

# How the 2020 Sienna Is Helping Small Business Owners Get Back on the Road

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With its incredible versatility, the [Toyota Sienna](#) is designed to help people get the job done — no matter what their day might look like.

A compatible cruiser, the Sienna is adaptable with the choice of seven- or eight-seat cabin configurations and 60/40 Split & Stow 3rd Row® seat, so it's fully equipped to get everyone — and everything — everywhere they need to go.

Now more than ever, communities are rallying around the small businesses that make such a positive impact in their communities. That's why Toyota created a program designed to showcase small businesses and help entrepreneurs rebounding from the pandemic.

With top safety features, ample storage space, and room for family, friends, or pets, the versatile Sienna is equipped with the tools to help small business owners do more with their vehicles.

Here are 5 things that small business owners love about Sienna.

## Designed for daily life

With space for storage, without sacrificing sportiness, the Sienna is a compatible cruiser ready to help drivers tackle the day's to-do list.

For Claire Baldwin of Polish & Power Tools, the versatility of the Sienna means she only needs one vehicle, no matter what she's working on that week. Baldwin is a woodworker who designs and crafts custom furniture and décor, so she's often working on projects, doing installs, and completing deliveries all at once.



“During my time driving the Sienna, I really realized that I don’t just do one thing, and neither does the Sienna,” she says. “A typical day is never the same for me and realizing how versatile my business is helped me discover that my mode of transportation has to be versatile as well!”

Baldwin used the Sienna to create a mobile wood shop, to take advantage of the cargo space<sup>1</sup> and towing a trailer<sup>2</sup> to bring along all of her tools and supplies. With an outlet in the back to charge her power drill, the woodworker could set up a full “woodshop on the go” to complete an install.

## An extra set of eyes

As the owner-operator of Lawrence & Clark Cacti Co., Kimi Daft knows that transporting plants and the



accompanying materials can sometimes be a complicated process. Daft is often hauling large items like wheelbarrows, dirt and gravel, and cumbersome cacti — plus two kids. When the small business owner sets up her mobile shop in the Sienna, she is sure to take advantage of the van’s high-tech features like the roll-away sun screen, which she uses to help protect sensitive plants, and the backup camera display<sup>3</sup> integrated in the head unit.

“The back-up camera has to be one of the most incredible features I have ever seen in a vehicle,” she says. “The overhead 360° view has made backing out of tight spots so much easier. We have kids and pets at home and often customers walking through the parking lot, so having a full view makes a world of difference.”



In the L&C mobile shop, the deep rear compartment acts as an on-the-go potting station, storing bins and large bags of gravel, while hanging plants are organized on the interior handles. Most importantly, the Sienna’s safety technology helps the small business owner feel more confident transporting her important cargo between shop locations.

### **Room for everything (and everyone)**

The Sienna is an exemplary people-mover, with the choice of 7- or 8-seat cabin configurations and storage options that don’t sacrifice space. With the Tip Up and Long Slide feature, the seats can be easily moved to adjust room for passengers or cargo, making it perfect for growing businesses like retailer The Tiny Tassel,



owned and founded by Mimi Striplin.



“Driving the 2020 Sienna has given us the extra space we need to fulfill our orders,” she says. “We have also added to our team here at the Tiny Tassel and the extra leg room for our team has been great!”

Striplin, who spruced up the inside of her Sienna with The Tiny Tassel’s signature pink, finds the space and comfort of the vehicle ideal for entrepreneurs and their teams to hit the road together. The second-row captain’s chairs feature dual armrests, leg and foot support, and an easy-release mechanism and wide sliding doors for seat removal. Plus, in the 7-seat configuration, the second-row chairs can slide back 23 inches, creating enormous legroom for passengers.

### **Space to get creative**

Like many small businesses, the COVID-19 pandemic caused husband and wife duo Clifton and Tiffany Hancock to go about their business a little differently. As the owners of the Southern V, a vegan, Southern style restaurant in North Nashville, the Hancocks took their operation on the road to serve mobile vegan lunches to their community.

“Our brand can participate in more outdoor events utilizing the Toyota Sienna to assist with transport and operations,” Clifton says. “We used the Sienna for our physically distanced, drive-thru event.”





While the Hancocks served lunch, the couple's daughters set up a lemonade stand in the Sienna next to the vendor tent. They decorated the interior in sunshine yellow, stored the coolers in the cargo area, and stayed organized with tables nightstands so the girls could maneuver while staying cool in the summer heat.

"After receiving their vegan lunches, guests drove up to the van to discover two smiling faces," Tiffany says. "The excitement of the patrons was palpable as they were shocked to see them inside comfortably serving lemonade!"

### **Travel in comfort**

Because Craig Conover's small business Sewing Down South does a lot of travel for the brand's signature Pillow Parties, comfort and convenience on the road is a must. Though Conover has not done a lot of travel recently for safety reasons, the Sienna's advanced features like Tri-Sync temperature control and 4.2-inch color information display has him excited to get back to it.

"We really miss traveling and meeting with fans of the brand," Conover says. "The Sienna makes transporting on the go a breeze with ample space, and Apple CarPlay®<sup>4</sup> is great for calls and tunes. We can't wait to get back to our Pillow Parties and back on the road!"



Although the brand used the Sienna primarily for transportation so far, the comfortable travel and space availability in the minivan inspired Conover to start to think about a more permanent Pillow Party Mobile Van to throw Pop-Up Pillow Parties along the way to larger events. While the cargo space is great for transporting a small business' large loads, Conover does admit that his team needs to learn how to pack pillows better in order to permanently go mobile!

For 2021, the Sienna brings more style and versatility to small business owners. Check out the all-new Sienna, [here](#).