

## INTRODUCTION

Whether your Toyota vehicle needs replacement parts following a collision, during a service and maintenance, or fitting accessories for your next big adventure, Toyota Genuine Parts and Accessories are the preferred choice.

It is important that you know the differences between counterfeit products and Toyota Genuine Parts and Accessories.



## GENUINE IS BEST

Toyota is a key supporter of the Federal Chamber of Automotive Industries' Genuine is Best Initiative, focused on the safety, performance and durability benefits delivered by genuine replacement parts for cars or motorcycles.

This national, public education program also highlights the risks associated with the use of counterfeit parts and accessories.

For more information visit: [genuineisbest.com.au](https://genuineisbest.com.au)



See your Toyota dealer to confirm Toyota Genuine Accessories suitable for your vehicle prior to ordering, as specifications, applicability, availability and fitment requirements may change over time. Consider combined mass of load and accessories to ensure gross vehicle mass limits are not exceeded. Refer to [toyota.com.au/vehiclepayload](https://toyota.com.au/vehiclepayload) for information. Fitment of certain accessories may require recalibration, relocation or removal of standard equipment (which may be retained by Toyota).

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# DON'T CUT CORNERS WITH COUNTERFEIT



Fresh water crossing shown.

OH WHAT A FEELING



# YOU CAN'T RELY ON COUNTERFEIT PARTS

## WHAT ARE TOYOTA GENUINE PARTS AND ACCESSORIES?

Toyota Motor Corporation Australia Limited ("Toyota Australia") is the authorised distributor of Toyota motor vehicles, parts and provider of services in Australia. In Australia, Toyota Genuine Parts and Accessories are available at Toyota Dealerships for the repair, maintenance and enhancement of Toyota vehicles.

Toyota Genuine Parts and Accessories are designed and developed for Toyota vehicles by Toyota. Toyota designs and manufactures parts and accessories for vehicles to which stringent quality standards are applied.

Every Toyota Genuine Part is rigorously tested and is built and engineered to attain the highest quality standards. Many Toyota Genuine Accessories begin their development and testing up to 5 years before the launch of the vehicle, incorporating all requirements into the vehicle design to ensure absolute synergy with the vehicle's specifications and safety system compatibility.

## WHAT ARE COUNTERFEIT PARTS AND ACCESSORIES?

Counterfeit parts and accessories are fake products made to mislead consumers to thinking they are genuine. Counterfeit parts and accessories often use imitation packaging that may contain Toyota logos making them easy to confuse with Toyota Genuine products.

With online shopping becoming increasingly popular it is estimated that more than 70% of counterfeit parts and accessories are purchased online. Thousands of counterfeit parts and accessories are circulating through common online platforms such as eBay, Amazon, Gumtree and Facebook Marketplace.

Counterfeit parts and accessories are generally of significantly inferior quality than Genuine Toyota Parts and may pose serious risks to the safety of the driver, passengers, and to vehicle performance. If involved in a car accident, there is a chance that counterfeit parts and accessories will fail or cause more damage to the vehicle.

The following are some examples of commonly counterfeited parts and accessories to beware of and how they compare to Toyota Genuine Parts and Accessories.

### SPARK PLUGS

The purpose of the spark plug is to provide a place for an electric spark that is hot enough to ignite the air-fuel mixture in the combustion chamber of the engine.

Genuine Toyota spark plugs are made from a copper core which allows head conductivity. They also contain a centre electrode which promotes higher firing performance.

Spark Plugs are one of the most commonly counterfeited parts in the market, often packaged in almost identical Toyota boxes. Counterfeit spark plugs can cause several issues to the engine and operation of a vehicle. The absence of a centre electrode in a counterfeit spark plug can cause inconsistent firing which may result in reduced performance and fuel economy.



### OIL FILTERS

Oil filters are designed to remove dirt particles from the oil as it flows through the engine. Oil filters are often changed when your vehicle is serviced.

Toyota Genuine Oil Filters feature two valves. The first is a bypass valve, which allows vital oil to flow even in the event of a filter becoming clogged. The second valve is an anti drain-back valve which prevents oil draining out of the engine into the oil pan. This valve helps protect your engine from increased wear during cold starts.

Counterfeit oil filters may not be able to effectively filter particles and is prone to rapid deterioration, causing leaks which may result in catastrophic failure or costly engine damage. The bypass valve on counterfeit oil filters is usually made from substandard materials and the filter paper is very thin.



### BRAKE PADS

The ability to stop a car effectively relies on the performance of brake pads.

