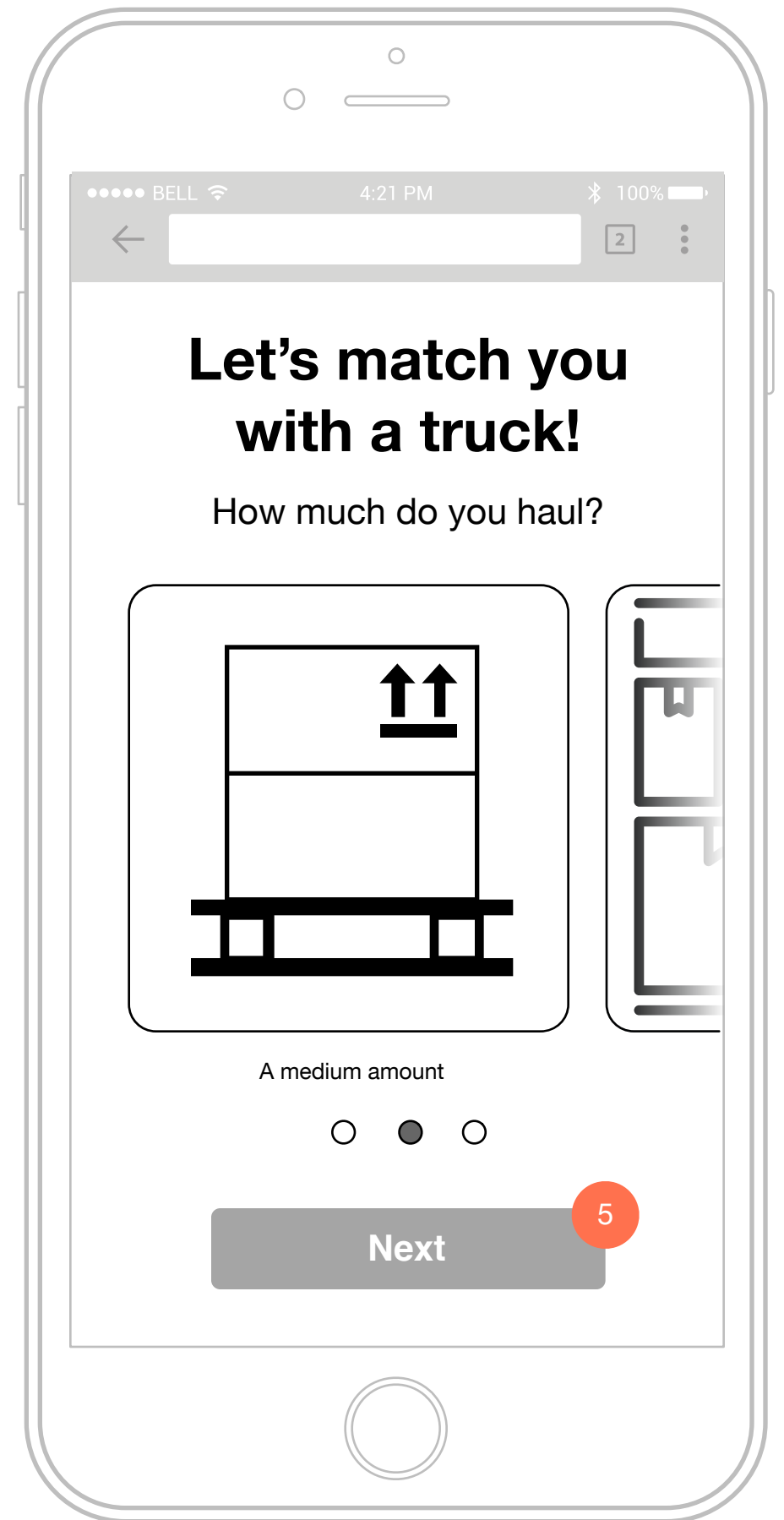
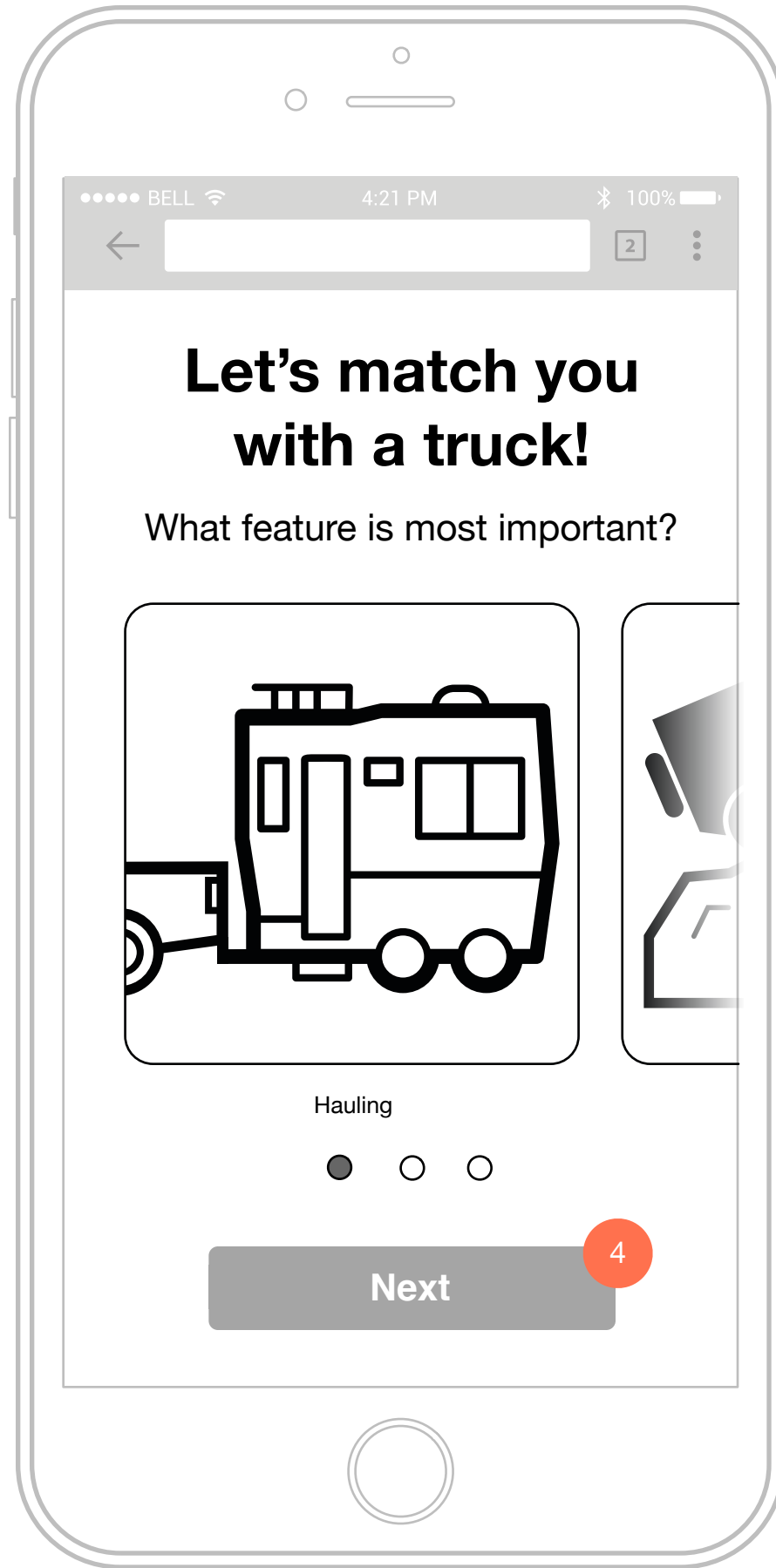
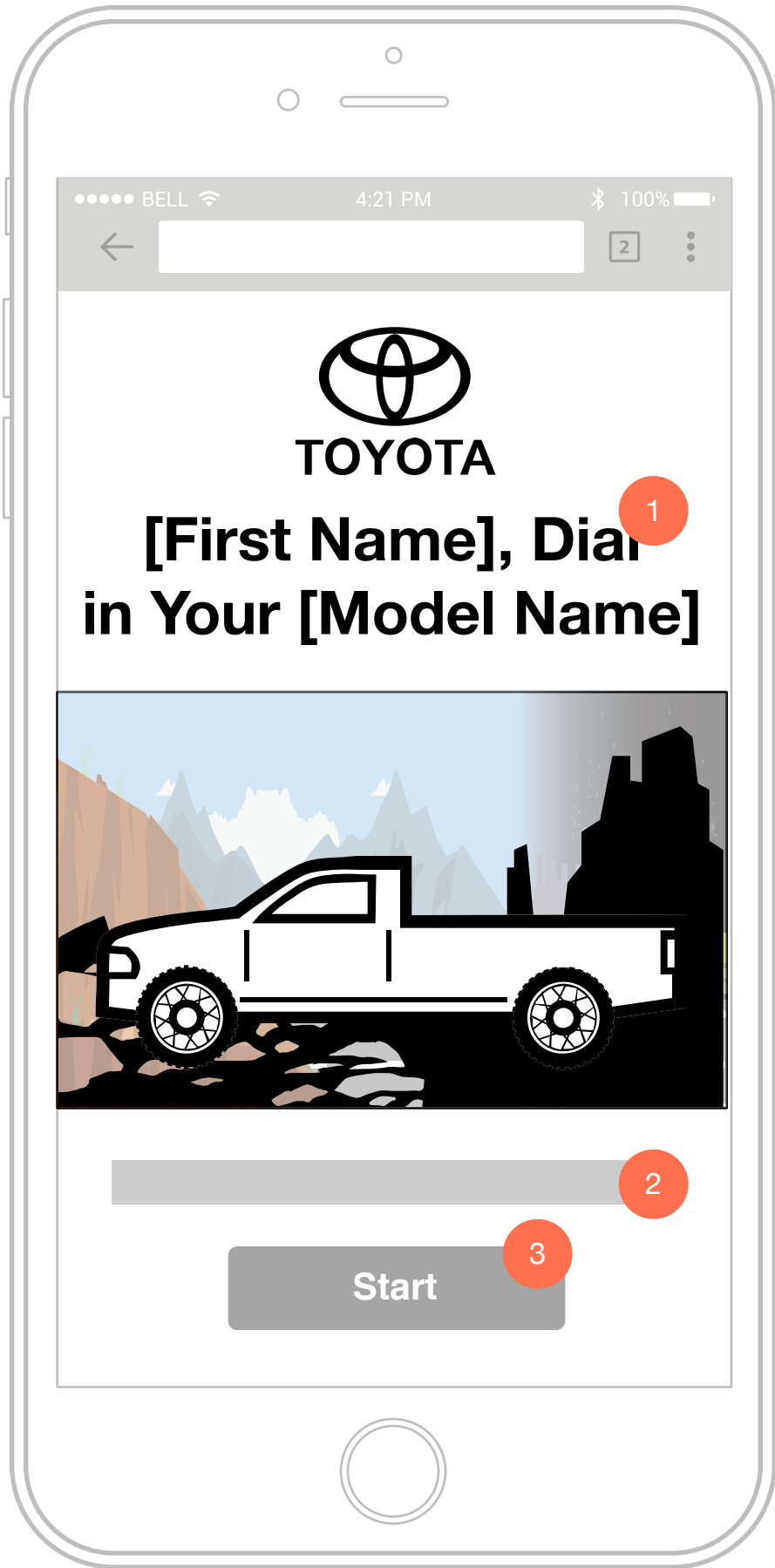


