



**Australian
Competition &
Consumer
Commission**

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Our Ref: N96046
Contact Officer: Jaime Martin
Contact Number: (03) 9290 1477

20 August 2012

Ms Eliza Morgans
Corporate Solicitor
Toyota Motor Corporation Australia Limited
155 Bertie Street
Port Melbourne VIC 3207

Dear Ms Morgans

Third line forcing notification N96046 lodged by Toyota Motor Corporation Australia Limited

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 14 August 2012. The notification has been placed on the ACCC's public register.

Toyota Motor Corporation Australia Limited (Toyota) proposes to offer a \$500 Coles Myer voucher to eligible consumers on condition that they acquire a specific type of Toyota vehicle from an authorised Toyota motor vehicle dealer.

Legal immunity conferred by the notification will commence on 28 August 2012.

On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Toyota will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Ms Jaime Martin on (03) 9290 1477 (or at jaimemartin@acc.gov.au).

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized 'R' followed by a long horizontal line.

Dr Richard Chadwick
General Manager
Adjudication Branch