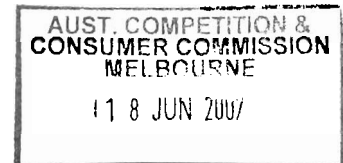


18 June 2007

General Manager
Adjudication Branch
Australian Competition and Consumer Commission
Level 35, The Tower
360 Elizabeth Street
Melbourne VIC 3000

FILE No:	
DOC:	
MARS/PRISM:	/



By Hand

Dear Sir/Madam,

TOYOTA MOTOR CORPORATION AUSTRALIA LIMITED – NOTIFICATION UNDER SECTION 93(1) OF THE TRADE PRACTICES ACT 1974

We act for Toyota Motor Corporation Australia Limited (ABN 64 009 686 097) (“**TMCA**”).

We enclose a completed Form G Notice for TMCA in respect of conduct which may constitute third line forcing pursuant to Sections 47(6) and 47(7) of the Trade Practices Act 1974 (Cth).

We also enclose a cheque for \$100 in payment of the filing fee.

If you have any questions in relation to the notification or require further information, please do not hesitate to contact me on 03 9663 9877.

Yours Sincerely



David Kelly
Director

Kelly Hazell Lawyers
Email: dkelly@kellyhazell.com.au

Form G

Commonwealth of Australia

Trade Practices Act 1974 -- subsection 93 (1)

N92955

NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

1. Applicant

(a) Name of person giving notice:

Toyota Motor Corporation Australia Limited ("TMCA")
ABN 64 009 686 097

(b) Short description of business carried on by that person:

Manufacture, supply and distribution of motor vehicles and associated products and services including spare parts and accessories for motor vehicles.

(c) Address in Australia for service of documents on that person:

C/- David Kelly
Kelly Hazell Lawyers
PO Box 314
Flinders Lane, Melbourne, VIC 8009

2. Notified arrangement

(a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

Services, being the renewal of 2007 Adelaide Football Club Gold, Silver or Bronze Membership for 2008.

(b) Description of the conduct or proposed conduct:

TMCA proposes to offer existing 2007 Gold, Silver or Bronze members of the Adelaide Football Club ("AFC Members"), who purchase and take delivery of a new

Toyota vehicle from a nominated TMCA dealership during July 2007, renewal of their respective memberships for 2008.

It is possible to characterise the conduct as:

- (i) TMCA supplies, or offers to supply, renewal of an AFC Member's membership on condition that the AFC Member acquires a new Toyota vehicle from a nominated TMCA dealer; and
- (ii) TMCA refuses to supply or offer to supply, renewal of an AFC Member's membership on condition that the AFC Member has not acquired, or has not agreed to acquire a new Toyota vehicle from a nominated TMCA dealer.

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

- (a) Class or classes of persons to which the conduct relates:

AFC Members, being those who hold a 2007 Adelaide Football Club Gold, Silver or Bronze Membership.

- (b) Number of those persons:

- (i) At present time:

31,200

- (ii) Estimated within the next year:

Not Applicable

- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:

Not Applicable

4. Public benefit claims

- (a) Arguments in support of notification:

The conduct described at 2(b) is of a direct benefit to existing AFC Members. The conduct also assists existing AFC Members to continue supporting the Adelaide Football Club and the AFL.

(b) Facts and evidence relied upon in support of these claims:

Participation in the conduct described at 2(b) will allow AFC Members to renew their annual Adelaide Football Club membership, and thus continue supporting the club and AFL without incurring any renewal fee for 2008.

5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):

The services described at 2(a) are supplied in the retail market for new motor vehicles. This market is characterized by multiple suppliers of new motor vehicles and a wide range of vehicle brands available in Australia. The market is highly competitive and there is a high degree of substitutability between vehicle brands.

6. Public detriments

(a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:

TMCA submits that there will be no detriment to the public from the conduct in question.

(b) Facts and evidence relevant to these detriments:

Not applicable.

7. Further information

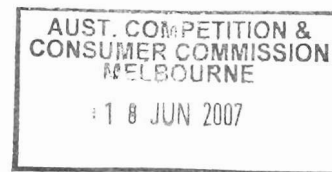
(a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

David Kelly
Kelly Hazell Lawyers
PO Box 314, Flinders Lane
Melbourne VIC 8009
03 9663 9877

Dated..... 18 JUNE 2007

Signed by/on behalf of the applicant
..... David Kelly

(Signature)



..... DAVID KELLY

(Full Name) **KELLY HAZELL LAWYERS**
Level 6, 175 Collins Street
Melbourne Victoria 3000
An Australian Legal Practitioner within the
meaning of the Legal Profession Act 2004

(Organisation)

.....

(Position in Organisation)