1

Local specials connects the user to their closest dealerships sales offers

Toyota Truck Line Up: **Option 2 Mobile**

Help Consumers Find Their Trucks, SUVs, and Crossovers



1 Name and truck model text is dynamics

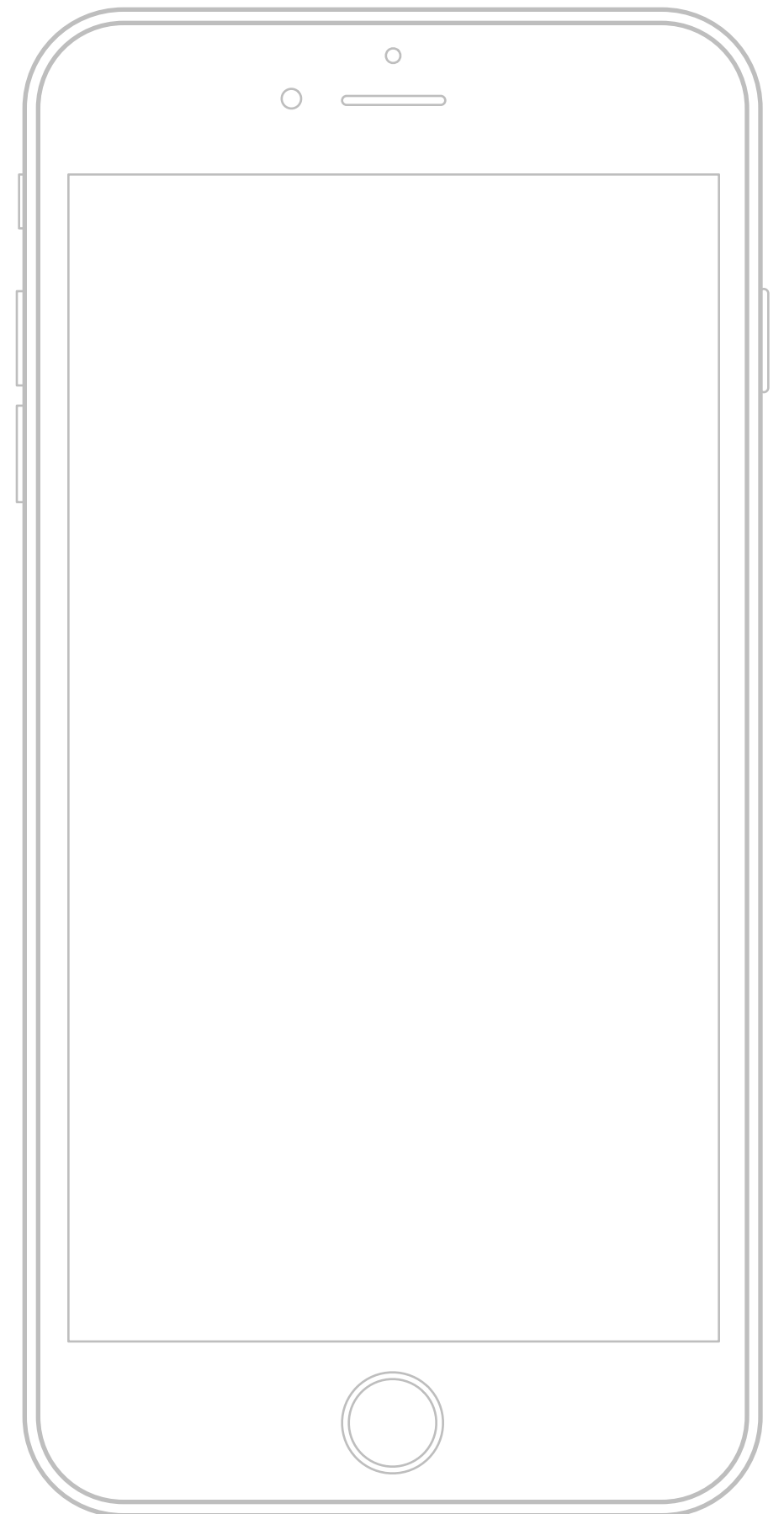
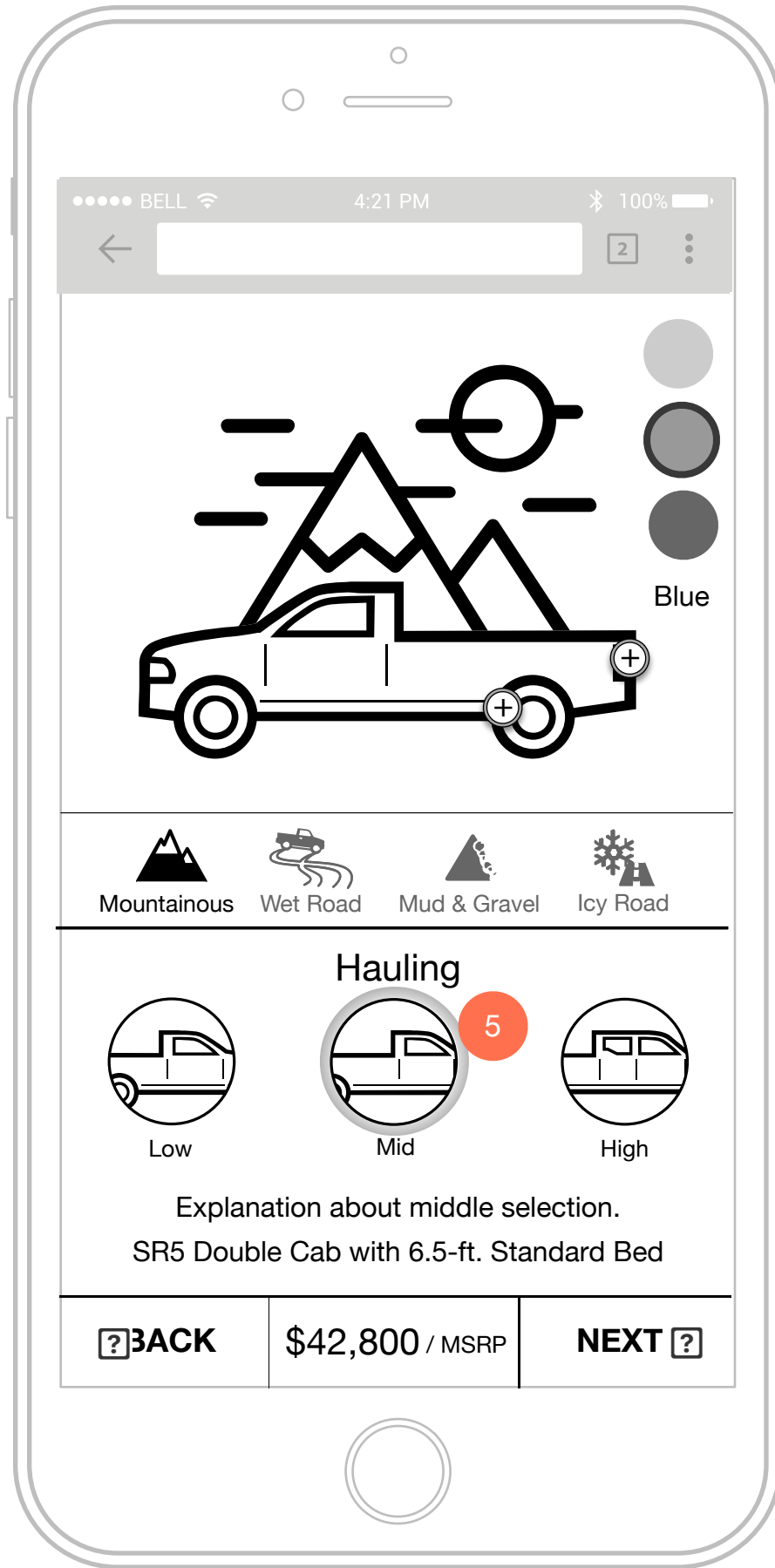
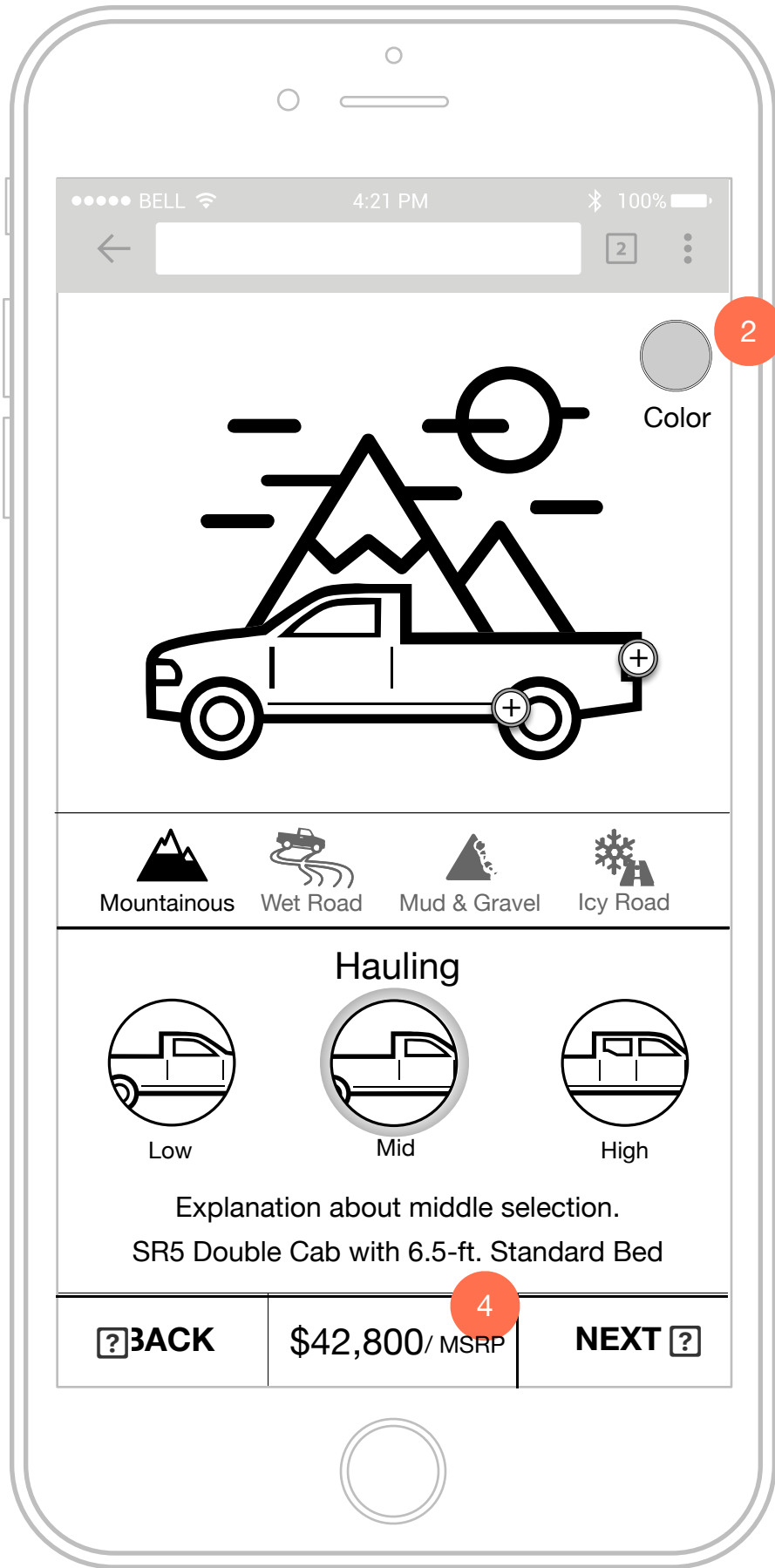
2 Explanation text. Character Count: 25

