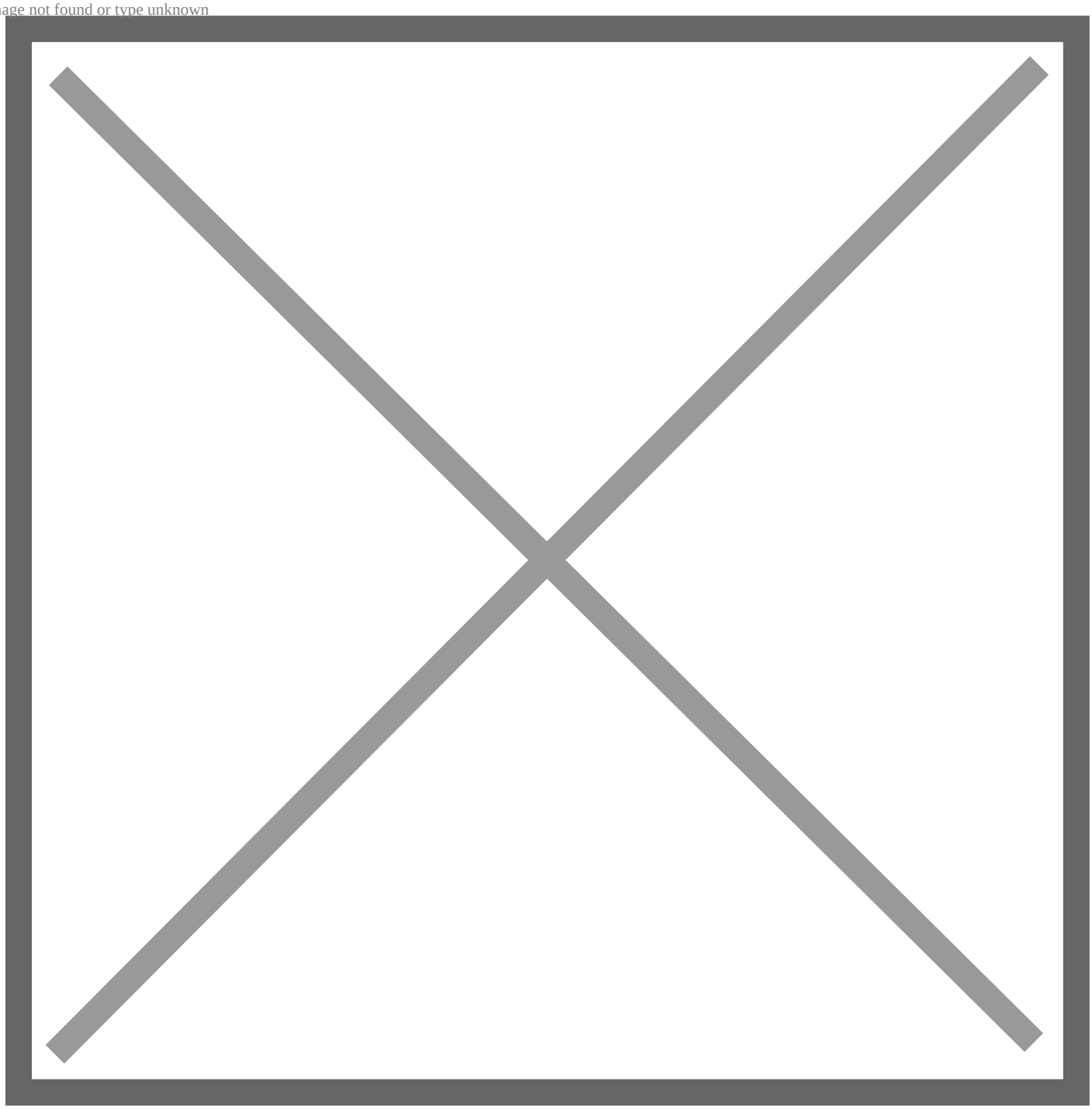
Toyota Surprises 1 Millionth SmartPath Customer With Free RAV4

September 05, 2025

Image not found or type unknown



PLANO, Texas (Sept. 5, 2025) – Toyota's SmartPath digital retail solution reached a milestone moment when Dorianne Malone, a Philadelphia-area mom and school administrator, became the 1 millionth customer to purchase a Toyota using the innovative retail technology.

On Aug. 19, Malone arrived at Ardmore Toyota in suburban Philadelphia to purchase her brand-new RAV4 through SmartPath. What she didn't know was that Toyota representatives were waiting with a check to pay off her vehicle in recognition of the SmartPath milestone.

"Reaching 1 million vehicles sold is a huge milestone for SmartPath and a testament to the hard work of our dealers and teams," said John Myers, general manager of Retail Transformation for SmartPath Sales at Toyota Motor North America. "SmartPath has become a true differentiator for the Toyota brand, and we are excited to be shaping the future of the car buying experience."

Introduced in 2020, SmartPath was designed to let customers move seamlessly between online research and in-dealership shopping. For Malone, that meant convenience and peace of mind while purchasing her third Toyota — only this time, she drove away without a car payment.