

WHAT IF BODY PARTS DETERIORATE?

Body parts deformed by collisions or other accidents not only look bad, but they eventually rust, causing the strength of the body to deteriorate.



Ask for Genuine Toyota.

Genuine Body Parts should be fitted by an authorized Toyota repair center. Toyota technicians receive extensive, specialized collision repair training, and have access to the latest high-technology repair equipment...which enables them to restore your vehicle to its original beauty. For trouble-free driving, always ask for Genuine Toyota Body Parts.



TOYOTA
GENUINE PARTS

TOYOTA MOTOR CORPORATION

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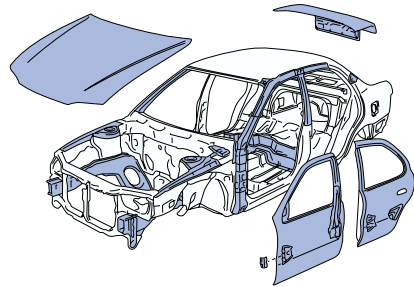
TOYOTA

Genuine parts bring genuine value.

BODY PARTS



BODY PARTS absorb the impact of collisions, playing a large role in passenger safety. Genuine Toyota Body Parts also maintain the original appearance of your car.



Replacing with Genuine Toyota Body Parts.



START



My car door was crushed in a collision.



Replacing with non-genuine body parts.

With Genuine Toyota Body Parts



GENUINE

Durability

Genuine Toyota Body Parts are made from galvanized, high-strength steel. They last much longer than non-genuine parts which are often made of low grade, non-galvanized steel.



GENUINE

Perfect Fit

Genuine Toyota Body Parts fit perfectly. Many non-genuine body parts do not and have to be re-tooled to make them fit. Reshaping weakens body parts and makes them liable to rust. In a worst-case scenario, they may rattle, let in water, or even become disengaged.



GENUINE

Proven Safety

Even small body parts are essential to maintaining the safety of your vehicle. Genuine Toyota Body Parts undergo extensive development and crash-testing to ensure they offer maximum safety in the event of a collision. The safety of many non-genuine parts is unproven as they are not subjected to actual vehicle crash-testing.



NON-GENUINE



NON-GENUINE



If inferior non-genuine body parts are installed, they may diminish the appearance and value of your car. More importantly, they may fail to protect you in future collisions.

Without Genuine Toyota Body Parts