3 Needs copy help

4 Needs copy help

5 Needs copy help

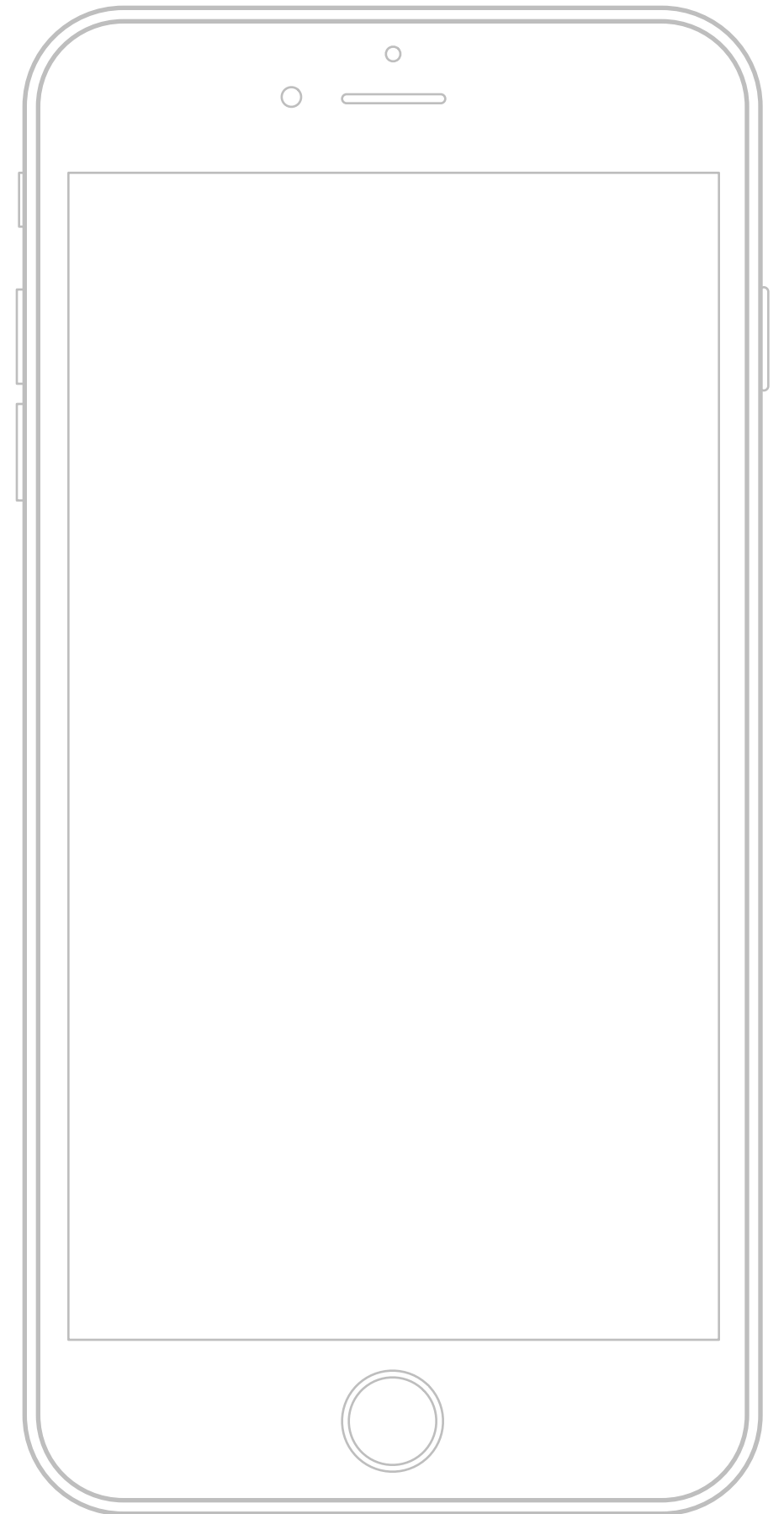
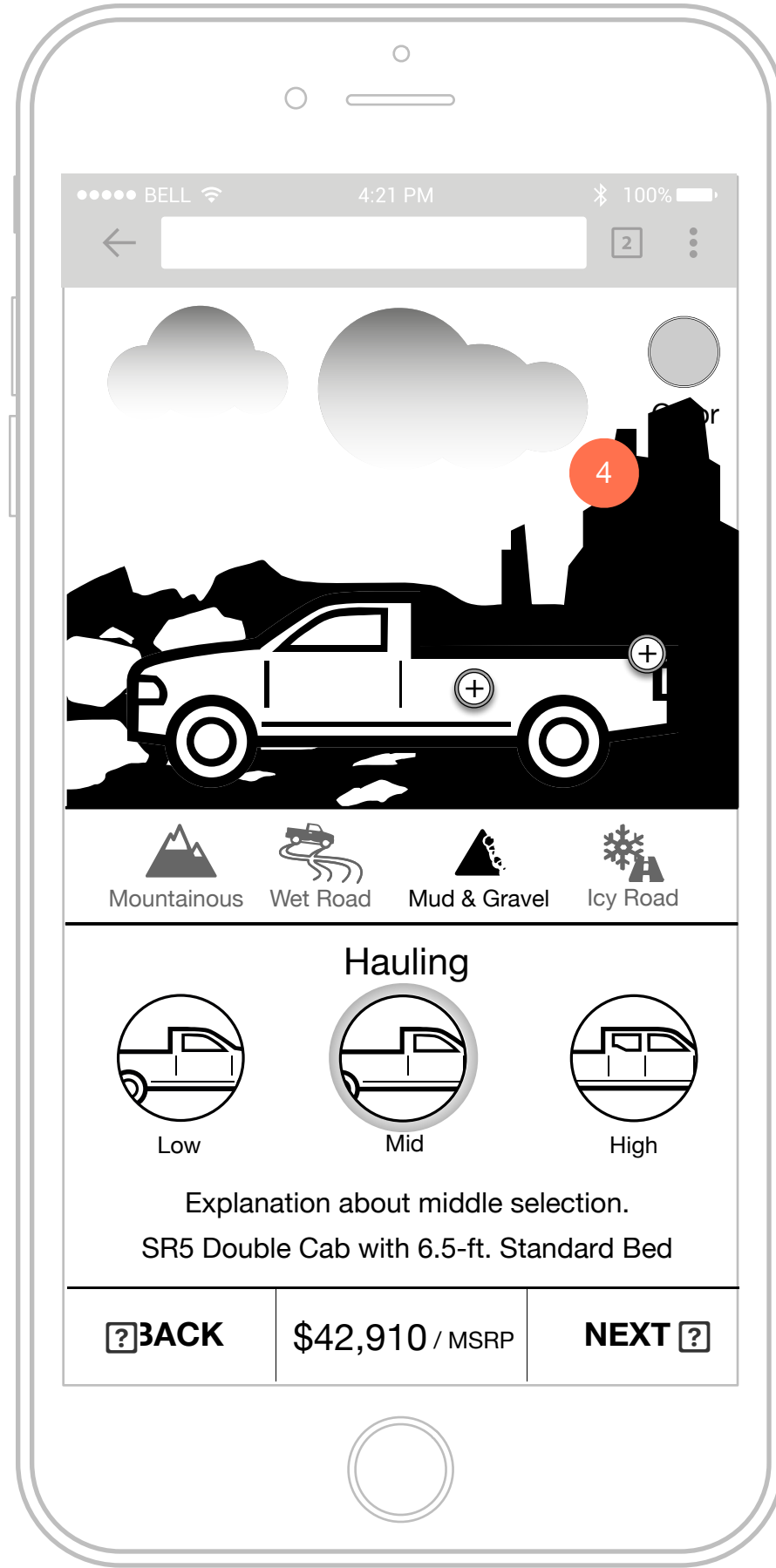
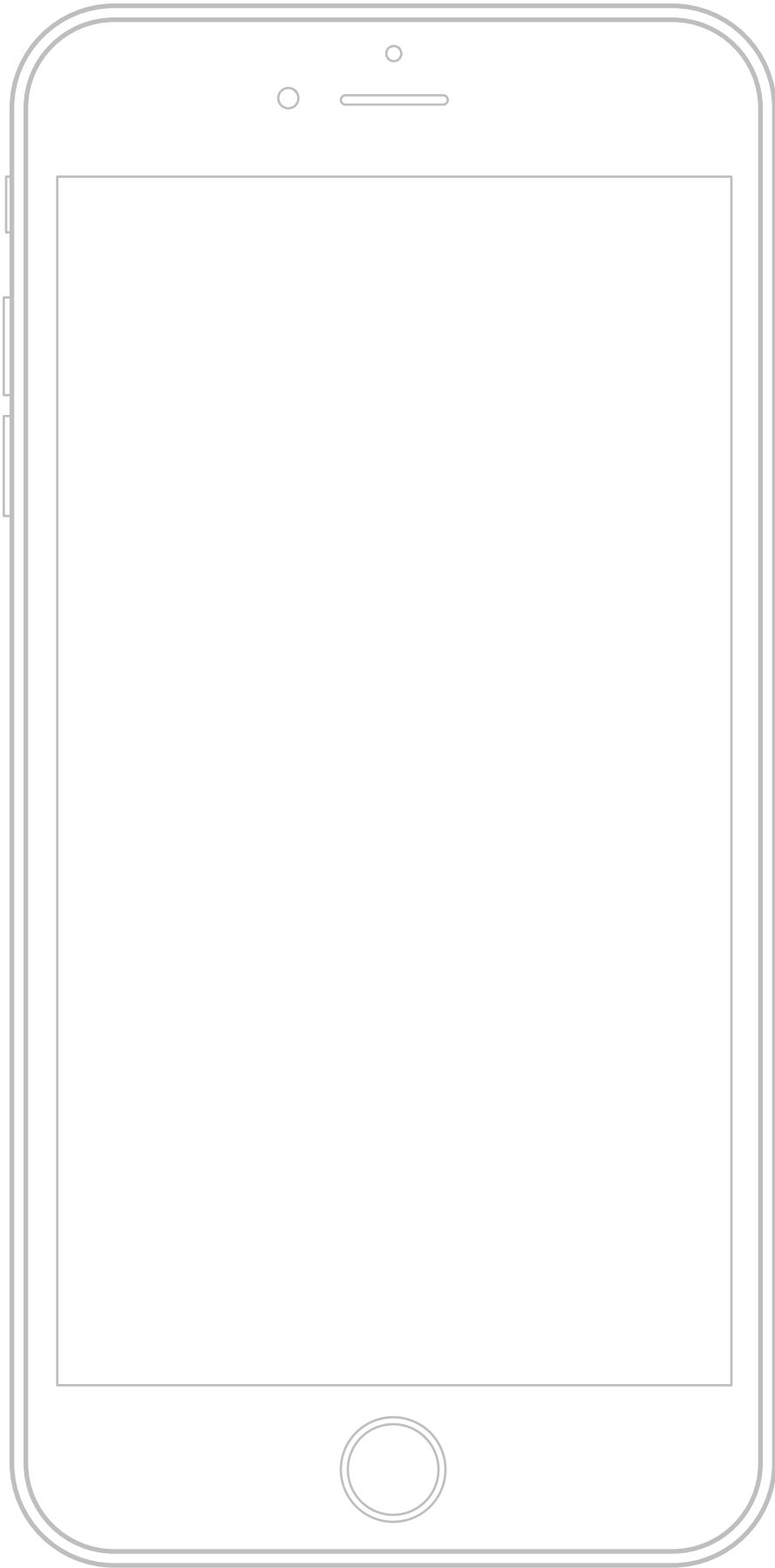
6 Needs copy help



