

# How to Identify MSRP on Window Sticker – Sample 1

Since April 10, 2023, it has been a requirement to scan a copy of the vehicle's federally required Monroney label (a.k.a. window sticker) for EVR transactions processed for vehicles with a Vehicle Condition of "New". This is to ensure the correct Manufacturer's Suggested Retail Price (MSRP) is being entered into the transaction. There are often multiple MSRPs listed on the window sticker, please review the images and samples in this document for guidance on which price is the correct MSRP to enter into the EVR transaction. **If the incorrect MSRP is imported from your Dealer Management System (DMS), it is the IEP's responsibility to amend the MSRP in the EVR transaction to the correct amount.**

## Sample

**TOYOTA**

DESC: **TACOMA TRD SPORT 4X4 DOUBLE CAB**

VIN: 23277542E

CLR: CELESTIAL SILVER/BD17 (019/17)

FINAL ASSEMBLY POINT: GUANAJUATO, MEXICO

**STANDARD EQUIPMENT**  
UNLESS REPLACED BY OPTIONAL EQUIPMENT

**MECHANICAL & PERFORMANCE**

- 3.5L V6 Atkinson Cycle with Dual VVT-i
- 6-Speed Automatic Transmission
- 4WD Demand Part-Time 4x4 Sys w/2-Speed Electronically Controlled Transfer Case
- Automatic Limited-Slip Differential
- Towing Receiver Hitch, Eng Oil Cooler, Trailer Sway Control

**SAFETY & CONVENIENCE**

- Toyota Safety Sense P: Pre-Collision Sys w/Pedestrian Detection, Dynamic Radar Cruise Control, Lane Departure Alert, Automatic High Beams
- Star Safety System
- Connected Services Capable. 4G network dependent. See Toyota.com for details.

**EXTERIOR**

- 17-in Machined Alloy Wheels
- Smart Key System on Front Doors

**INTERIOR**

- Fabric-Trimmed Seats w/Power Driver Seat
- Audio: 8-in Touchscreen w/6-Speakers, Apple CarPlay & Android Auto Compatible
- SiriusXM with 3-Month Premium Plan Trial
- Qi Wireless Charging
- Dual Zone Auto A/C w/ Rear Vents

For Full Product Details:  
Please Visit [Toyota.com/tacoma](https://toyota.com/tacoma)

Created on 2023-09-16 05:04:51 (UTC)

\*\*\*Full Tank of Gas\*\*\*

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.  
Source: National Highway Traffic Safety Administration (NHTSA)  
[www.safercar.gov](https://www.safercar.gov) or 1-888-327-4236

**GOVERNMENT 5-STAR SAFETY RATINGS**

Overall Vehicle Score ★★★★★

Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash Driver Passenger ★★★★★

Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.

Side Crash Front seat ★★★★★  
Rear seat ★★★★★

Based on the risk of injury in a side impact.

Rollover ★★★★★

Based on the risk of rollover in a single-vehicle crash.

**EPA Fuel Economy and Environment**

Gasoline Vehicle

**Fuel Economy**

20 MPG combined city/hwy

18 MPG city

22 MPG highway

5.0 gallons per 100 miles

**You spend \$3,000 more in fuel costs over 5 years compared to the average new vehicle.**

**Annual fuel cost \$2,200**

**Fuel Economy & Greenhouse Gas Rating**

Smog Rating 4 (Best)

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 28 MPG and costs \$8,000 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.95 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

**MANUFACTURER'S SUGGESTED RETAIL PRICE** \$39,380.00

**OPTIONAL EQUIPMENT**

- FE 50 State Emissions
- LG LED Headlights with LED DRL + Black Bezel
- LED Foglights
- TP Technology Package: Parking Sonar and Blind Spot Monitor with Rear Cross Traffic Alert (Requires Colored Keyed Rear Bumper)
- ZT All-Weather Flr Liner/Door Sill Protector
- BS Bed Light
- MF Mudguards

**BASE MANUFACTURER'S SUGGESTED RETAIL PRICE** \$39,380.00

**MANUFACTURER'S SUGGESTED RETAIL PRICE** \$41,201.00

**DELIVERY, PROCESSING AND HANDLING FEE** 1,335.00

**TOTAL** \$42,536.00

Delivered by Truck to:  
IRA TOYOTA OF HYANNIS  
1020 PLYMOUTH ROAD  
HYANNIS MA 02601

10417

Manufacturer's suggested retail price includes delivery, processing and handling fees, license and title fees, applicable federal, state and local taxes, and dealer and distributor options and accessories.

