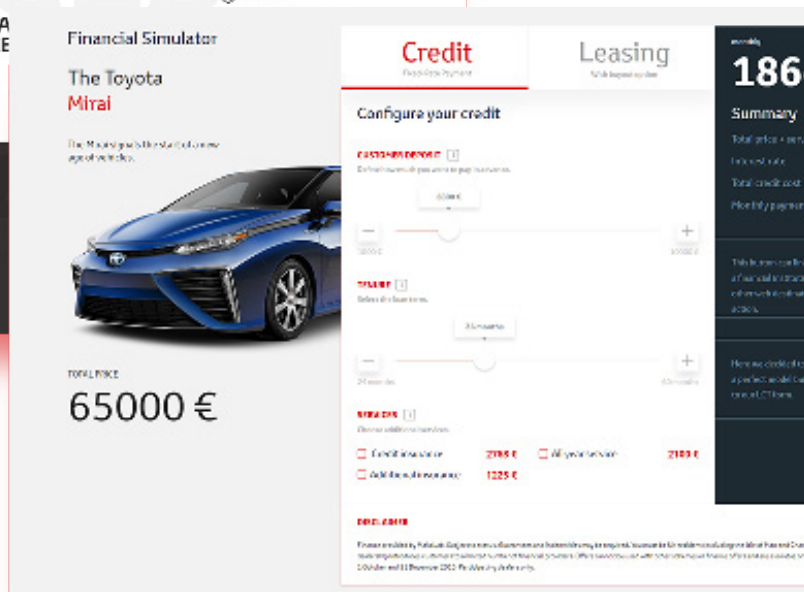
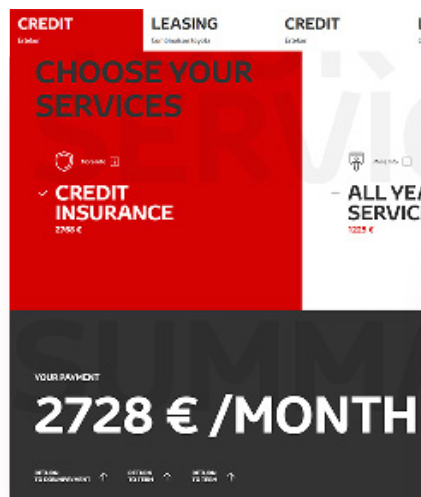




# Toyota Financial Services online simulators

Interested in buying Toyota or Lexus?  
Now you can easily check financing options  
using top-notch online financial simulation  
solution.



## Goal

For Toyota, showing financing options has a significant impact and generates affordability during the car purchase decision. And – committing the pan-European project to MakoLab – the decision was made to develop the existing online financing simulation tool towards a higher-class user experience and highly efficient data management.



## Solution

Intuitive UX and brand new graphic design makes the Toyota and Lexus online financial simulators extremely user-friendly tools. By setting only a few parameters – such as tenure or customer deposit– the user is immediately provided with a reliable financing simulation, based on real-time and offer-specific data. The operation is supported by highly efficient data flow infrastructure and advanced Back Office Application, providing Toyota with global-to-local management in areas such as financial data and brand identity.

A few months after the project launch, enhanced online simulators were employed for Toyota and Lexus websites in Sweden, Spain, France, Germany, Denmark, Finland, Hungary, Norway, Poland and Portugal, with further implementations planned in other countries. The tool itself has been commended for its functionality and usability and is now projected to be developed within marketing and back-office areas– to become the multi-dimensional business tool.

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