1 Color picker closed state

2 Tap and hold to reveal other color op

3 MSRP price point changes as the user selects various configurations

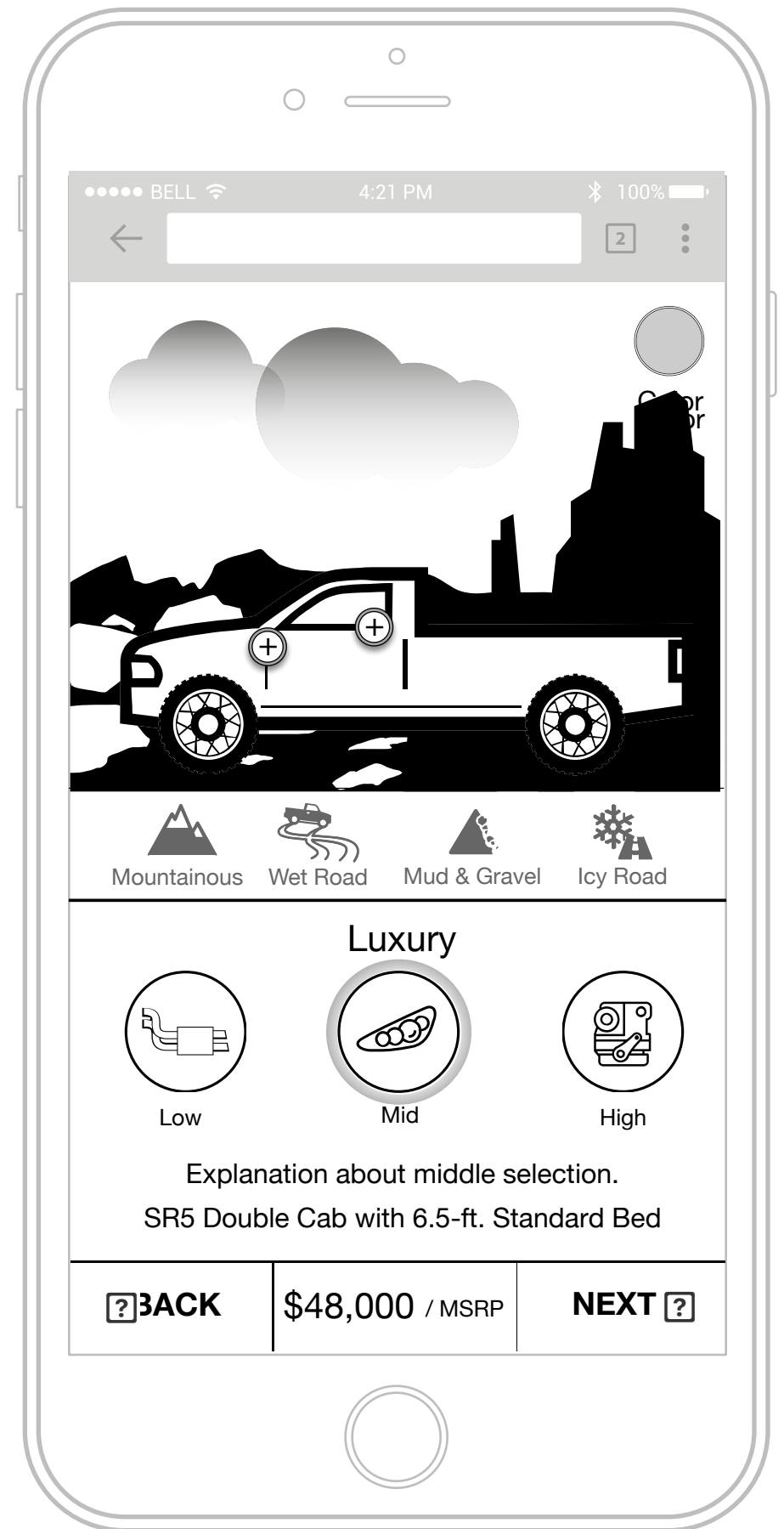
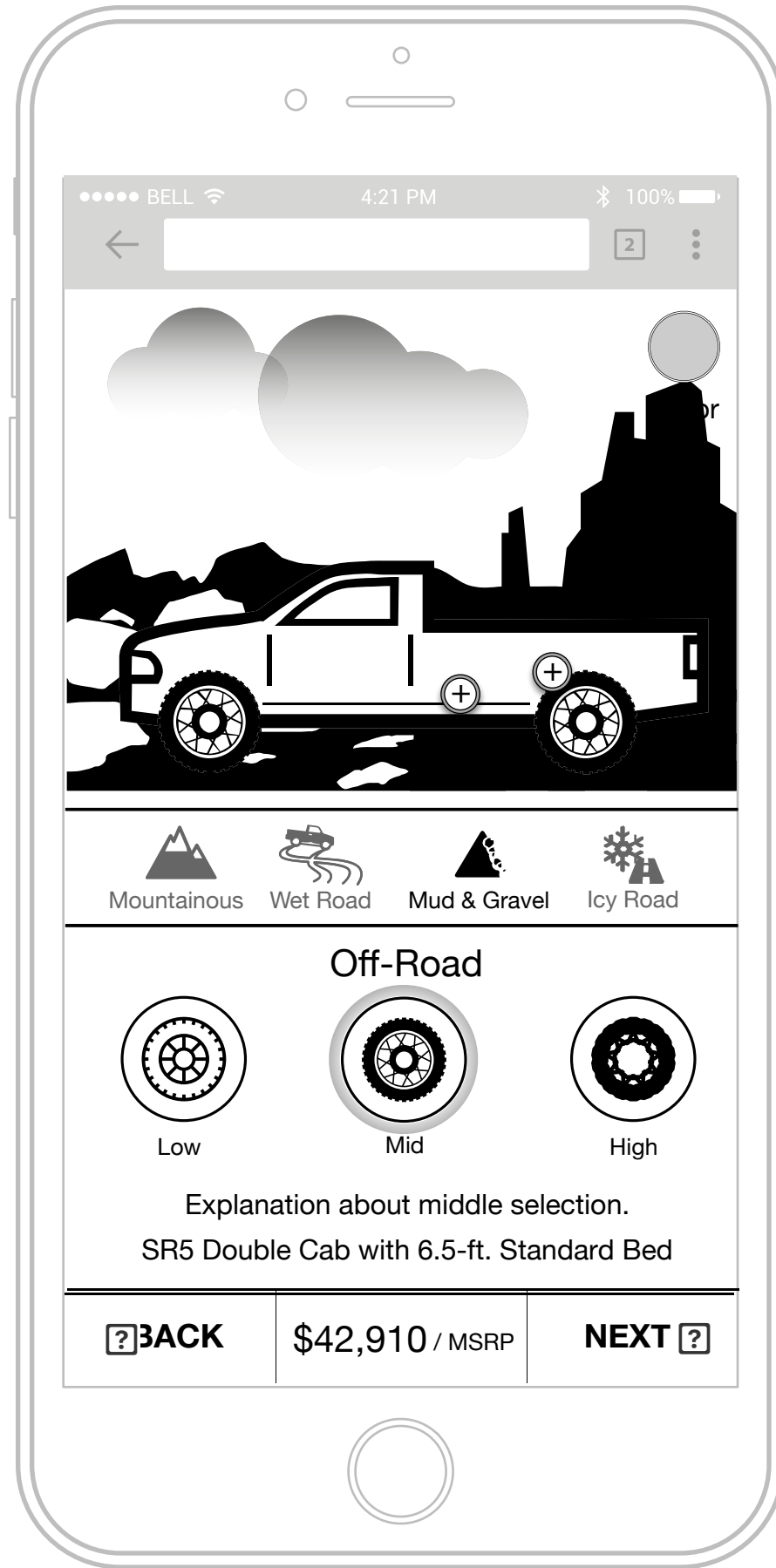
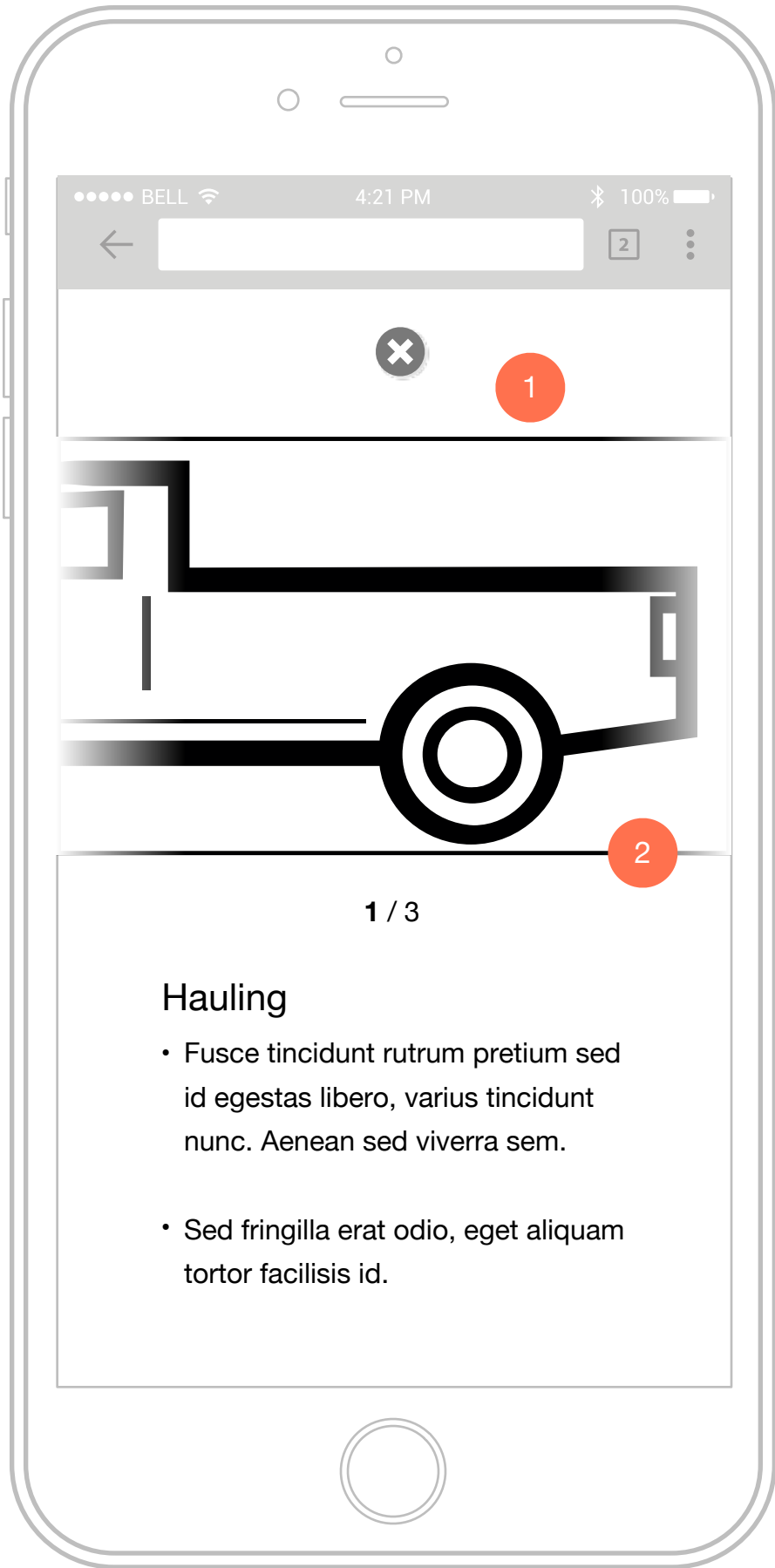


