

The World's Most Popular Cars Come With Friendly, Hometown Support

By Steve Mortensen

“Toyota makes some of the highest quality, best-selling automobiles in the world. And at Toyota of Temecula Valley, we take great pride in our efforts to match the tremendous value of Toyota and Scion with customer support services that are equally world-class,” explained Jon Atwood, Vice President and General Manager of the dealership. “Our approach has been to create a family atmosphere, one where we look after the needs of each other. We see every customer as a member of our family. We hope this attitude is reflected in everything we do,” he added.

These efforts have not gone unnoticed. Toyota of Temecula Valley was the winner of Toyota's 2003 Management Excellence Award for recognition of exceptional performance of front line staff, and also Toyota's 2003 Customer Relations Excellence Award, which is based on superior performance in the area of parts and service support. “We hope to earn these prestigious awards from Toyota again in 2006, but it's even more important to us to simply earn the right to continue supporting our loyal customers, and welcoming new ones into our family,” said Atwood.

Silvia Provenzano, the Director of Operations at Toyota of Temecula Valley, is enthusiastic about many of the new Toyota vehicles. “Toyota has made significant improvements in many 2006 models, including the Camry, Rav4, FJ Cruiser, and Scion. We're also excited about the recently announced Camry Hybrid, which features a sportier look, many mechanical and interior upgrades, and fuel economy

ratings of 43 mpg city/37 mpg highway,” she said.

Temecula is one of the most rapidly growing regions in Southern California, and many area residents drive Toyotas and Scions. Toyota of Temecula Valley has struggled to keep up with the growing demand for the cars, and for the service needs of Toyota and Scion customers. They have a long-standing tradition of repairing cars within a single day, regardless if customers had an appointment or not.

To address the growing demand, the dealership added 24 new service bays, 9 Toyota Certified Technicians, and more support staff to ensure that customers continue to receive prompt, friendly, and professional service, just like family members expect.



“As we observed the population growth in Temecula, and the increasing popularity of both Toyota and Scion, we decided the timing was right to make a bigger commitment to our customers in the area of service,” explained Atwood. “Counting the recent expansion, we now have a total of 52 service bays to support our customers. This is a huge service capacity for our small service area. But we feel we can now provide a much greater level of support to both existing and new customers, especially in terms of our ability to give them the fastest repair times in the area. That's just what you'd want from family, isn't it?”

But fast service is only one measurement of superior customer

support. The parts sold and the work performed must be of world-class quality as well. So all service technicians at Toyota of Temecula Valley are Toyota Certified. Many have been certified as Master Technicians as well. “All of our technicians are encouraged to get Master Certified, because we want to ensure that our customers get the very best in terms of Toyota expertise, high-quality Toyota parts, and superior service at competitive prices,” summed up Atwood. “We hope that with the addition of the new service bays and our new support staff, we can continue delivering these benefits as our community rapidly expands.”

Not only are Jon and his brother Dan Atwood focused on the daily operations at the dealership, they are also very involved in the community. Jon is active in the Rotary Club, and participates in many local charitable organizations. Toyota of Temecula Valley recently organized an internal fund-raiser to help families of car dealerships that were devastated by Hurricane Katrina. In a spirit of family togetherness, employees were encouraged to contribute as well. The result was that the dealership made a large donation to a national emergency fund to provide relief to families in the Gulfport area. “Our employees really care about others, whether they are neighbors, or just people who need our help,” said Atwood. “And that's one of the most important aspects of the success of our business. Family members taking care of one another.”

Toyota of Temecula Valley is located at 26631 Ynez Road in Temecula. Please call 800-829-0575 for additional information, or to schedule an appointment. Visit them online at www.toy4u.com.