Strict quality controls are employed in every stage when manufacturing Toyota Genuine Brake Pads. They are meticulously tested to ensure optimum performance and safety. Toyota Genuine Brake Pads have a pad wear indicator manufactured from a steel that is designed to emit a noise when pad replacement is required.

Counterfeit brake pads have been found to contain asbestos, which may become airborne as the pad wears, posing a major health risk to automotive technicians and the general public. The pad wear indicators on counterfeit brake pads have been seen to be bent, badly positioned and poorly riveted to the backing of the plate. More importantly, counterfeit brake pads have been found to be made from mild steel that will not emit the same noise to alert the driver when pad replacement is required.



### GRILLES

An integral component on the front of any vehicle is the grille.

Toyota Genuine grilles have been designed for many purposes: To allow engine airflow, aesthetics and to aid front vehicle protection. Both standard Toyota Genuine grilles and add-on accessory grilles undergo extensive testing under various temperatures to ensure safety, stability and performance. As a high impact crash zone part, Toyota Genuine grilles are properly designed and manufactured to prevent areas of warping and high stress to protect the front of the vehicle.

Counterfeit grilles tend to be made of low-quality plastic, which is likely to deteriorate over time. Poorly formed stiffening ribs on the counterfeit grilles may lead to cracking and other durability problems. Most importantly, counterfeit grilles may potentially interfere with your vehicle's safety system which may impact its performance if involved in an accident.



### SNORKELS

A Genuine Toyota snorkel is designed as an extension of the factory air intake, inducting air from a high location when the vehicle is outside normal terrain. This means, Toyota Genuine snorkels provide cleaner air to a vehicle's engine in dusty environments whilst maintaining engine temperature and optimal air flow. Mainly fitted to the Hilux range, Toyota Genuine snorkels have been designed and tested to rigid quality and environmental durability.

Counterfeit snorkels can be made from substandard materials and may not fit properly or perform as intended on a Toyota vehicle. The risks of counterfeit snorkels can be potentially harmful to a vehicle's engine, air filtration and can cause fuel economy deterioration. Further, counterfeit snorkels can substantially increase the contaminants entering the air intake which can then pass through the air filter and potentially into the engine which may cause damage.



### FLOOR MATS

Toyota Genuine floor mats are specifically designed to each individual model. All Toyota Genuine floor mats, whether textile or rubber, fit the vehicle perfectly so they won't slip out of position by using retainer clips for secure placement and safety. Aesthetically, genuine Toyota floor mats will contain the vehicle or model name in consistent text and be made of durable materials.

Counterfeit floor mats are made of cheap inferior materials and are likely not to fit the vehicle properly. Installing counterfeit floor mats poses safety risks, the most dangerous being that they may not match the vehicle's retainer clips and not be secure. The retainer clips are made to securely affix the mats to the vehicle clips. Non-secured floor mats can slip under the vehicle pedals and affect your ability to brake which can lead to an accident.



## TOYOTA'S EFFORTS TO TACKLE THE COUNTERFEIT PARTS AND ACCESSORIES PROBLEM

Toyota is determined to fight the importation and sale of counterfeit Toyota parts and accessories worldwide to ensure our Guest's safety is protected.

Toyota Australia's designated Brand Protection Team continues to work with Global Toyota affiliates as well as the Australian Border Force to orchestrate raids around the world.

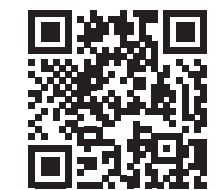
The Australian Border Force successfully seizes hundreds of counterfeit Toyota parts and accessories at customs entry points each year before they enter the local supply chain.

At the same time, Toyota Australia's Brand Protection Team continually monitors Australian retail and online marketplaces, taking firm legal action (including Federal Court Proceedings) against businesses and individuals found to be selling counterfeit parts and accessories.

## HOW TO ENSURE THAT YOU ONLY PURCHASE TOYOTA GENUINE PARTS AND ACCESSORIES.

Sourcing parts outside of Toyota Australia's authorised Dealership may increase the chances of being exposed to counterfeit products. To be sure you are purchasing Toyota Genuine Parts and Accessories always visit your local Toyota Dealership.

For more information visit:  
<https://www.toyota.com.au/owners/parts>



## REPORTING SUSPICIOUS COUNTERFEIT ACTIVITY.

Think you've purchased or been offered counterfeit parts or accessories?

Report any suspicious activity to:  
[brandprotection@toyota.com.au](mailto:brandprotection@toyota.com.au)