1 Terrain selector defaults to the initial choices in the tutorial

2 Truck changes based upon the feature level selected

3 The hotspots change based upon the features selected

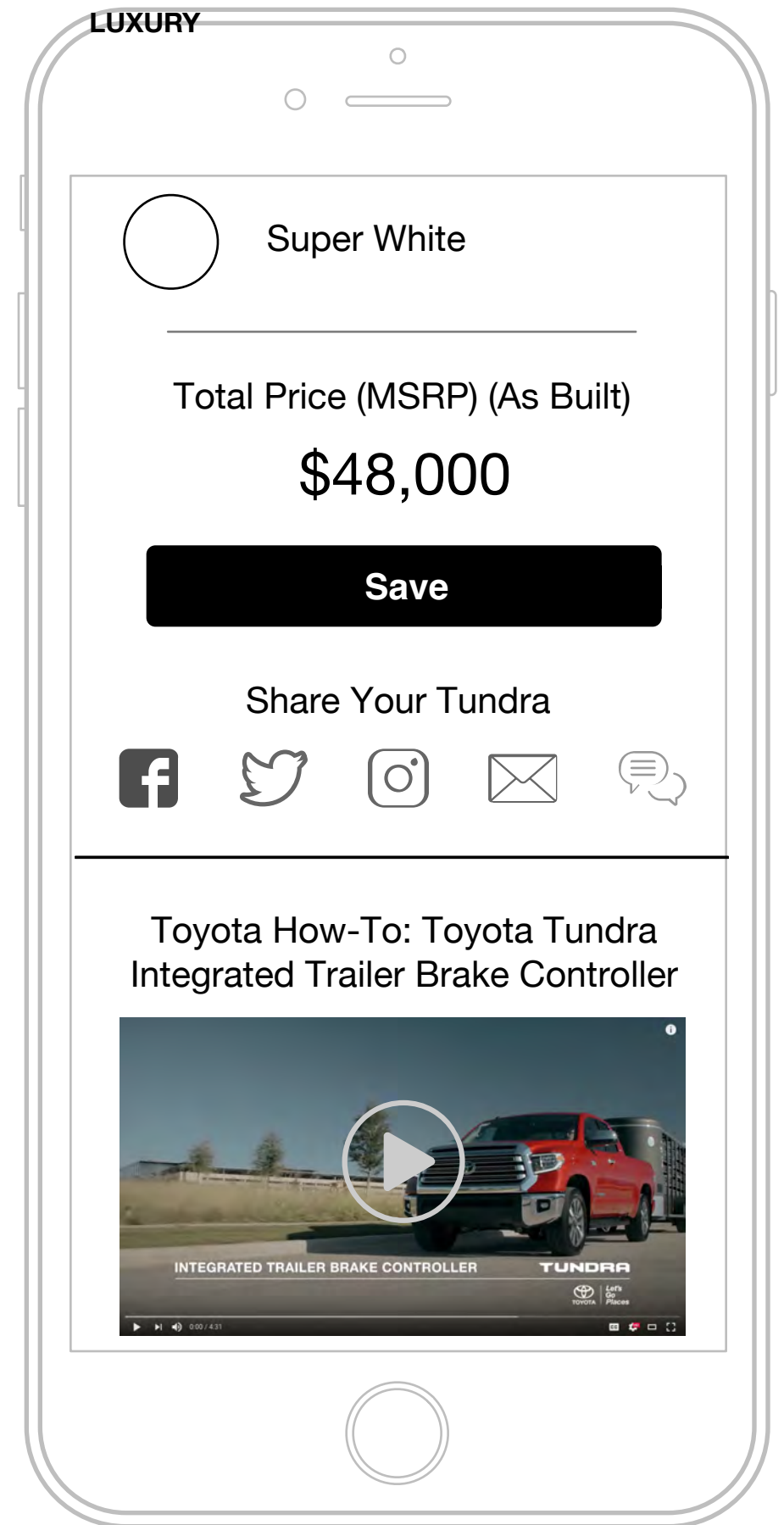
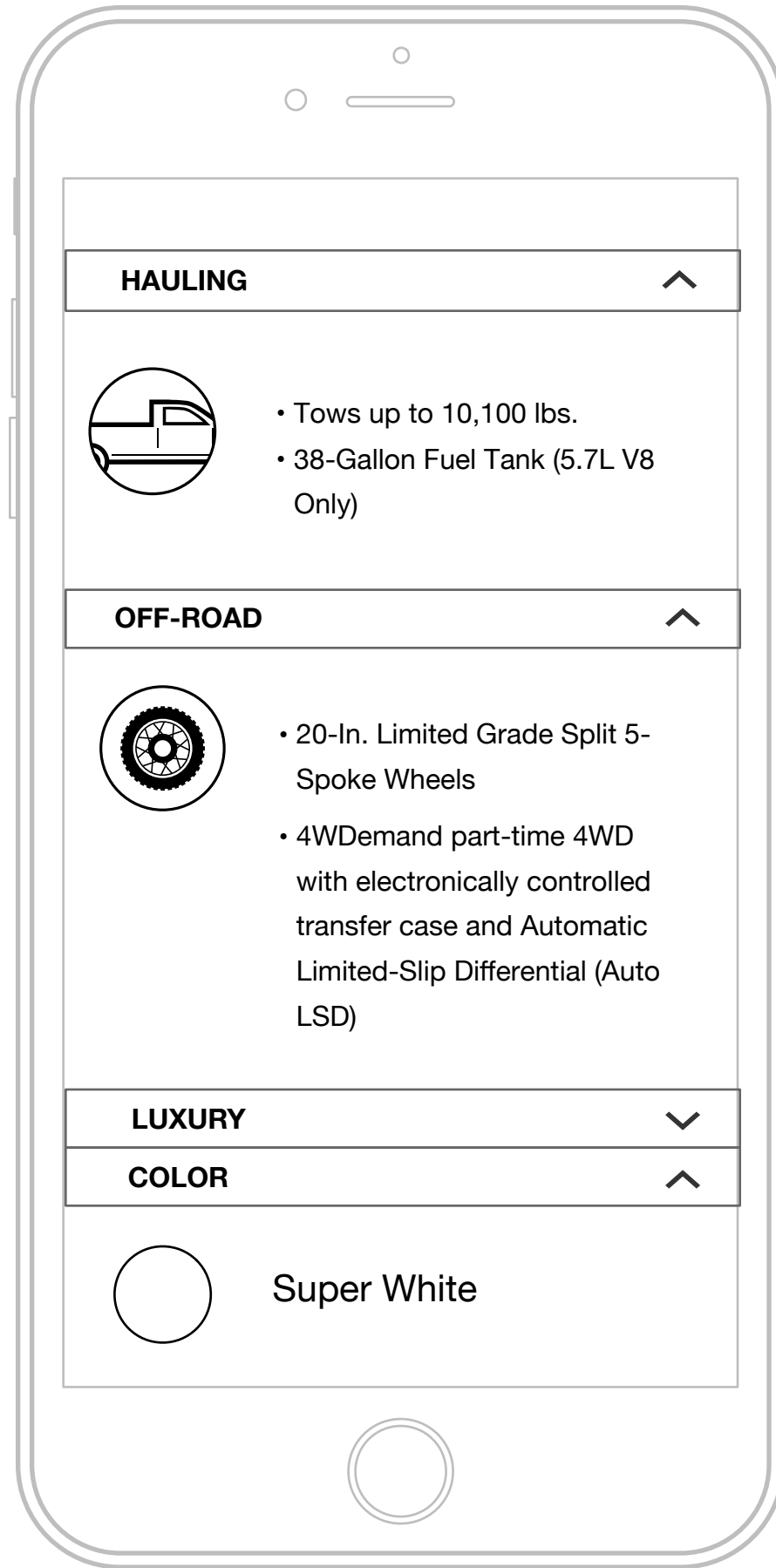
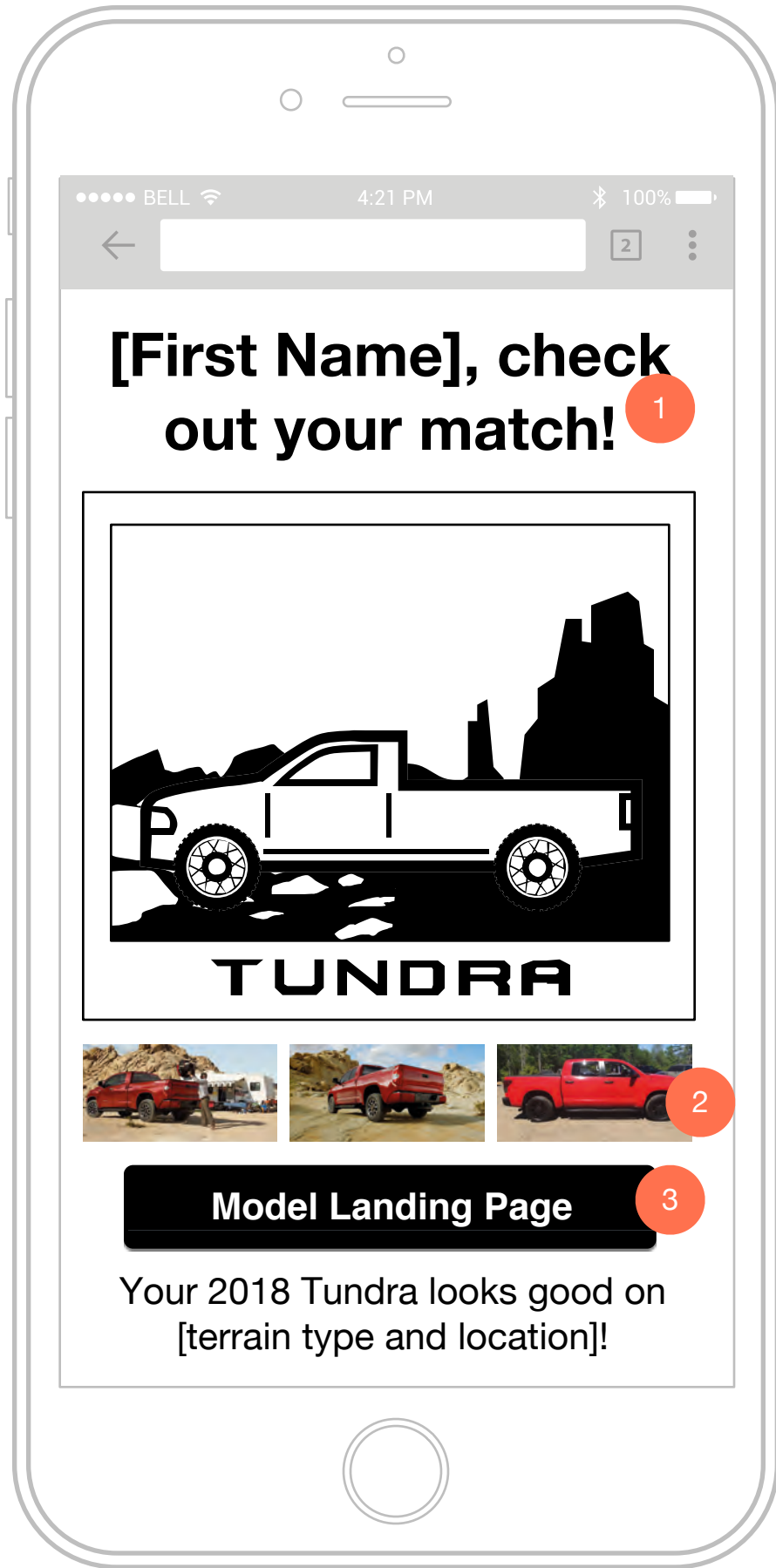
4 Background changes based upon the terrain selected



1 Upon tapping a hotspot details and a slideshow open up so the user can understand what they are building

2 Zoomed in images allow the user to swipe left and right through visual details. As the user swipes the text changes as well

3 Upon getting to the last configuration step the UI changes to a slide show that shows the interior and exterior luxury changes

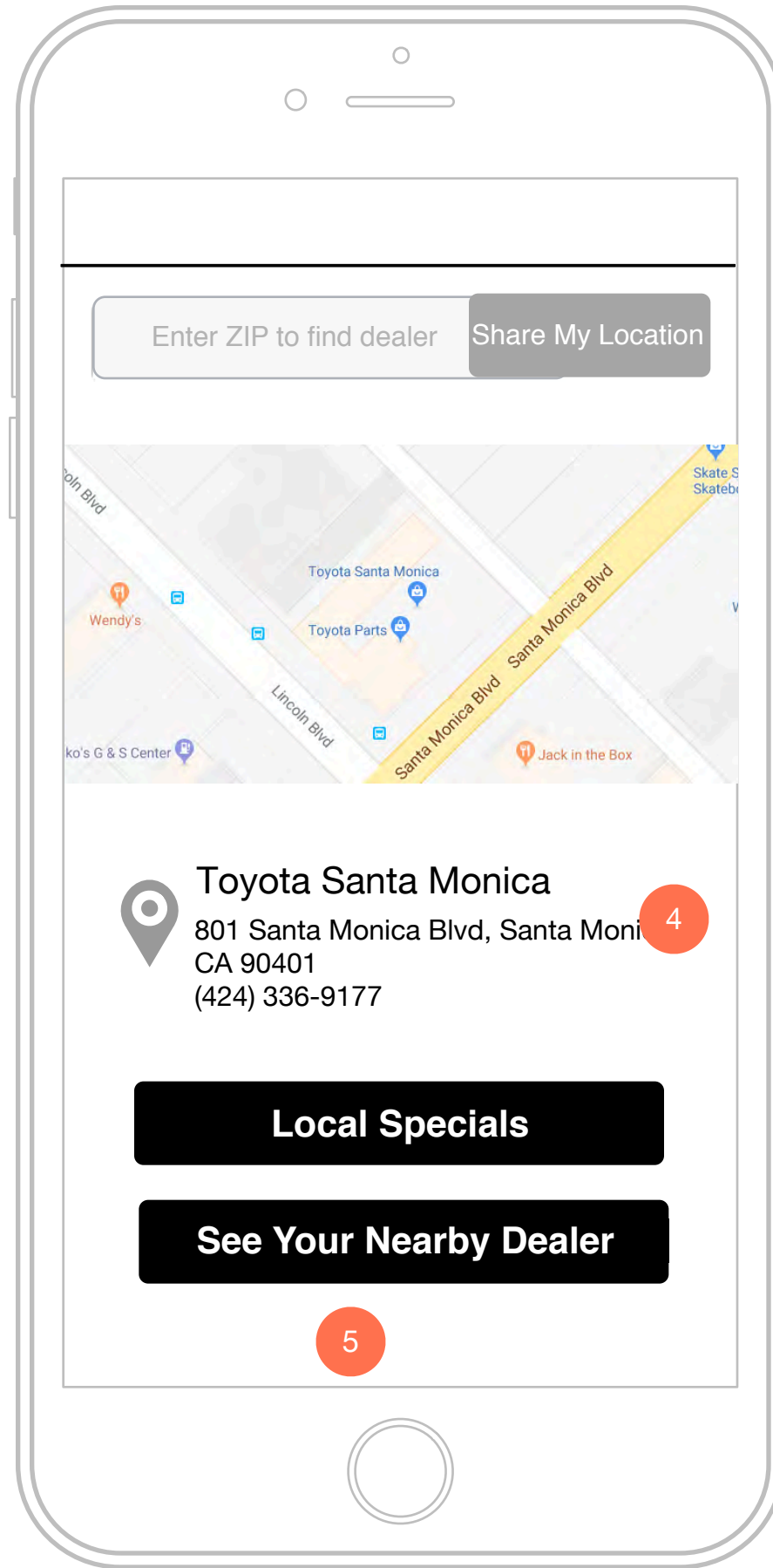
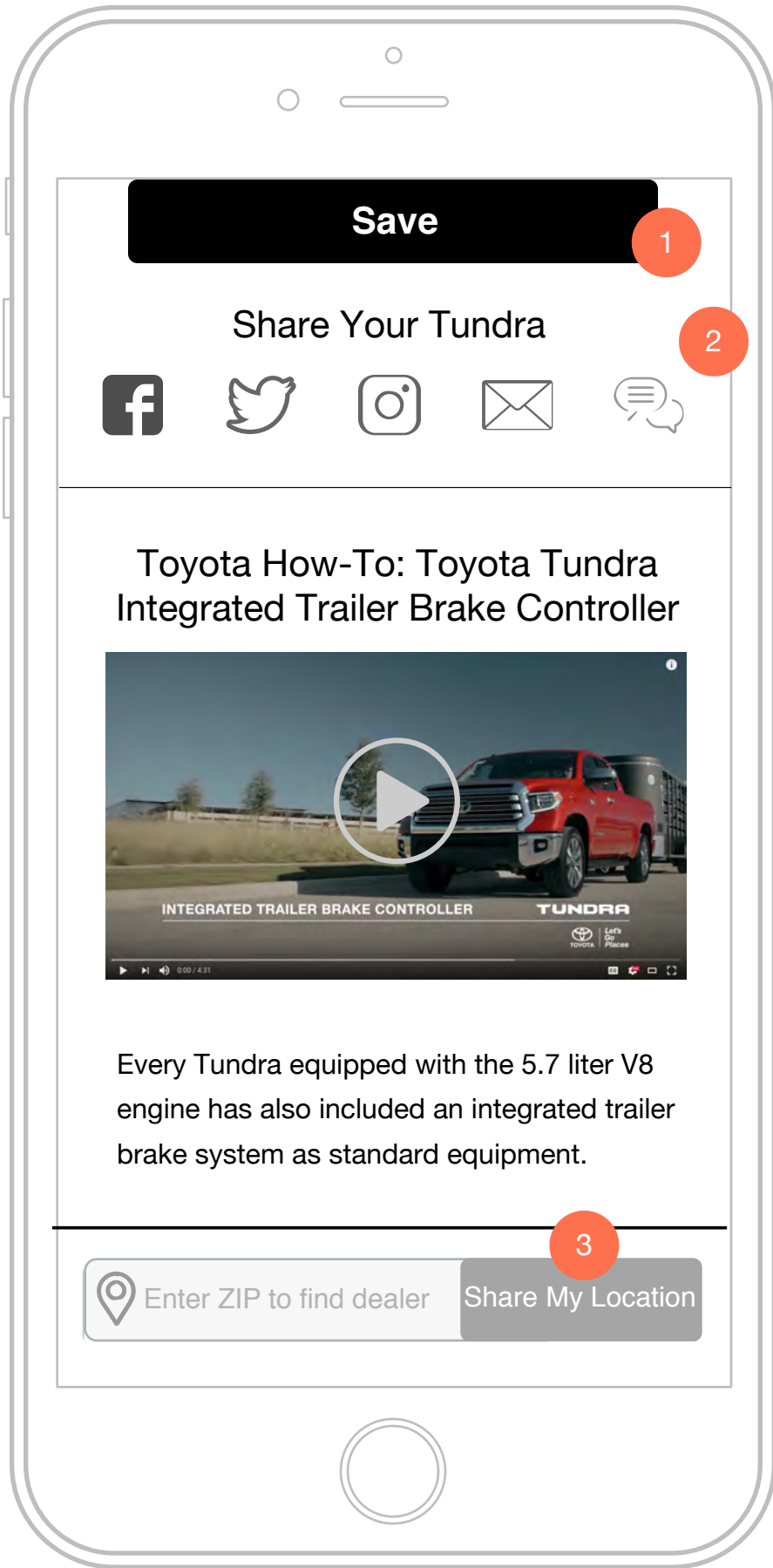


