

Testimonials

"It's a great way to continue the relationship with your customers. Attending the Event makes customers more comfortable and they learn about the valuable services we provide. For example, we let them know that in an emergency they can call our dealership and we will help them find the nearest dealer where ever they are."

Nicole King, Customer Relationship Manager
Cabe Toyota, Long Beach, California

"If a dealer is not conducting these Events, they are losing business. We want people to come back here and this is the best way to make it happen—to build that relationship."

Debbie Molino, Senior Service Manager
Longo Toyota, El Monte, California

"The Event builds great rapport with customers and it gives them an insight into dealer operations and our services and they feel more comfortable with our staff. It's human nature; anytime you are familiar with something, you are more comfortable with it. Any dealer who are not conducting these Events are missing the boat. I strongly recommend it to any dealer."

Tim Walden, Service Manager
Cabe Toyota, Long Beach, California

"If you are not doing them (Events), you're missing out. I've never had a difficult or unhappy customer attend them. They are very appreciative and these people come back."

Mike Bingham, Service & Parts Director
Cabe Toyota, Long Beach, California

"We at Clair Toyota feel these New Owner Celebrations are very positive. The feedback we get from customers is overwhelming. They learn something new or something they forgot. They get to meet one-on-one with my staff in service. We make it a memorable moment for our customers so we can build a long-term credible relationship with each one. We have many repeat customers that show up every time we hold the event. Clair will keep on holding these events three times a year. We find them very beneficial and profitable to our business."

Gene Stewart Robbins, Service Director
Clair Toyota, Boston, Massachusetts

"You are inviting these people to your home in a non-confrontational setting. They (customers) want to be here. The value in these Events is that you are building relationships with your customers and providing an "old time service" which is to know who is working on your vehicles."

Bob Tucker, Service Manager
Patterson Toyota, Wichita Falls, Texas

TOYOTA
New Owner

Celebration

Toyota New Owner Celebration Program Headquarters
Phone: (800) 783-2021 Fax: (248) 728-6902
Email: toyotanewownerevent@polk.com
www.toyotanewownerevent.com

Testimonials

“The New Owner Celebrations are not only a way to reacquaint our customers with all our dealership has to offer, but it also serves as an opportunity to once again thank them for their trust and business. We want the customers to feel that when they completed the purchase of their vehicle it was not the end of their relationship with our dealership but rather the beginning. By the end of the evening our customers have seen where their cars are serviced, kept our parts department busy, received answers to their questions, and most importantly had fun. While it is impossible to measure the true profit generated by the events, we believe they more than pay for themselves just from the goodwill they generate.”

**Martin Brown, Director of Customer Relations
Elk Grove Toyota-Scion, Elk Grove, California**



Elk Grove Toyota New Owner Event

TOYOTA
New Owner

Celebration

Toyota New Owner Celebration Program Headquarters
Phone: (800) 783-2021 Fax: (248) 728-6902
Email: toyotanewownerevent@polk.com
www.toyotanewownerevent.com