**Use if base vehicle is purchased with no optional equipment**

**Equipment package added to base MSRP.**

**The Manufacturer's Suggested Retail Price that includes the base price plus the optional equipment that has been included for the vehicle, but no delivery or admin fees should be selected.**

**Delivery, shipping, & destination charges are NOT included in MSRP**

**Do not use Total or Total MSRP fields that include delivery/destination charges**

# How to Identify MSRP on Window Sticker – Sample 2

**VEHICLE DESCRIPTION**

**BRONCO SPORT**

2023 BIG BEND 4X4  
5-PASSENGER  
1.5L ECOBOOST ENGINE  
8-SPD AUTO TRANSMISSION

**EXTERIOR**  
CARBONIZED GRAY METALLIC

**INTERIOR**  
MEDIUM DARK SLATE UNIQUE CL

**STANDARD EQUIPMENT INCLUDED AT NO EXTRA CHARGE**

**EXTERIOR**

- ACTIVE GRILLE SHUTTERS
- DOOR HANDLES - BLACK
- EASY FUEL® CAPLESS FILLER
- GRILL-GRAY-"BRONCO" WHT
- HEADLAMPS - AUTO HIGH BEAM
- HEADLAMPS-LED
- LIFTGATE W/ LIFTGLASS
- MIRRORS - HTD/POWER GLASS
- PRIV GLS-2ND ROW/LIFTGATE
- REAR INT WIPER/WASH/OFRST
- ROOF-RACK SIDE RAILS-BLACK
- TAILLAMPS-LED
- WHEEL LIP MOLDINGS - BLACK

**INTERIOR**

- 1-TOUCH DOWN DRIVER WINDOW
- 60/40 SPLIT FOLD REAR SEAT
- DUAL ILLUM VIS VANITY MIRR
- EASY CLEAN CLOTH BUCKETS
- ELECTRONIC AUTO TEMP CTRL
- FLOOD LIGHT ADJ LIFTGATE
- ILLUMINATED ENTRY SYSTEM
- MANUAL PASS SEAT - 4-WAY
- MOLLE STRAP SYSTEM
- POWERPOINTS - 12V
- RUBBERIZED CARGO FLOOR
- STEERING TILT/TELESCOPE, CRUISE & AUDIO CONTROLS
- USB A AND C

**FUNCTIONAL**

- AM/FM STEREO W/6 SPEAKERS
- AUTO START STOP TECH
- BRAKES, 4-WHEEL DISC/ABS
- FORD CO-PILOT360™
- FORDPASS™ CONNECT
- REAR VIEW CAMERA
- REFRESHES
- REMOTE KEYLESS ENTRY
- SIRIUSXM® - SVC N/A AK&HI
- SYNC®3 8" SCR N W/APPLINK®
- TERRAIN MANAGEMENT SYS-5
- WIRING PREP-PACK

**SAFETY/SECURITY**

- ADVANCETRAC™ WITH RSC®
- AIRBAG - DRIVER KNEE
- AIRBAGS - DUAL STAGE FRONT
- AIRBAGS - SAFETY CANOPY®
- FRT-PASS SENSING SYSTEM
- INDIV TIRE PRESS MONIT SYS
- LATCH CHILD SAFETY SYSTEM
- PERIMETER ALARM
- SECURILOCK® ANTI-THEFT SYS
- SIDE AIRBAGS
- SOS POST-CRASH ALERT SYS™