1 The site should know the user's name and greet them at the beginning and the end

2 When the user is done with their configuration their truck model will be called and the site tracks your location and serves up the appropriate location text and truck image. The thumbnails are stock photos of the selected trucks - not views of the different trim packages

3 CTA is deep linked to specific trim so user does not have to go through Build & Price again

4 Configuration details



1

Opens up the user's email application to email them a documented version of this customization tool

2

The download button downloads a documented version of this customization tool

3

In case the site doesn't track the user accurately enough or they want to put in a different location they can put in their ZIP here

4

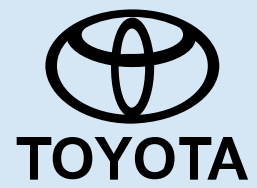
Local specials connects the user to their closest dealerships sales offers

5

Share your truck on your social media

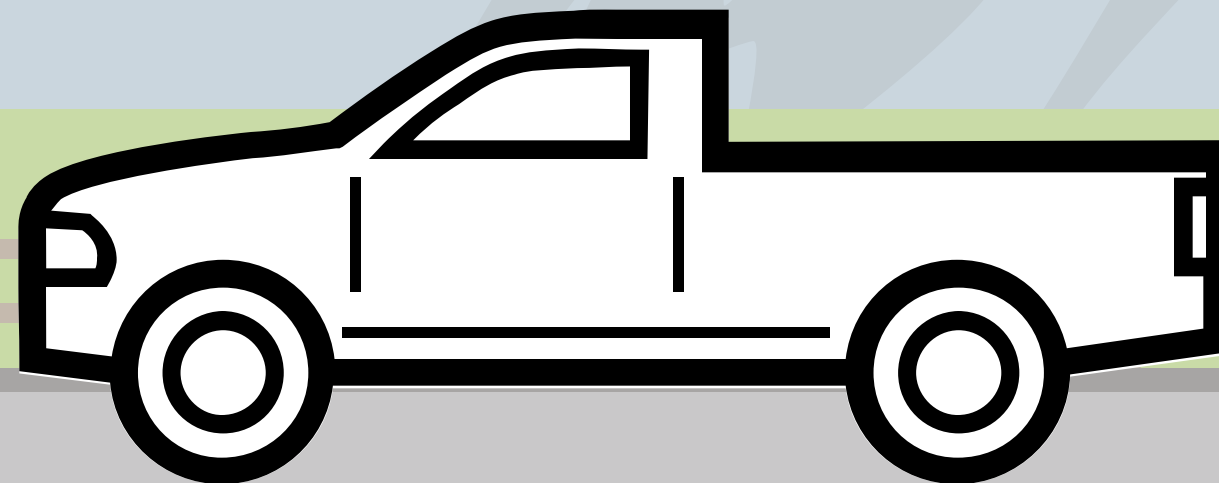
Toyota Truck Line Up: **Option 2 Desktop**

Help Consumers Find Their Trucks, SUVs, and Crossovers



[First Name], Dial in Your [Model Name]

[Input field 1]
[Input field 2]



Start

1 Name and truck model text is dynamics

2 Explanation text. Character Count: 90

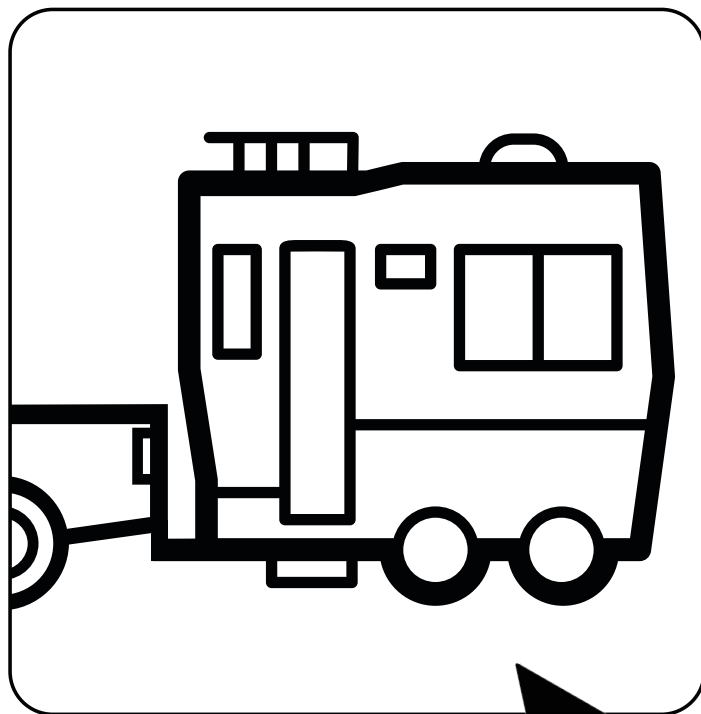
3 Needs copy help

4 This concept is a unique layout. The idea is that the background is a parallax scrolling image that gives the truck an illusion of rolling through the various terrain conditions



Let's match you with a truck!

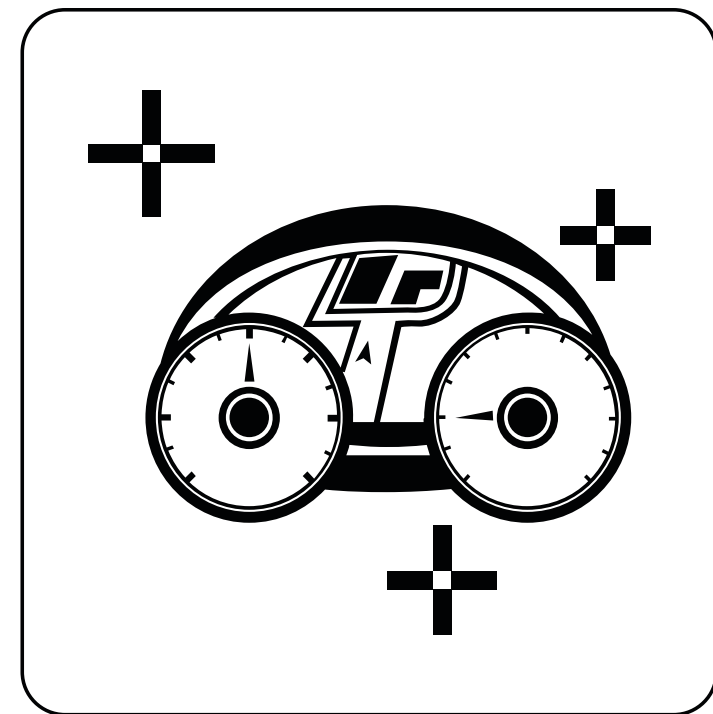
What feature is most important?



Hauling



Off-Roading



Luxury

Next

1

Explanations are triggered when a user taps on an area they haven't used yet. This makes the tutorial launch as the user digs into the customization tool

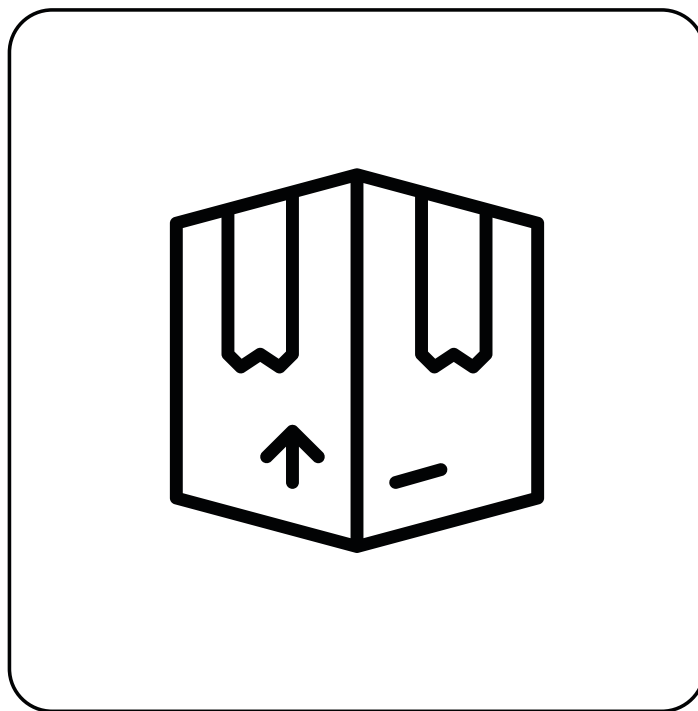
2

Close modal button

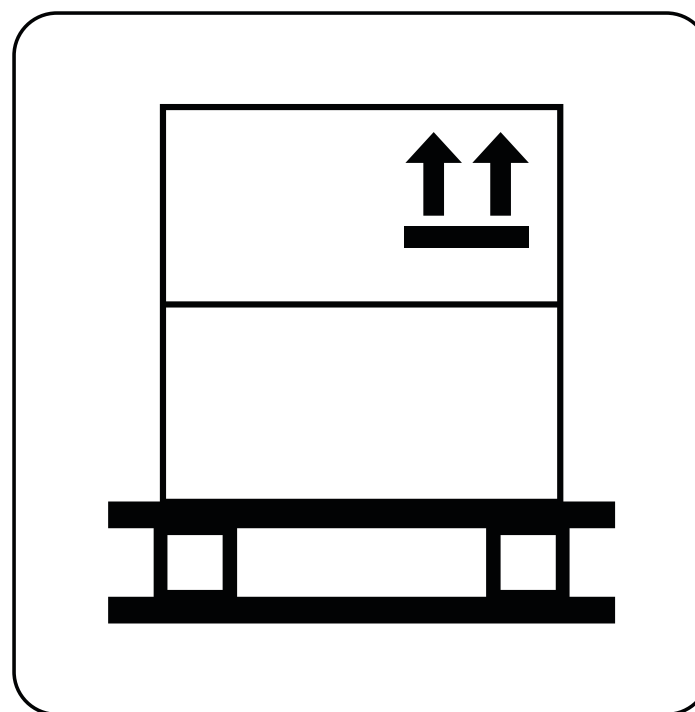


Let's match you with a truck!

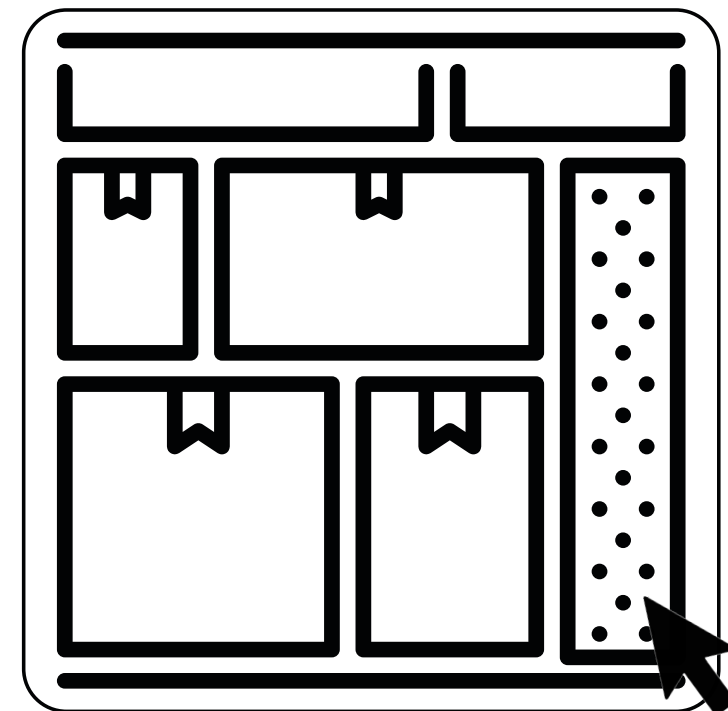
How much do you haul?



