

Toyota Hits the Beach to Help San Diego Lifeguards Promote Beach Safety

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SAN DIEGO (May 23, 2014) – While locals and tourists focus on miles of coast lined with gorgeous sands, San Diego lifeguards focus on safe practices in the water and on the beach.

Toyota is focused on helping them.

Toyota celebrated the start of the summer beach season today by announcing its continued support of the San Diego Lifeguards and their Water Safety Days program, emphasizing safe practices in the water and on the beach. The partnership includes a donation of 34 brand-new Toyota trucks and SUVs to the city for lifeguard rescue and operations.

Toyota began its partnership with the City of San Diego's lifeguards in 2011, including the donation of Toyota vehicles for the lifeguards' use, supporting the city's ability to serve and protect area beachgoers. [For instance, last year San Diego lifeguard Sgt. Eric Care and his team used their Toyota Tundra CrewMax 4×4 to quickly power through a pile of large loose rocks to rescue a heart attack victim.](#)

The new vehicles arriving to the fleet include 15 Tacomas, 12 Tundras, three 4Runners, three Sequoias and a RAV4. With five different Toyota models in the new fleet, the lifeguards will have access to vehicles that offer a variety of abilities. The Tacoma and 4Runner will help lifeguards with navigating effectively and safely through soft sand and rocky beach terrains, while the Tundra and Sequoia also add heavy-duty water craft towing capability.

In honor of National Water Safety Month, Toyota joined San Diego Mayor Kevin L. Faulconer, along with Council member Ed Harris, San Diego City Lifeguard Chief Rick Wurts and San Diego City Fire Chief Javier Mariner, in Mission Beach to dedicate the new lineup of vehicles.

“San Diego is one of the country's most popular beach destinations, and Toyota recognizes the critical role the city's lifeguards play in keeping our beaches safe,” said Doug Eroh, Toyota Motor Sales Los Angeles Region general manager. “We are committed to ensuring San Diego has the best available resources to do that, along with educating this great community and its visitors on water safety.”

“San Diego's lifeguards perform vital services to San Diego residents and visitors every day. Water Safety Days and our partnership with Toyota are a part of our City's commitment to creating safer beaches for San Diego families and visitors to enjoy,” Mayor Faulconer said.

For more information on Toyota's sponsorship and the City of San Diego's Water Safety Days, please visit: [San Diego Fire-Rescue Department Lifeguard Services.](#)