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**RICHMOND, Va. (July 12, 2007)** – Today, McGeorge Toyota & Scion announced that it has become the fourth Toyota dealership in the nation to become a Certified Toyota Mobility Dealer. The certification reflects McGeorge Toyota’s commitment to meeting the mobility needs of both Toyota and Scion owners and/or family members with physical disabilities.

As an early-adopter of the Toyota Mobility Assistance Program, McGeorge Toyota has met the certification specifications set forth by Toyota, and has made a special commitment to serve its customers with mobility issues and special needs. This commitment includes:

- A partnership with a mobility equipment dealer who is a specialist at understanding mobility issues and the appropriate adaptive equipment available to meet the transportation needs of persons with a disability,
- A trained Mobility Champion sales manager at the Certified Toyota Mobility Dealership who will work with their mobility equipment dealer partner to supply the correct transportation solution,
- The provision of extended term mobility financing from Toyota Financial Services for purchases of both a new vehicle and the adaptive equipment required.

To help offset the intrusive costs of adapting a vehicle, the **Toyota Mobility Program provides a cash reimbursement of up to \$1,000 of the cost to the vehicle owner for aftermarket adaptive equipment**, for drivers and/or passengers, when installed on any eligible purchased or leased new Toyota or Scion vehicle.

Locally, McGeorge has partnered with Ride-Away, America’s largest supplier of handicap-modified vehicles. Ride-Away has two locations in Virginia; one in Richmond off of Belt Boulevard, the other location is located in Norfolk.

“Creating and maintaining a local relationship with Ride-Away is vital to the success of the Toyota Mobility Assistance Program,” said McGeorge Toyota Mobility Champion, Ed Adams. “Ride-Away is a recognized leader in vehicle adaptability both locally and nationally. Their proven track record of customer service and expertise provides our customers with piece-of-mind that their Toyota or Scion will be modified properly – the first time.”

“Toyota’s commitment to providing people with disabilities the opportunity to drive is remarkable in that it can help many needy individuals and families,” stated Ride-Away Southern Regional Vice President of Sales, Peter Lanzo. “In the Richmond region alone, there are an estimated 33,600 people with disabilities – many of whom are facing rising costs associated with modifying or adapting a standard vehicle.”

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