A little amount



A medium amount



a lot

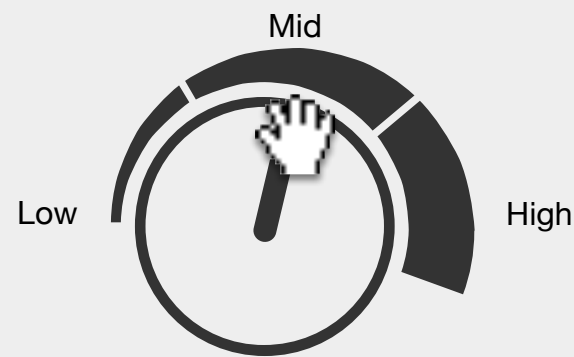
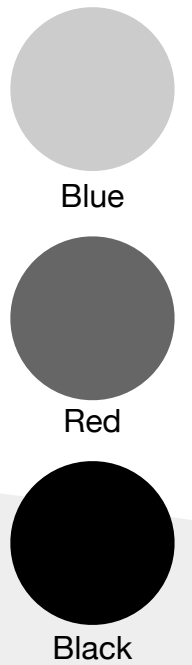
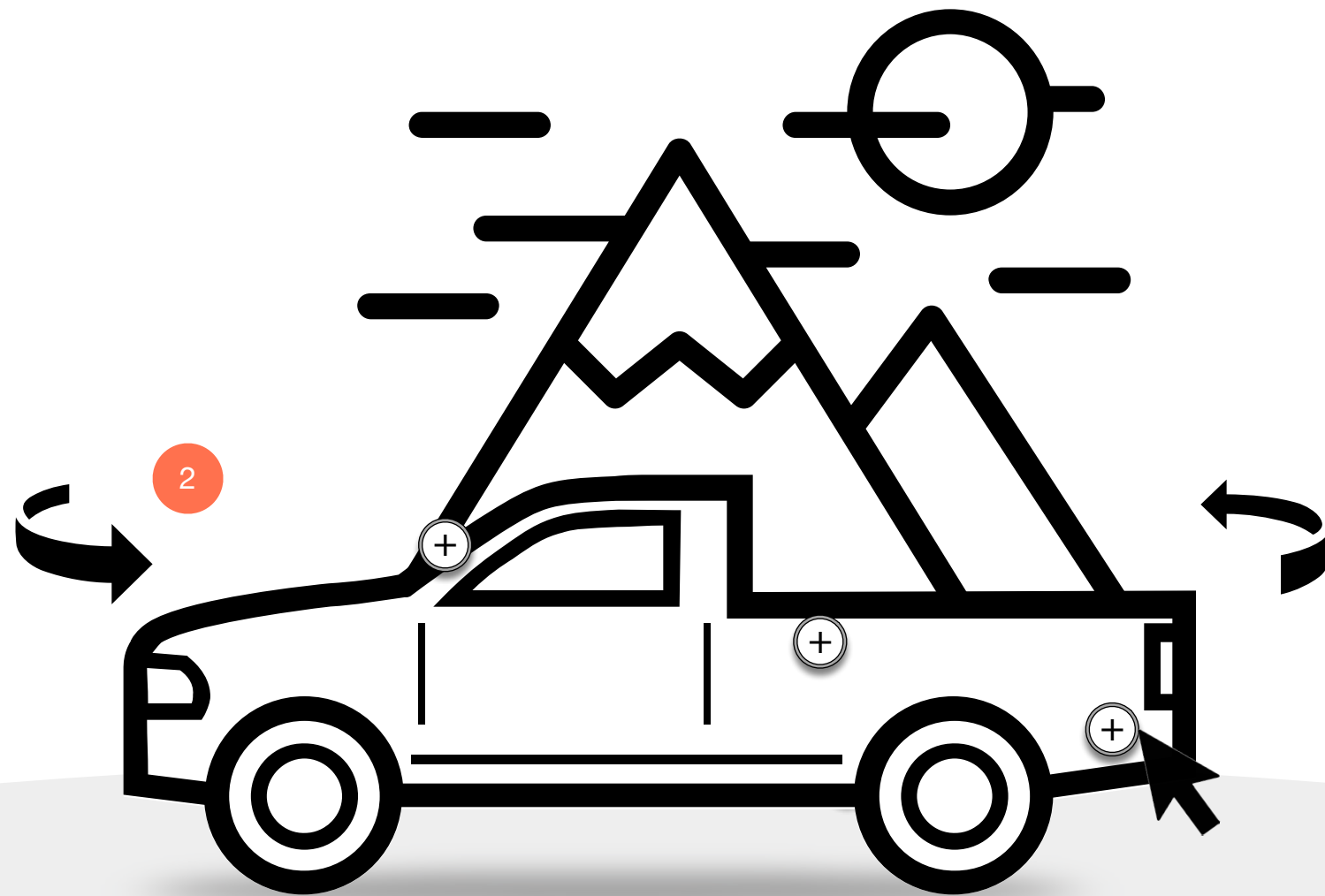
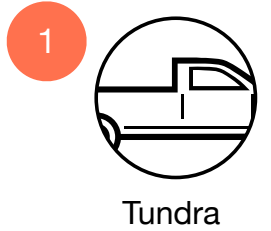
Let's Customize Your Truck!

1

Explanations are triggered when a user taps on an area they haven't used yet. This makes the tutorial launch as the user digs into the customization tool

2

Close modal button



HAULING

Explanation about selection. A sentence about the truck's trim and package.



OFFROAD

Explanation about selection. A sentence about the truck's trim and package.



LUXURY

Explanation about selection. A sentence about the truck's trim and package.

Restart

SR5 CrewMax with 5.5-ft. Short Bed

TOTAL MSRP
\$43,800 PRICE
DETAILS

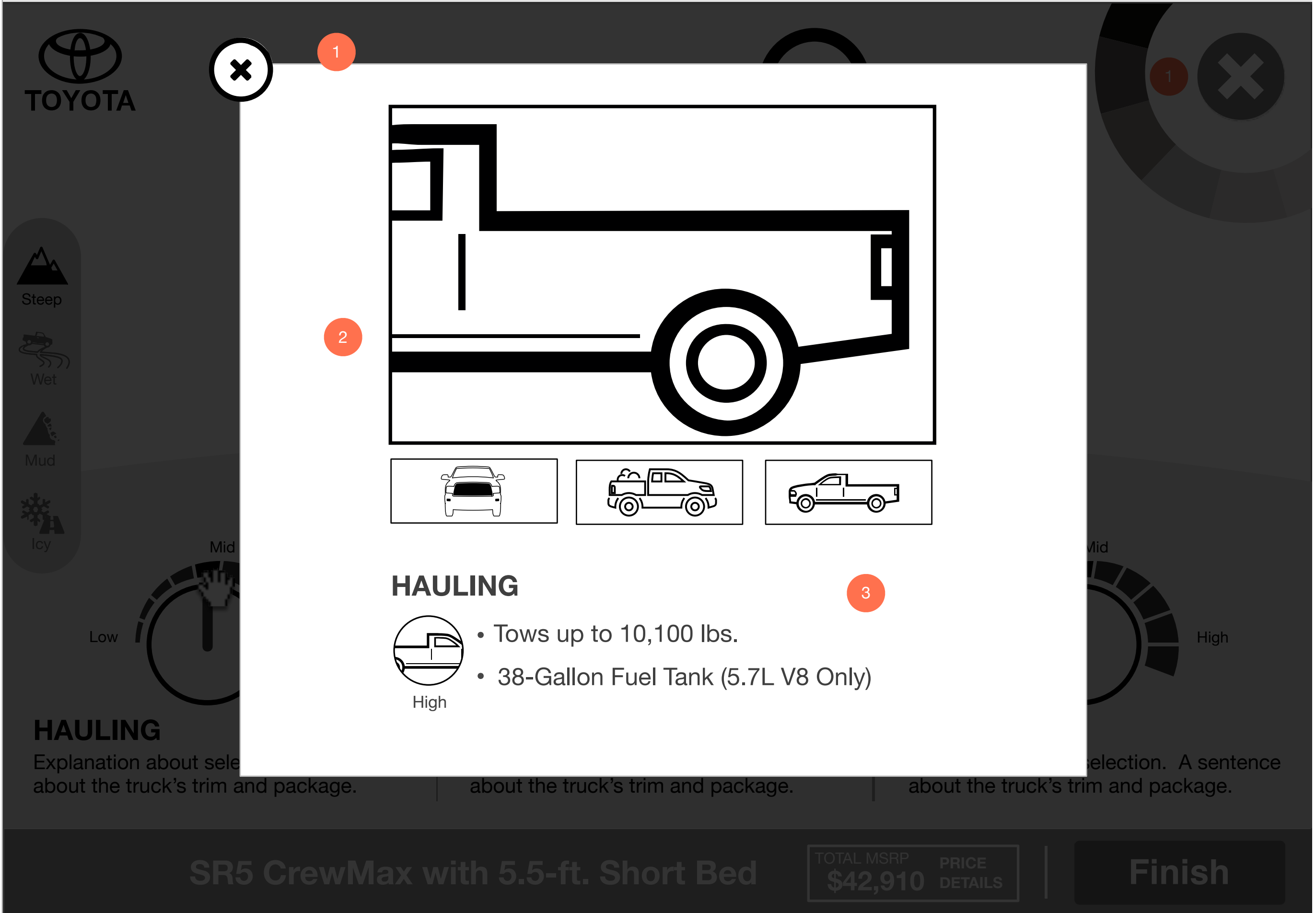
Finish

1 Color picker

2 User can rotate vehicle to get a 360° view

3 As the user clicks the controls for each category the header and text will change to explain the selections

4 The user clicks or tags based upon the category controls. As they make changes the package title and price changes



HAULING


- Tows up to 10,100 lbs.
- 38-Gallon Fuel Tank (5.7L V8 Only)

HAULING
Explanation about sele... about the truck's trim and package.

SR5 CrewMax with 5.5-ft. Short Bed **TOTAL MSRP \$42,910** **PRICE DETAILS** **Finish**

1 To close the modal tap the X

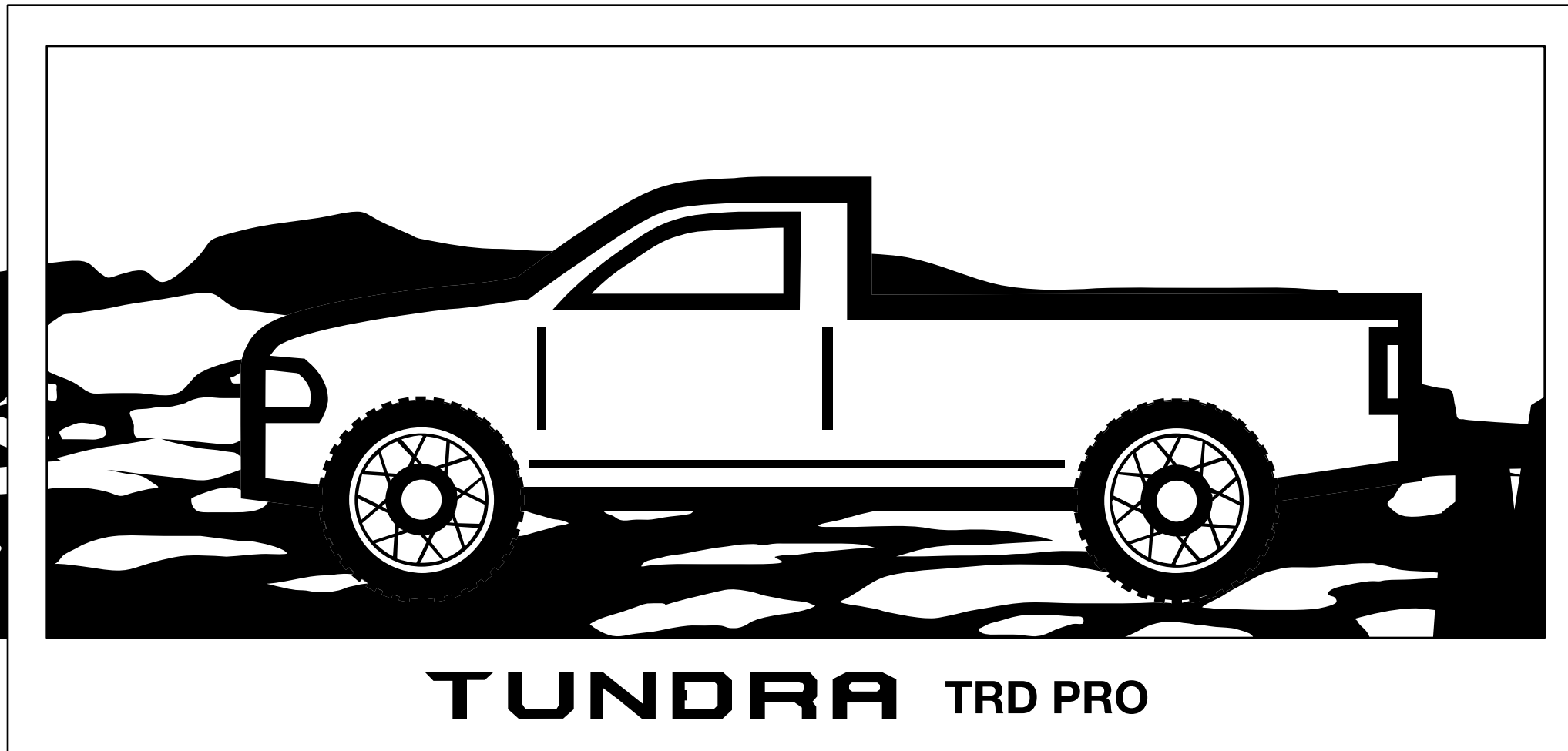
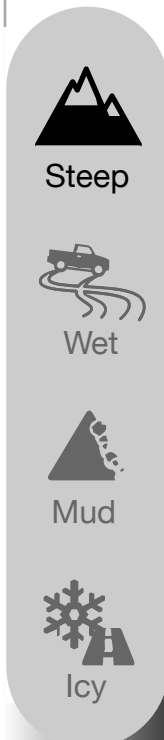
2 User can click the chevrons or the thumbnails to switch through the images of the hauling feature

3 Upon tapping the tooltip  this modal opens up



[First Name], check out your match!

