

Toyota Dealers Turn Up for Their Communities

May 08, 2020



At Toyota, giving back is embedded in the company's DNA. Since its dealers are an extension of the company's core values, it's only natural that they're working to help the communities in which they serve during these challenging, unprecedented times.

To help pitch in amid the COVID-19 pandemic, many dealers are reaching out to those who need it most. From extending internet service to executing significant, hands-on needs in their communities, dealers from around the country are working to help and support people and businesses affected by the crisis.

For example, as with districts across the country, schools in the Greensboro, North Carolina, community are currently closed. With the shift to online learning, Rice Toyota is offering free Wi-Fi to ensure students can successfully continue their schoolwork. Families can park anywhere in the parking lot to gain access to the extended internet service to help their children complete assignments and stay in touch with their schools.

Rice is just one of several dealers doing their part to help during the COVID-19 crisis. Here are more examples of the nationwide response from Toyota's dealer family:

- Sand Mountain Toyota (Albertville, Alabama) started [giving out lunches](#) on March 18 and the initiative will run through May 8. The school system will take over on May 11. As of May 1, the dealership has given out 8,216 hamburgers and hot dogs and 500 Chick-fil-A chicken sandwiches.

- Beaver Toyota of St. Augustine (St. Augustine, Florida) is offering free interior vehicle disinfecting services to the local sheriff's department, as well as free oil changes to first responders, medical professionals and school personnel.
- High Country Toyota (Scottsboro, Alabama) installed bird feeders in the courtyard at Cloverdale Manors, a local rehabilitation and nursing center, so that anyone under lockdown will have something nice to look at outside their windows.
- Larry H. Miller Dealerships in Utah offered a complimentary concierge vehicle pickup and drop-off service for customers with service appointments. The service was implemented to help customers whose health might be at risk and those who are providing critical services.
- Toyota of Lincoln Park and Toyota of Lincolnwood (Chicago, Illinois) is offering a free oil change during shelter at home orders, along with pick-up and drop-off service, within five miles of the dealerships to all first responders, health care workers and law enforcement. The dealership also partnered with the Greater Chicago Food Depository and are matching all donations up to \$30,000 through May 31. The donations can be made through any of the dealerships' websites, as well as through the Depository's website.
- Dahl Toyota (Winona, Minnesota) created a \$50,000 One Team Fund, available to employees who are struggling financially at this time.
- Estabrook Toyota (Moss Point, Mississippi) delivered "Backpack Buddy" lunches to kids who are out of school due to the COVID-19 pandemic.
- Kinsel Toyota (Beaumont, Texas) is offering free grocery delivery for anyone age 65 or up. Customers just place an order at a local grocery store, then call the dealership. Grocery orders are dropped at the customer's door, free of charge.
- Vandergriff Toyota (Arlington, Texas) is sanitizing for free all city vehicles (police, fire, handicap and parks dept). In addition, they are offering free oil changes, plus car sanitation for first responders regardless of municipality. The oil changes are only \$9.95 for anyone else.
- Toyota of New Orleans (New Orleans, Louisiana) is providing free meals to anyone in need, no questions asked, through the [Giving Hope Foundation](#).
- Greg LeBlanc Toyota (Houma, Louisiana) installed "Stay Safe!" billboards across the community at the start of the crisis.
- Along with their food service vendor, Sodexo Magic, Toyota Motor Manufacturing, Mississippi (TMMMS), donated 150 prepackaged meals and fresh produce to the Tupelo-Lee Hunger Coalition in Tupelo, Mississippi, and the Union County Baptist Association (UCBA) in New Albany. With these additional meals and resources, both the Hunger Coalition and the UCBA will be able to feed local children who have been affected by school closings due to COVID-19.
- The Toyota/Lexus Minority Owners Dealership Association (TLMODA) worked with The Salvation Army to fill the pantries of families in need during the coronavirus pandemic. On May 22, 2020, TLMODA Dealers and The Salvation Army distributed more than 4,800 packages in 24 communities throughout the country.