Toyota Becomes First Single Line Manufacturer to Sell 3 Million Certified Used Vehicles

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CHICAGO, Ill., February 9, 2011 – Toyota Motor Sales, USA, Inc. today announced that it is the first single line manufacturer to sell 3 million certified pre-owned (CPO) vehicles within program history. Toyota marked the unprecedented event by giving away a 2008 Sienna to the 3 millionth CPO buyer.

The record-breaking sale came on the heels of a milestone year in 2010, when Toyota became the first single line nameplate to break the 300,000 mark for certified used sales. Unit sales of 315,418 in 2010 represented an increase of 18.6 percent over the previous year.

“Our sales success in 2010 validates the tremendous confidence that our customers have in the Toyota brand,” said Bob Carter, Toyota Division group vice president and general manager. “Our Toyota Certified Used Vehicle program helps our dealers to build a strong portfolio of customers that frequently return to buy a new or certified pre-owned Toyota.”

Earlier today Carter presented a check in the amount of $22,470 to the 3 millionth customer, Sara Hirschhorn of Chicago, Illinois, to reimburse the purchase price of the 2008 Sienna. She traded in a 2002 Hyundai Elantra to become a member of the Toyota family.

A nurse at NorthShore University HealthSystem Evanston Hospital near Chicago, Toyota also contributed a matching donation of $22,470 to the NorthShore University HealthSystem Foundation in her honor to commemorate the sale.

“Toyota offers reliability, which is very important to my husband and me,” said Hirschhorn. “We loved the ride quality and fuel efficiency.”

A mother of two young children, she purchased her Sienna at Schaumburg Toyota alongside a staff she described as “helpful and friendly.”

“We congratulate Sara on her purchase“, said Carter. “With consistently high resale values, Toyota Certified Used Vehicles are a smart choice.”

The Toyota Sienna has won Kelley Blue Book’s Best Resale Value Award in the minivan category two years in a row. In 2010, Toyota earned Kelley Blue Book’s Best Resale Value Award for Best Brand.

The Toyota Certified Used Vehicle program was established in 1996.

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