1



Model Landing Page

Request Quote



Your 2018 Tundra looks good on [terrain type and location]!



1

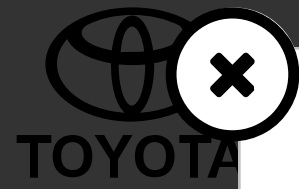
The site should know the user's name and greet them at the beginning and the end

2

After configuration the user's truck model will be shown and the site tracks your location and serves up the appropriate location text. The thumbnails are stock photos of the selected trucks - not views of the different trim packages - click to view in the frame

3

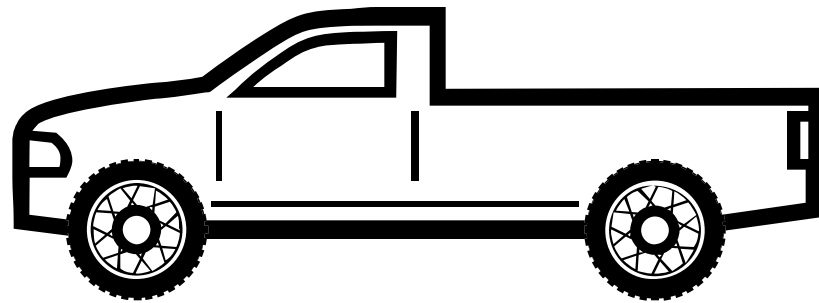
CTA is deep linked to specific trim so user does not have to go through Build & Price again



Request a Quote

1

SELECT A VEHICLE



YOUR 2018 TUNDRA TRD PRO

Total MSRP	Grade	Engine	Transmission
\$48,000	TRD Pro	3.5L V6 Engine	6-Speed Manual Transmission

Options
50 State Emissions

SHOW MORE ▾

SELECT A DEALER

● Marina Del Rey Toyota

VIEW MORE DEALERS ▾

90292

YOUR CONTACT INFORMATION

NAME (REQUIRED)

EMAIL (REQUIRED)

PHONE

ADDRESS

CITY

+ ADD COMMENTS

Request Quote

1 Modal pops up when the user clicks Request Quote

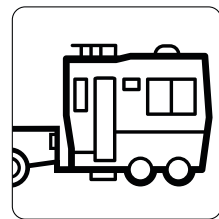


Price Details

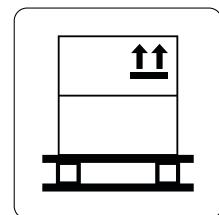
HAULING

OFFROAD

LUXURY



- Tows up to 10,100 lbs.
- 38-Gallon Fuel Tank (5.7L V8 Only)
- 6-Speed Manual Transmission



- 278 hp @ 6000 rpm
- 265 lb.-ft. @ 4600 rpm
- DOHC 24-Valve direct-injection Atkinson-cycle engine
- VVT-i D4S self-cleaning injectors
- 4WDemand part-time 4WD

SR5 CrewMax with
5.5-ft. Short Bed

TOTAL MSRP

\$48,000

1

Share Your Tundra

2



Save

3



1

Opens up the user's email application to email them a documented version of this customization tool

2

The download button downloads a documented version of this customization tool

3

Share your truck on your social media

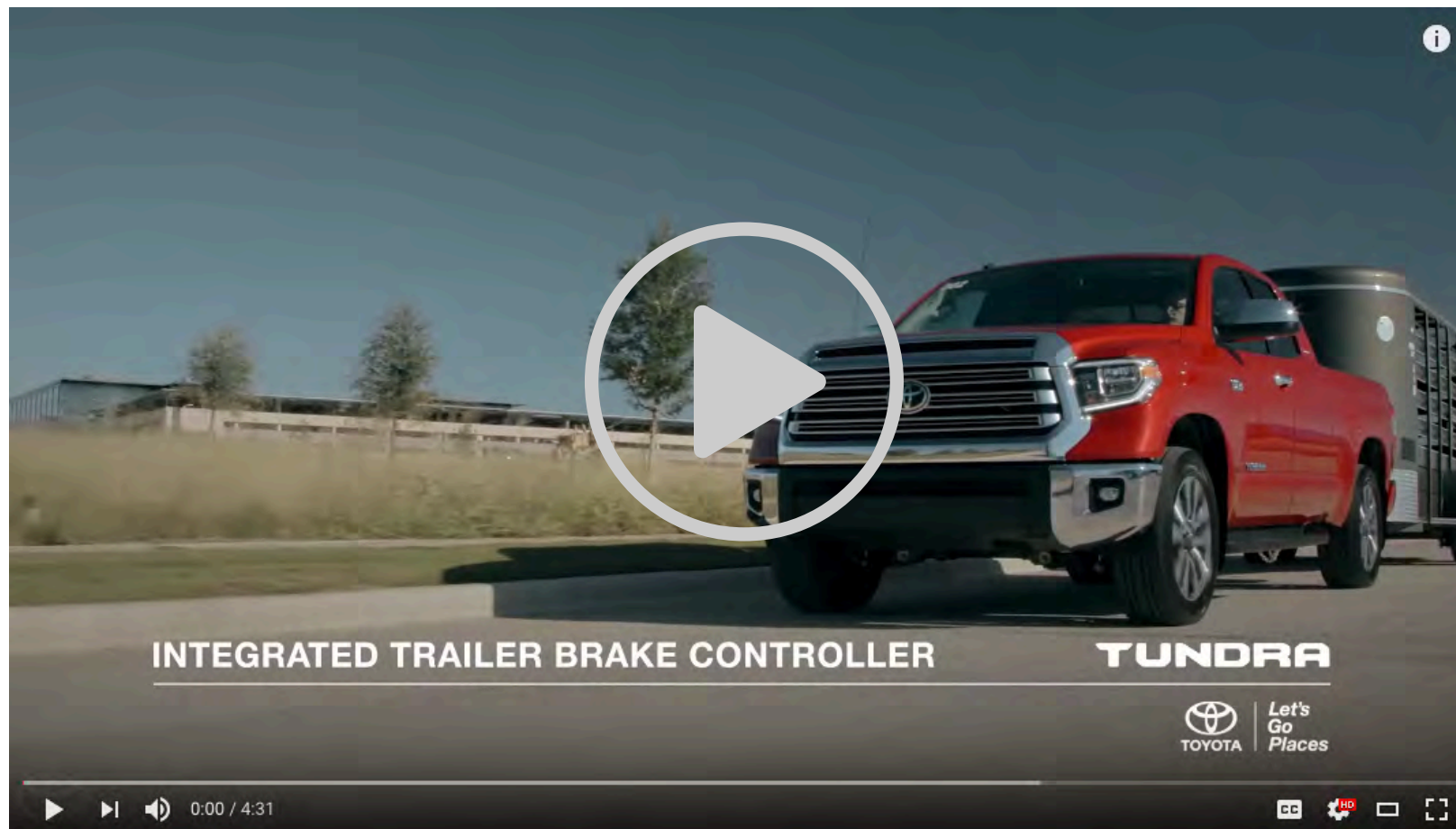
4

Use can scroll down or tap the chevron to access more information



1

Toyota How-To: Toyota Tundra Integrated Trailer Brake Controller



SR5 CrewMax with
5.5-ft. Short Bed

TOTAL MSRP
\$48,000

1

Share Your Tundra 2



3



1

As the user scrolls down they will see related information, such as the Tundra video

2

The right size column floats at all times

3

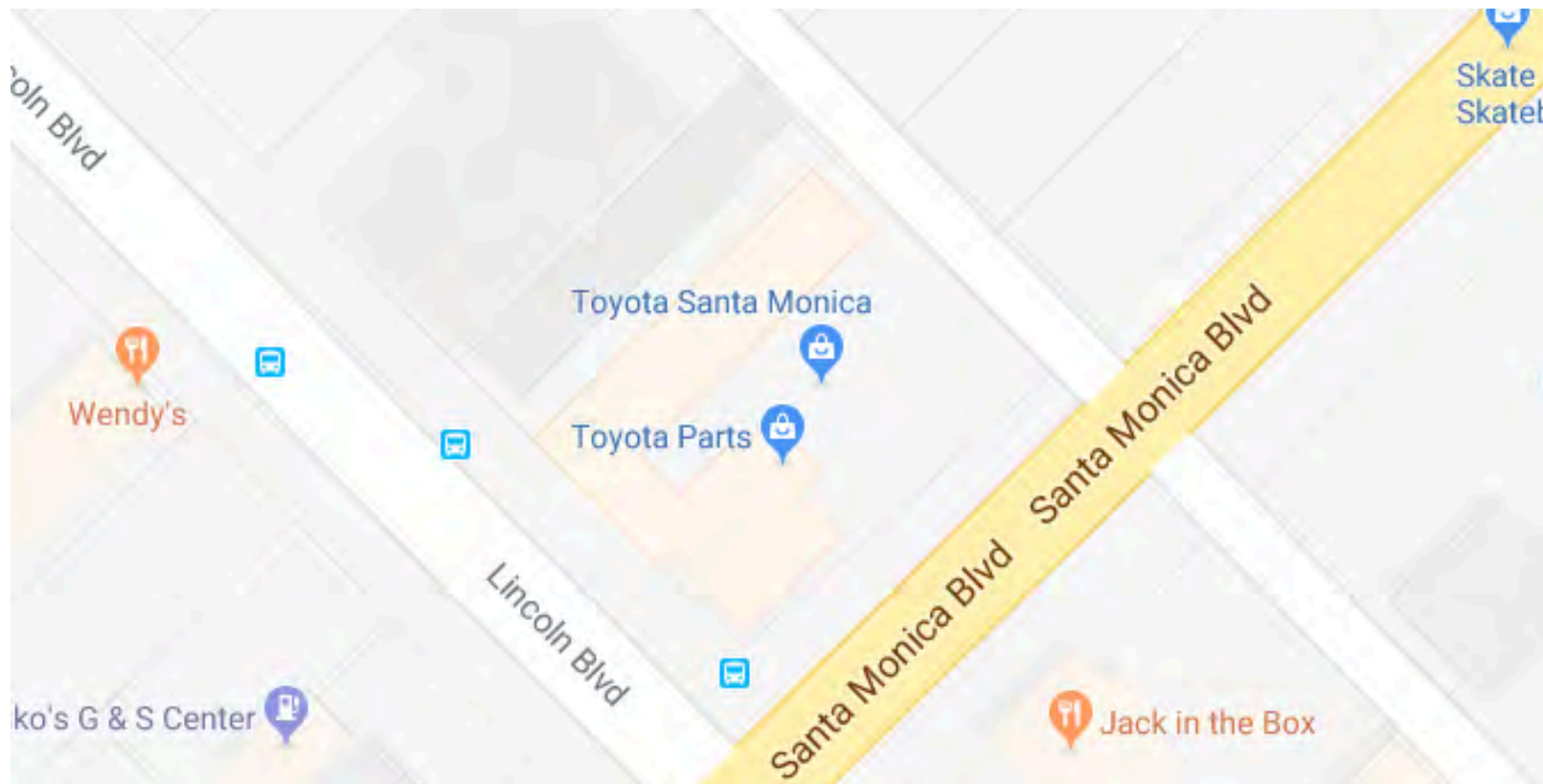
In case the site doesn't track the user accurately enough or they want to put in a different location they can put in their ZIP here



Every Tundra equipped with the 5.7 liter V8 engine has also included an integrated trailer brake system as standard equipment.



Enter ZIP to find dealer



Toyota Santa Monica

801 Santa Monica Blvd, Santa Monica, CA 90401
(424) 336-9177

Local Specials

See Your Nearby Dealer

SR5 CrewMax with
5.5-ft. Short Bed

TOTAL MSRP

\$48,000

1

Share Your Tundra

2



1

Local specials connects the user to their closest dealerships sales offers