

# Local Dealer Sets New Sales Record

## Kendall Toyota Establishes New World Record



Mr. Claudio Gonzalez, Director of Marketing, Kendall Toyota

KENDALL, FL - 1/4/08 For the first time in North American automotive history, a car dealer has reached the legendary mark of 12,000 new cars sold in one calendar year. KENDALL TOYOTA, just announced it has closed its 2007 year having sold 12,005 new cars.

Under the leadership of Charlie Sanchez, General Manager and Claudio Gonzalez, Director of Marketing, Kendall Toyota reached a new level of salesmanship by selling over 12,000 new Toyotas. The mark of 12,005 represents the most new Toyotas sold in the entire world!

The dealer, based in Kendall, just South of Miami, is one of the largest in the country and is routinely recognized as one of the top Toyota dealers in new car sales in the country. "Of course when you have a great product like Toyota, it makes our job a whole lot easier," explained Mr. Gonzalez, referring to Toyota being the top automotive brand sold in the United States. "Although", continued Mr. Gonzalez, "...being number one also means everyone out there is after you (referring to competing dealerships) at every moment. However, by selling more than others, we can sell for less than the competition. We also have the largest selection of new Toyotas around. That's how we were able to set this impressive record. We've got a Toyota for everyone," joked Mr. Gonzalez.

Toyota has some of the most popular models in the country including the Corolla and Camry, the most popular sedan, the 4Runner, Highlander, Sequoia and RAV4 suv's and the Tundra and Tacoma trucks, among others. The Japanese automaker is the largest in the world, "...and now Kendall Toyota is the largest dealership in the world", proclaimed Mr. Gonzalez.

For over twenty years, Kendall Toyota has been recognized as one of the leading Toyota dealerships in the country in sales and customer service. It is the only Toyota dealer to have received the prestigious "Customer Service Award" for the past two consecutive years. The award recognizes the top dealers in terms of customer service and satisfaction with their vehicle and the service offered by the retailer.

Kendall Toyota specializes in the sales of new and pre-owned Toyotas as well as general pre-owned cars. It has a complete collision shop, the largest in the Southeast U.S. and a complete service and parts department. Speaking of service, Kendall Toyota's technicians are certified with Pros Status. Its sales department counts on more than 30 salespeople, 10 managers and a complete financing department to facilitate the purchase of any new Toyota.

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