

TOYOTA

details

Accessories That Enhance Your Customers' Driving Experience

Get Affordable Protection from Door Dings and Chips with Genuine Toyota Door Edge Guards

Vehicle doors can be easily damaged in the parking garage, the mall or any tight parking space. Help owners maintain their vehicle's like-new appearance by adding Genuine Toyota Door Edge Guards. Not only do the guards blend seamlessly with their vehicle's sleek, streamlined styling, they offer low-cost protection from door dings and paint chips that can occur as a result of everyday life.

Constructed from roll-formed 400 series stainless steel, which is stronger than typical steel, Genuine Toyota Door Edge Guards are encapsulated in body color-matched Thermoplastic Compound (TPC). Formed specifically to match the precise contours of each specific Toyota vehicle, our Door Edge Guards offer a factory fit and finish. They can even help maintain the vehicle's resale value.

Genuine Toyota Door Edge Guards are exactly what every Toyota owner needs!



ACCESSORIES

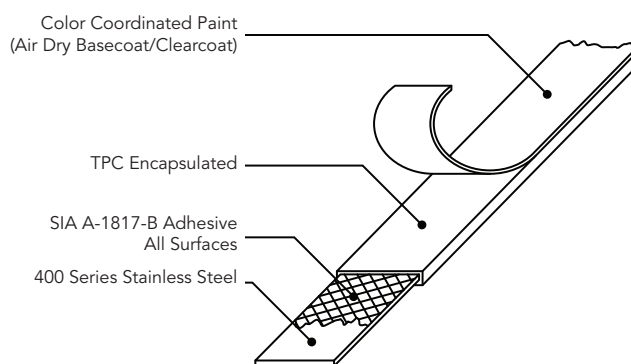
Quality Construction



Seamless Integration

Genuine Toyota Door Edge Guards are an economical addition that adds value to the vehicle that owners can actually see. They protect the vertical edges of the doors against dings and deformation when the doors are opened while blending seamlessly with vehicle's unique styling. Covering the most susceptible area of the vehicle's door edge, our Door Edge Guards are color-matched to the vehicle's exterior factory paint. In contrast, most aftermarket products are typically offered in only silver or black colored stick-on plastic.

Constructed from structural, roll-formed 400 series stainless steel, our Door Edge Guards feature a heat reactive adhesive beneath a body color-matched Thermoplastic Compound (TPC). The stainless steel is completely encapsulated in the TPC, so there is never any metal-to-metal contact between the guard and the door edge—helping to eliminate any potential scratching of the factory paint. The internal stainless steel construction is 40% stronger than typical steel to offer real world protection against dings and paint chips. In contrast, typical aftermarket door edge products are constructed from extruded rubber, plastic or films, providing almost no structural integrity to help ward off damage to the factory paint.



Current Vehicle Applications & Availability

Vehicle Application	Availability
Prius	Available January 2010
Venza	Available January 2010
Camry	Available Spring 2010

Vehicle Application	Availability
Camry Hybrid	Available Spring 2010
Corolla	Available Spring 2010
RAV4	Available Spring 2010

Installation Made Easy

Engineered for easy installation with no surface preparation needed, Genuine Toyota Door Edge Guards are custom fabricated for a perfect fit to the door edge contours. They employ a compression fit for secure retention to vehicle door edges without the need for chemical adhesives or mechanical fasteners—plus, installation is quick and easy. In addition, unlike other aftermarket products, the compression fit enables our Door Edge Guards to also be removed with no consequential damage to the factory paint.

The Genuine Toyota Accessory Promise

Genuine Toyota Door Edge Guards have undergone rigorous testing for temperature, weather, impact and chip resistance, as well as for resistance to cracking, fading, high-pressure washing, wind noise and peeling. Because they're Genuine Toyota Accessories, owners can be assured they deliver the high level of quality they've come to expect. Best of all, they're backed by the factory 3-year/36,000-mile New Vehicle Limited Warranty.



Key Advantages at a Glance:

Genuine Toyota Door Edge Guards

Feature	Function	Benefit	Genuine Toyota Door Edge Guards	Typical Aftermarket Door Edge Guards
Internal 400 Series Stainless Steel Roll-Formed Construction	400 series stainless steel internal construction is stronger than typical steel Roll-forming process adds additional strength	Provides strength and superior protection against dents, dings, chips and scratches to car doors	YES	Typically provide almost no structural integrity to protect from dings and paint chip damage
Encapsulating Thermoplastic Compound Material (TPC)	TPC completely encapsulates the stainless steel, helping to eliminate any potential scratching during installation or removal	Offers a protective layer to help keep factory paint in like-new condition	YES	Typically do not include this feature and are made of inexpensive extruded plastic material supplied on rolls
Roll-Formed to Match Vehicle Body Contours	Specifically crafted to match the specific contours of each Toyota door to help ensure optimal fit, performance and retention	Perfect fit means long-lasting protection and seamless appearance	YES	Traditional plastic, stick-on pinch welt or film products do not always offer proper adhesion and fit Generic one-size-fits-all product cannot follow complex body contours without bulging or gapping Adhesive can leave a goopy mess and visible adhesive line to capture road grime

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Key Advantages at a Glance: Genuine Toyota Door Edge Guards

Feature	Function	Benefit	Genuine Toyota Door Edge Guards	Typical Aftermarket Door Edge Guards
Compression Fit to Door Edges	Custom fabricated for a perfect fit to door edge contours, employs a compression fit for secure retention to door edges without the need for chemical adhesives or mechanical fasteners	No surface preparation is needed for installation; no drilling, screws, glue or messy chemicals required	YES	Popular protective films typically feature adhesive that is “floated on” with an alcohol solution or solvent. As the film ages, an adhesive line can form along the leading edge that can attract road grime and could stain clothing during entry/exit Other typical extruded plastic Door Edge Guards feature pressure sensitive adhesives that may result in gapping and sagging over time
Color-Matched to Factory Paint	Provides integrated, seamless appearance to match the vehicle’s streamlined design	Do not detract from the intended design of the vehicle but offers superior protection Will not yellow or fade over time	YES	Typically offered in only bright black or clear finishes that add a prominent design element which can detract from the vehicle’s original design Some plastic products are subject to yellowing over time with exposure to the sun’s UV rays
No Surface Preparation Needed	Requires no preparation for proper installation and retention	Short installation time results in increased customer satisfaction without adding bottlenecks in the service shop	YES	Typical preparation may include a clean, dry surface, solvent application, proper application surface temperatures and other environmental factors such as humidity and wind that effect proper retention
Affordable Accessory	Affordable accessory offers added protection from potentially costly repairs	Helps protect doors from being damaged for a nominal cost	YES	Prices vary by product
Increases Vehicle’s Resale Value	Protects vehicle from damage that can result from daily use	Helps keep vehicle’s factory paint in like-new condition helping to maintain resale value	YES	May or may not include this feature
Engineered for Easy Installation	Quick installation time of fifteen minutes or less for a set of four Rubber mallet is the only tool necessary for installation	Short installation times result in increased customer satisfaction and low labor costs on behalf of the dealer	YES	Typically multiple tools are needed for proper installation Installation time may vary by product Universal nature of product leads to high application variation and requirement for installer skill
Toyota 3 Year/36,000-mile New Vehicle Limited Warranty	Warranty will cover Toyota accessories for up to 3 years or 36,000 miles, whichever comes first	Valid at any Toyota dealership nationwide	YES	NO