

New York Auto Show Opening Day: Supporting Veterans While Celebrating Cars & Trucks

April 19, 2014



New York (April 19, 2013) – At the New York International Auto Show opening ceremony this weekend, Toyota will join forces with the Wounded Warrior Project, a national organization designed to provide help and raise public awareness for injured service members, to donate a 2014 Toyota RAV4 Limited to United States Army Specialist Robert Loria of Port Jervis, NY. The presentation will take place during the opening ceremony of the New York Auto Show on Saturday, April 19 at 9.00 a.m. at the Jacob K. Javits Convention Center.

“We at Toyota are proud to collaborate with the Wounded Warrior Project to honor the servicemen and women who have sacrificed for our country by raising awareness of their needs,” said David Christ, General Manager of Toyota’s NY Region.

“It is a great honor to work with Wounded Warriors to provide Robert with a new Toyota RAV4,” said Neale Kuperman, chairman of the Greater New York Automobile Dealers Association. “Veterans like Robert put their life on the line every day for us and we are truly grateful,” he continued.

While in Iraq, Specialist Loria often spent time outside the gates patrolling, providing security for IED disposal and guarding government buildings. Loria also helped rebuild communities and enjoyed talking with the locals.

On the day of incident, Loria was providing security for an EOD (explosive ordinance disposal) team in Iraq who was attempting to disarm a roadside IED. The IED exploded injuring an EOD technician. While providing aid to the victim, a second IED explosion occurred, causing injury to Loria. As a result of the explosion, Loria lost his left arm below the elbow and lost the use of his left leg.

Specialist Loria said: "I've been blessed with family and friends to drive me to and from work and appointments. I miss the freedom of getting myself where I need to be and want to be. This gift from Toyota is a game-changer for me."

The Bussani Mobility Team graciously modified the Toyota RAV4 to specifically meet Specialist Loria's needs and provide him the autonomy that he enjoyed prior to his injuries.

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