



TOYOTA/LEXUS PAC

Crafting an Effective Engagement Strategy

TOYOTA



TOYOTA/LEXUS PAC

Started in 2013. 50% enrollment. \$1.7M in receipts.

TOYOTA



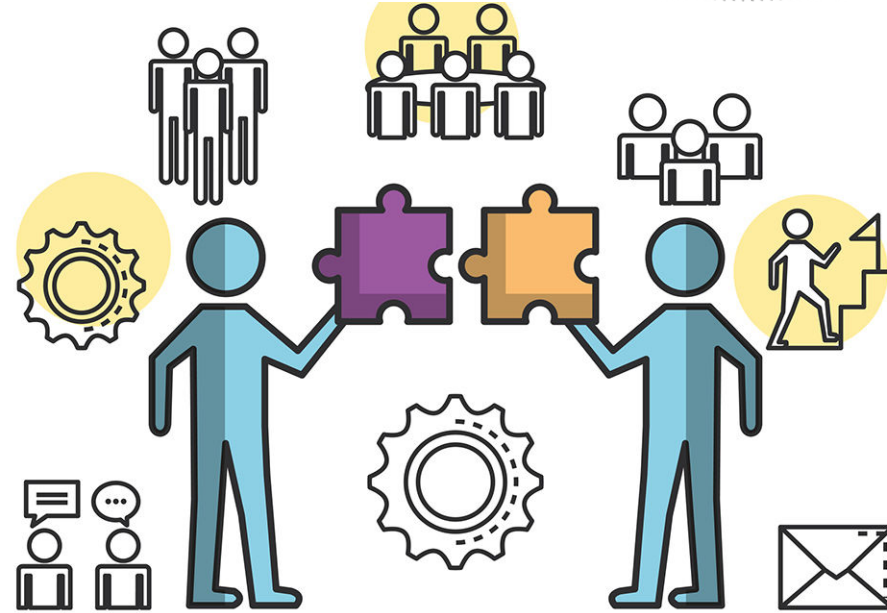
Revenue

Governance

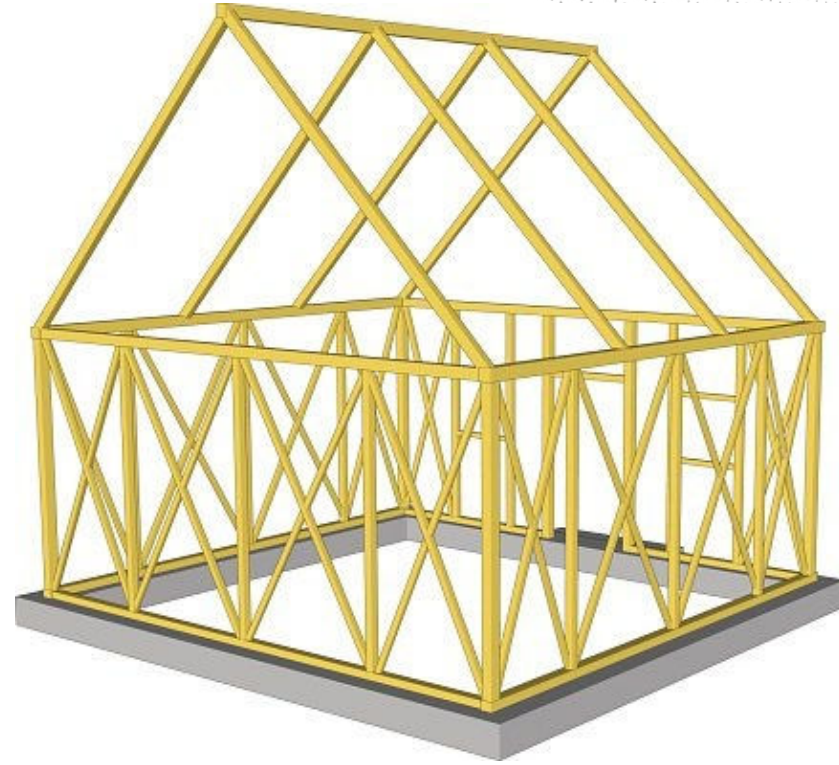
Disbursements



Revenue.
Governance.
Disbursements.



Culture of Engagement



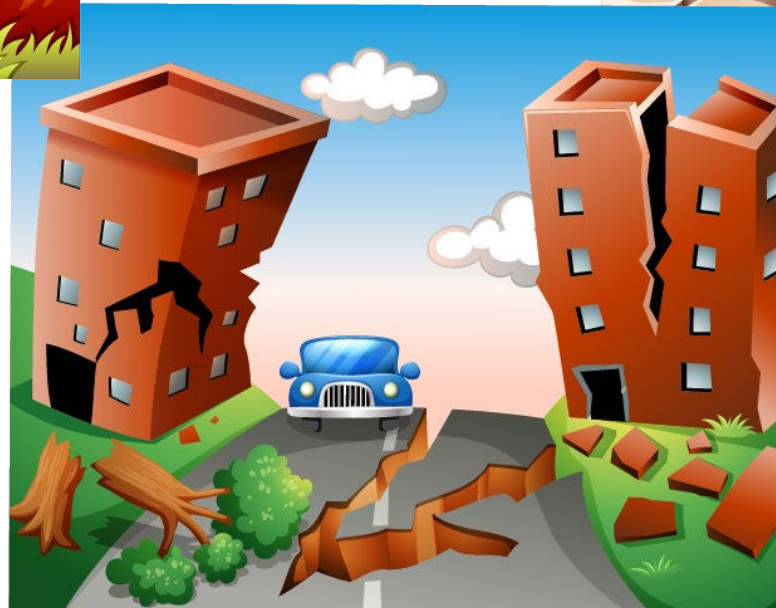
Revenue.
Governance.
Disbursements.

Strong Foundation

Revenue.
Governance.
Disbursements.



Direction



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