



McGeorge Toyota & Scion  
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## McGeorge Toyota Prevails During Challenging Economy

*Va's Top Volume February 2009 Dealer Wins 13<sup>th</sup> Consecutive Toyota President's Award*

**RICHMOND, Va. (March 18, 2009)** Today, McGeorge Toyota & Scion, Virginia's top volume auto sales dealer in February 2009, announced that it was awarded the Toyota President's Award for the 13<sup>th</sup> consecutive year. The Toyota President's Award is given to select Toyota U.S.A. dealerships that achieve volume growth standards, while maintaining a very high level of customer service through sales, service and parts business and most importantly, in satisfying customers' needs.

"Earning the 2008 Toyota President's Award is a proud achievement for each of our 110 Toyota employees," said Bob Farlow, General Manager, McGeorge Toyota & Scion. "Winning this award for 13 consecutive years is unmatched by any dealer in the mid-Atlantic region and is a very rare achievement for any Toyota dealership."

In addition to the President's Award achievement, McGeorge Toyota also learned that it was named to the Toyota Customer Service Advisory Board for its part and service operations. Only 50 dealers in the more than 1,200 North American Toyota dealership network are named to this board putting McGeorge in the top three percent of national dealers.

In the showroom, McGeorge Toyota's sales staff recently learned that 11 of their 18 sales members earned the distinction of being Master Certified Toyota sales professionals. The Master Certified title denotes the highest level of product knowledge achieved by Toyota Motor Sales, U.S.A.

The 11 McGeorge Toyota Master Certified Toyota sales professionals include;

Tom Baskin	Bob Nelson
Ned Caldwell	Ellis Quarles
Cliff Harvey	Ed Segal
David Lowenhagen	Dave Weimer
Dan MacNeil	John Yeglinski
Brian McPhail	

“We are all proud to employ and work with such a dedicated and knowledgeable group of sales professionals, together they have more than 250 years of auto sales experience.” said Farlow. “The time and enthusiasm my team dedicates to product knowledge and customer service has allowed this dealership group to serve more than 80,000 satisfied customers.”

**About McGeorge Toyota & Scion**

Established as central Virginia’s first Toyota dealership in 1968, McGeorge Toyota & Scion has since grown to the largest volume sales and service Toyota dealership in central Virginia and a top annual sales dealership in the Commonwealth. The third generation, McGeorge family-owned and operated Toyota dealership has earned its 13<sup>th</sup> consecutive Toyota President’s Awards. The Toyota President’s Award is awarded to select Toyota U.S.A. dealerships that achieve volume growth standards, while maintaining a very high level of customer service through sales, service and parts business and most importantly, in satisfying customers’ needs.

*Available to send: Toyota President’s Award Seal, McGeorge Toyota logo and dealership, Images McGeorge Toyota Sales Staff and Management.*

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