

A MESSAGE FROM YOUR TOYOTA DEALER

During July we will be celebrating our 20th Anniversary in Paris; 20 years and nearly 40,000 new Toyotas and fine pre-owned automobiles sold to thousands of wonderful customers who have become more than friends over the years. Our thanks go out to those who have supported us with their buying decisions and whose trust we have earned. It seems this is an appropriate time to restate the business philosophy we adopted in 1989.

Simply selling cars is not our idea of an adequate commitment; we look to address the complete motoring needs and expectations of our customers. Our product is not just a car or truck but a relationship. This kind of commitment allows us to differentiate ourselves from most other automobile dealers.

There's only one level of service at **Toyota of Paris**. The needs we fill are important ones. Our customers have a right to expect service with no hesitation. A trusted partner doesn't go half-way. Our people reach for the summit every day. That's how to develop long term relationships. That's how to develop trust.

Customer Satisfaction – there's no higher priority at **Toyota of Paris**.

Nothing is going to change that fact! Our commitment is permanent. It's based on value. It's based on service. It's based on trust.

Every employee of **Toyota of Paris** takes pride in our dealership and its reputation.

We truly strive to be a trusted partner to the people we sell and serve.

Selling **Toyota**, the finest line of cars and trucks in the world, makes our commitment easier to keep.

During July we'll be showing our appreciation with great prices on all our new **Toyota** and fine pre-owned vehicles and a contribution of \$200 for each vehicle sold to the buyer's choice of 16 local United Way Agency charities – our way of saying thanks to the community that has blessed our endeavors.

Come join myself, sons Glen, Matt and all our longtime associates as we celebrate 20 years in Paris.

Thank you,

Gerald Bawcum
President
Toyota of Paris

