

How a Toyota 4Runner Sale Sparked a Friendship, Marriage and Family

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A single vehicle purchase in 2016 at Toyota of Kingsport in Kingsport, Tennessee, set off a chain of events that would launch a yearslong friendship — and, later, a love story.

That year, Sam Lundberg bought a brand-new 2016 4Runner TRD Pro from veteran salesperson Marvin Tolly, who quickly became a trusted figure in her life, staying in touch long after the sale, and long after she moved across the country.

“At the time, I had no idea how that one vehicle, and the one man, would change the course of my life,” she said.

Over the next nine years, Tolly remained a presence in Lundberg’s life, greeting her every time she came back home and visited the dealership, fostering the kind of relationship that has long defined Toyota of Kingsport’s “Hill Family Tradition.”

Meanwhile, Lundberg made the most of her 4Runner, driving it on road-trip adventures through Arizona, Colorado and Tennessee. The vehicle now has more than 188,000 miles.



4Runner Journeys — Lundberg and her Toyota 4Runner at Capitol Reef National Park in Utah (left) and Colorado.

“I lost count of the nights I slept in the back of it, camping under more stars than I could ever remember,” she said.

During one camping trip in Arizona, when the 4Runner became stuck in 4WD, Tolly and Chris Hill, the owner of Toyota of Kingsport, arranged for technician Jon “Jonboy” Arnold to provide remote help. The mechanic

walked Lundberg through the repair via FaceTime — an interaction that, unbeknownst to anyone at the time, would mark the beginning of a future connection.

“I joked that next time I was in town, I’d buy him a beer,” she said. “I had no idea that the man on the other end of that call would, seven years later, become my husband and the father of my child.”

After relocating back to Tennessee in 2021, Lundberg joined Toyota of Kingsport’s accessories department. Working alongside Tolly each day allowed her to see new guests experience the same warmth and support that she received years earlier. Lundberg made a pact with Tolly.

“If I ever got married, which I swore I wouldn’t, he’d be the officiant,” she said.

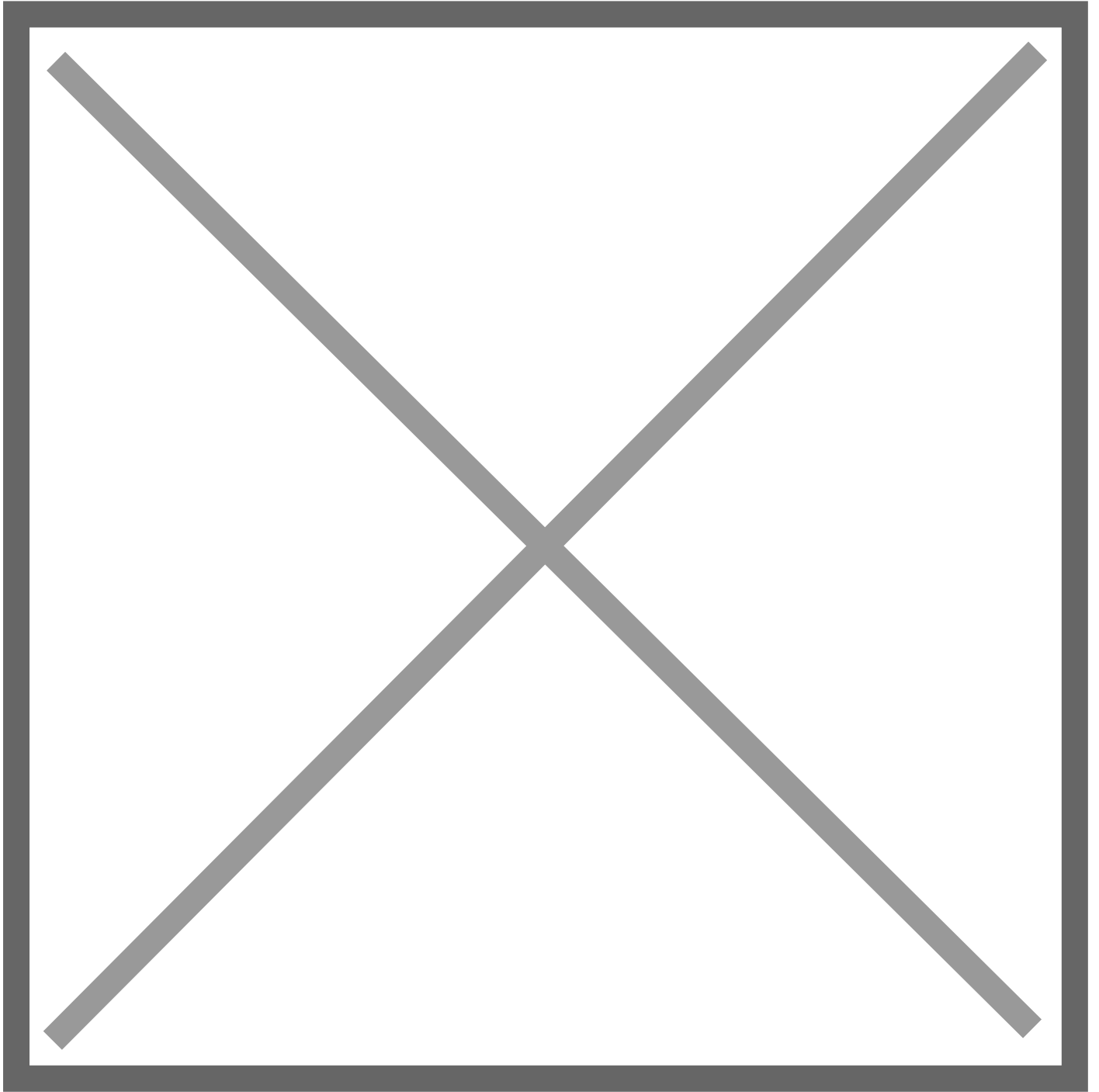
Not long after, Arnold visited the parts department, marking his first in-person meeting with Lundberg since he helped her on FaceTime. With encouragement from Tolly, who had known Arnold’s family for decades, the two eventually began dating, helped along by Arnold’s coffee deliveries as his way of courting her.



Happily Ever After — Lundberg and Arnold's wedding with Tolly as the officiant.

They soon became inseparable, welcoming their son, Jon, in January 2025. That October, honoring his long-standing promise, Tolly officiated their wedding.

“In the words of our founder and my mentor, Don Hill: ‘One car deal can make all the difference,’” Tolly said. “When I sold this 4Runner in 2016, I had no idea how big of a difference it would make — not only in my life but in the lives of others. There’s family, and then there’s the Toyota family. Sometimes it’s hard to tell the difference.”



A Happy Meeting — Tolly meets 4-day-old Jon.

Now, the 4Runner that sparked a friendship and marriage is being traded in for a 2026 Sequoia TRD Pro to accommodate the couple's growing family. For them, the purchase represents more than a new vehicle — it marks the next chapter in a story built on loyalty, connection and the impact of one exceptional Toyota team member.

And true to tradition, they'll be buying that Sequoia from Tolly.