**WARRANTY**

- 3YR/36,000 BUMPER / BUMPER
- 5YR/60,000 POWERTRAIN
- 5YR/60,000 ROADSIDE ASSIST

**INCLUDED ON THIS VEHICLE (MSRP)**

**OPTIONAL EQUIPMENT/OTHER**

EQUIPMENT GROUP 203A

225/65 R17 102H A/S BSW TIRES

4G LTE WIFI HOTSPOT REMOVAL

50 STATE EMISSIONS

FLR LINERS FR-RR W/O CRPT MTS

SUPPLEMENTAL PTC HEATER

FRONT AND REAR SPLASH GUARDS

CONVENIENCE PACKAGE

REAR PARKING SENSORS

WIRELESS CHARGING PAD

HEATED FRONT SEATS

SECURICODE KEYLESS ENTRY PAD

LED FOG LAMPS

UNIVERSAL GARAGE DOOR OPENER

8-WAY POWER DRIVERS SEAT

FRONT LICENSE PLATE BRACKET

NO CHARGE

**PRICE INFORMATION**

BASE PRICE \$31,230.00

TOTAL OPTIONS/OTHER 2,145.00

TOTAL VEHICLE & OPTIONS/OTHER 33,375.00

DESTINATION & DELIVERY 1,595.00

**Itemized optional equipment**

**EPA DOT Fuel Economy and Environment**

Gasoline Vehicle

**Fuel Economy**

26 MPG combined city/hwy

25 city

28 highway

3.8 gallons per 100 miles

**You spend \$500 more in fuel costs over 5 years compared to the average new vehicle.**

**Annual fuel cost \$1,700**

**Fuel Economy & Greenhouse Gas Rating** (tailpipe only)

5

**Smog Rating** (tailpipe only)

7

**Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 28 MPG and costs \$8,000 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.95 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.**

**fueleconomy.gov**

Calculate personalized estimates and compare vehicles

**GOVERNMENT 5-STAR SAFETY RATINGS**

**Overall Vehicle Score ★★★★★**

Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

**Frontal Crash** Driver ★★★★★ Passenger ★★★★★

Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.

**Side Crash** Front seat ★★★★★ Rear seat ★★★★★

Based on the risk of injury in a side impact.

**Rollover ★★★★★**

Based on the risk of rollover in a single-vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA). www.safercar.gov or 1-888-327-4236

**BRONCO SPORT**

**BUILT WILD**

The FordPass Connect™ modem is active and sending vehicle data (e.g., diagnostics) to Ford. See in-vehicle Settings for connectivity options.

FordPass Connect™ service and FordPass™ App required for certain remote features (see App Terms for more information). Connected service and related feature functionality is subject to compatible AT&T network availability. Evolving technology / cellular networks may affect functionality and availability or continued provision of some features, prohibiting them from functioning. Message and data rates may apply. See your local Ford website for our privacy policy.

**FORD PROTECT™**

Insist on Ford Protect! The only extended service plan backed by Ford and honored at every Ford dealership in the U.S., Canada and Mexico. See your Ford dealer or visit www.FordOwner.com.

**3FMC9B62PRE28411**

**WARNING:** Operating, servicing and maintaining a passenger vehicle, pickup truck, van, or off-road vehicle can expose you to chemicals including engine exhaust, carbon monoxide, phthalates, and lead, which are known to the State of California to cause cancer and birth defects or other reproductive harm. To minimize exposure, avoid breathing exhaust, do not idle the engine except as necessary, service your vehicle in a well-ventilated area and wear gloves or wash your hands frequently when servicing your vehicle. For more information go to www.P65Warnings.ca.gov/passenger-vehicle.

**SCAN OR TEXT 3FRED011 TO 48029**

Map & Data rates may apply. Text HELP for help.

Use this MSRP which is the base MSRP plus the Options Total.

Base MSRP without optional equipment

PRICE INFORMATION	
BASE PRICE	\$31,230.00
TOTAL OPTIONS/OTHER	2,145.00
<b>TOTAL VEHICLE &amp; OPTIONS/OTHER</b>	<b>33,375.00</b>
DESTINATION & DELIVERY	1,595.00

Destination & Delivery is NOT included in MSRP.

