

Toyota Celebrates Milestone 10th Anniversary with the City of San Diego Lifeguards

July 14, 2022



SAN DIEGO, Calif. (July 14, 2022) – The San Diego County Toyota Dealers Association (SDTDA) is kicking off the 2022 summer by celebrating the 10th anniversary of its partnership with the City of San Diego Lifeguards. The milestone anniversary recognizes Toyota as a proud community partner and their ongoing commitment to keeping communities safe, on and off the road.

The SDTDA has been an integral partner of the San Diego Lifeguards since 2011, donating fleets of vehicles to the city for lifeguard rescue and operations and sponsoring the Lifeguards' Water Safety Days program that provides education on safe practices in the water and on the beach.

“Over the years, we’ve committed to equipping the City of San Diego Lifeguards with the proper vehicles to keep people safe at one of the country’s most popular beach destinations,” said Ivan Mendelson, president of the SDTDA. “It’s been a pleasure working with the City of San Diego to help promote beach safety and we look forward to continued success and growth in the years ahead.”

The multi-year partnership agreement includes complimentary vehicle maintenance and service, including monthly detailing during peak summer months for each of the 35 vehicles in the current fleet. Through the

TDA, the city has saved more than \$3.5 million in costs by not having to purchase, maintain or service the lifeguards' vehicle fleet over the past 10 years.

“Toyota’s partnership has given us an exceptional advantage,” said San Diego Fire-Rescue Department chief Colin Stowell. “It’s a unique and beneficial relationship that allows our lifeguards to use high-performance vehicles tailored to the work they do protecting beachgoers. The City appreciates Toyota’s support and looks forward to continuing this great collaboration.”

Toyota’s vehicles are off-road capable and extremely durable, built to withstand rough sand and marine environments. This year’s lineup features a variety of SUVs and pick-up trucks, including [Tacoma](#), [4Runner](#) and [Sequoia](#), helping lifeguards navigate effectively and safely through soft sand and rocky beach terrains.

“Our lifeguards have benefited tremendously from the vehicles Toyota has delivered over the past ten years,” said San Diego Fire-Rescue Dept. lifeguard chief James Gartland. “Toyota not only provides us with great trucks, but also features our lifeguards in local TV and radio ads, spreading the word about the critical work our team does every day.”

The City’s lifeguard, fire and police departments, along with members of the SDTDA, commemorated the 10-year partnership milestone on Friday, May 27 at Ski Beach, shortly followed by the season’s first “Toyota Water Safety Day” on June 4. The annual summer program is led by public safety personnel and promotes water safety information, tips and lifeguard career opportunities for beachgoers across San Diego’s beaches. For more information on the City’s lifeguard program and Toyota Water Safety Days, please visit www.sandiego.gov/lifeguards.