

Palm Beach Toyota Sells 6 Millionth Toyota Certified Used Vehicle to Local College Student

July 25, 2019

Image not found or type unknown



WEST PALM BEACH, Fla. (July 25, 2019) –Marisol Reyes, a student at Palm Beach State College who took time off from her studies to work and help support her family, was shopping for her first car. She visited multiple dealerships looking for a reliable car that would fit her budget. When Reyes was finally able to save enough for a pre-owned 2017 Toyota RAV4 from [Palm Beach Toyota](#), she received something far more valuable in return.

To celebrate the purchase of the 6 millionth Toyota Certified Used Vehicle (TCUV), Toyota Motor North America presented Reyes with a check for the value of the RAV4. The automaker, along with Southeast Toyota Distributors, a subsidiary of locally owned automotive corporation [JM Family Enterprises](#), and Palm Beach Toyota, also each made a \$5,000 donation in her name to the [National Alliance to End Homelessness](#), a nonpartisan organization committed to preventing and ending homelessness in the U.S. In addition, Sirius XM is providing one year of complimentary streaming service and CarFax has donated a gas gift card valued at \$1,000.

“I come from a hardworking family and had to leave school to help pay for some of our everyday expenses and bills, but this incredible gift from Toyota will allow me to complete my bachelor’s degree sooner than expected,” said Reyes. “My family has owned several Toyotas in the past but my new RAV4 is already the best one yet!”

This major TCUV sales milestone comes more than 23 years after Toyota’s entrance into the Certified Pre-Owned (CPO) industry. During that time, TCUV has grown to become the leader in the segment and now ranks as the highest volume CPO program in the industry. In an effort to continue its leadership, Toyota recently launched significant changes to the TCUV program, including new branding and an enhanced limited powertrain warranty. This warranty extends coverage to seven years following the TCUV purchase date or 100,000 total vehicle miles.

“Hitting the 6 millionth certified used vehicle milestone is a testament to not only the great warranty and coverage we offer, but, more importantly, to our customers who appreciate good value and reliability,” said Ron Cooney, manager of TCUV operations at Toyota. “We hope Toyota’s enhanced warranty coverage will continue to attract loyal customers like Marisol and her family, who rely on our vehicles for their livelihood.”

A special ceremony was held at Palm Beach Toyota on Wednesday, July 24. Representatives from Toyota presented Reyes with her gifts and hosted a celebratory luncheon for dealership personnel.