**TOTAL MSRP \$34,970.00**

Do not use this Total MSRP – it includes the destination & delivery fee.



# How to Identify MSRP on Window Sticker – Sample 3

**EPA DOT Fuel Economy and Environment**

**Fuel Economy**

**22** MPG  
combined city/hwy

**19** city

**26** highway

4.5 gallons per 100 miles

**You spend \$2,500 more in fuel costs over 5 years compared to the average new vehicle.**

**Annual fuel cost \$2,450**

**Fuel Economy & Greenhouse Gas Rating** (tailpipe only)

**5**

**Smog Rating** (tailpipe only)

**3**

**Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 28 MPG and costs \$9,750 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.**

**GOVERNMENT 5-STAR SAFETY RATINGS**

**Overall Vehicle Score ★★★★★**

Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

**Frontal Crash ★★★★★**

Based on the risk of death or serious injury. Should ONLY be compared to other vehicles of similar size and weight.

**Side Crash ★★★★★**

Based on the risk of death or serious injury. Should ONLY be compared to other vehicles of similar size and weight.

**Rollover ★★★★★**

Based on the risk of rollover. Should ONLY be compared to other vehicles of similar size and weight.

**Star ratings range from 1 star to 5 stars.**

Source: NHTSA

**Gasoline Vehicle**

**2024 Atlas SE w/ Technology**

Pure White exterior  
Titan Black Leatherette interior

8-speed Automatic w/ Tiptronic® 4MOTION®

**STANDARD FEATURES** (unless replaced by packages or options)

**PERFORMANCE**

- 2.0L TSI® 16-valve DOHC turbo 4-cylinder engine
- 4MOTION® all-wheel drive w/ Active Control & Driving Mode Selection
- Engine Start-Stop System
- Four-wheel independent suspension; electric power steering

**EXTERIOR**

- 20" alloy wheels w/ all-season tires
- Automatic LED headlights & LED Daytime Running Lights (DRL); LED taillights
- Adaptive Front Lighting System (AFS) w/ dynamic cornering lights
- Poor Weather Lights (improves visibility in inclement weather)
- Multi-row front & rear Volkswagen logos; front light bar; red rear light bar
- Heated, foldable, power adjustable side mirrors
- Rain-sensing, variable intermittent front wiper
- Rear window wiper & wiper
- Black roof rails
- Trailer hitch (5,000 lb. towing capacity)

**INTERIOR**

- Climatronic® Touch three-zone automatic climate control w/ advanced air filter
- Rear zone climate control panel in 2nd row, air vents in all three rows
- Leatherette-wrapped steering wheel, multi-function w/ shift paddles
- Heated steering wheel
- Tilting & telescoping adjustable steering column
- Driver's seat: heated & ventilated, power adjustable
- Front passenger seat: heated & ventilated, manually adjustable
- 2nd-row seat: 60/40 split-folding, with flat, slats & notches, w/ 3rd-row access
- 3rd-row seat: 50/50 split-folding & fold flat
- V-Tec leatherette seating surfaces
- Front-row USB data ports; USB charging ports in all three rows; 115V AC outlet in 2nd row
- Center console w/ illuminated cup holders & storage area; front center armrest w/ storage bin
- Illuminated overhead controls & vanity mirror; reading lights
- Front-row vanity lights & footwell lights; illuminated, carpeted cargo area w/ 12V power port
- Auto-dimming interior rearview mirror; roll-up manual sunshades for 2nd-row windows
- Metal door sill scuff plates in front row

**SAFETY & DRIVER ASSISTANCE**

- Advanced Airbag Protection System w/ 8 airbags
- Anti-Slip Regulation (ASR); Engine Brake Assist (EBA)
- Electronic Brake-pressure Distribution (EBD); Hydraulic Brake Assist (HBA)
- Electronic Stability Control (ESC); Electronic Differential Lock (EDL)
- Intelligent Crash Response System (ICRS); Automatic Post-Collision Braking system
- Lower Anchors & Tethers for Children (LATCH); Direct Tire Pressure Monitoring System (TPMS)
- Rear View Camera System

**WARRANTY INFORMATION**

- Volkswagen New Vehicle Limited Warranty: 4 years/50,000 miles (whichever occurs first)
- Includes coverage for powertrain components
- Limited Warranty against Corrosion Perforation: 7 years/100,000 miles (whichever occurs first)

**SCHEDULED CAREFREE MAINTENANCE®**

- 2 years/25,000 miles (whichever occurs first)

**24-HOUR ROADSIDE ASSISTANCE**

- 3 years/36,000 miles (whichever occurs first), for towing, jump starts, tire changes, out-of-fuel & lock-out.\* Services provided by third party supplier.

**VW CAR-NET® SAFE & SECURE 5-YEAR PLAN (included at no charge)**

- Plan includes: Automatic Crash Notifications, Emergency Call, Stolen Vehicle Locator, and more (term begins on date of vehicle sale; acceptance of Terms required; details at vw.com/net)

**IO.DRIVE** Advanced Driver Assistance Technologies

Equipped with Volkswagen Car-Net®

Available through myVW. Services require acceptance of a VW and Car-Net Terms of Service; some require a paid subscription. Visit [www.vw.com/net](http://www.vw.com/net) for details.

**Base Manufacturer's Suggested Retail Price: \$43,565.00**

**PACKAGES & OPTIONS**

Package/Option	Price
Pure White exterior	No Charge
Titan Black Leatherette interior	No Charge
Power Tilting & Sliding Panoramic Sunroof	\$1,200.00
Atlas Adventure Package: Roof Rack - Base Carrier Bars	\$765.00
(set of 2): BumperRoll® Protection Plate for rear bumper;	
Wheel Splash Guards (set of 4); Luggage Net for cargo area	
Maneater Mats® for Bench Seat (set of 5) & Heavy Duty	\$346.00
Trunk Liner w/ VW CarGo Blocks	
Trailer Hitch Extra (for factory-installed trailer hitch)	\$170.00
First Aid Kit	\$42.00
8-Speed Automatic w/ Tiptronic® 4MOTION®	No Charge

**Base Manufacturer's Suggested Retail Price: \$43,565.00**

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**Base Manufacturer's Suggested Retail Price: \$43,565.00**

**PACKAGES & OPTIONS**

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**Base Manufacturer's Suggested Retail Price: \$43,565.00**

**PACKAGES & OPTIONS**

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Trunk Liner w/ VW CarGo Blocks	
Trailer Hitch Extra (for factory-installed trailer hitch)	\$170.00
First Aid Kit	\$42.00
8-Speed Automatic w/ Tiptronic® 4MOTION®	No Charge

**Base Manufacturer's Suggested Retail Price: \$43,565.00**

**PACKAGES & OPTIONS**

Package/Option	Price
Pure White exterior	No Charge
Titan Black Leatherette interior	No Charge
Power Tilting & Sliding Panoramic Sunroof	\$1,200.00
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Trailer Hitch Extra (for factory-installed trailer hitch)	\$170.00
First Aid Kit	\$42.00
8-Speed Automatic w/ Tiptronic® 4MOTION®	No Charge

**Base Manufacturer's Suggested Retail Price: \$43,565.00**

**PACKAGES & OPTIONS**

Package/Option	Price
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Trunk Liner w/ VW CarGo Blocks	
Trailer Hitch Extra (for factory-installed trailer hitch)	\$170.00
First Aid Kit	\$42.00
8-Speed Automatic w/ Tiptronic® 4MOTION®	No Charge

**Base Manufacturer's Suggested Retail Price: \$43,565.00**

**PACKAGES & OPTIONS**

Package/Option	Price
Pure White exterior	No Charge
Titan Black Leatherette interior	No Charge
Power Tilting & Sliding Panoramic Sunroof	\$1,200.00
Atlas Adventure Package: Roof Rack - Base Carrier Bars	\$765.00
(set of 2): BumperRoll® Protection Plate for rear bumper;	
Wheel Splash Guards (set of 4); Luggage Net for cargo area	
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