Longo Toyota Auctions 2023 GR Corolla MORIZO Edition Donating $150,000 to El Monte Schools and Vision to Learn

October 30, 2023

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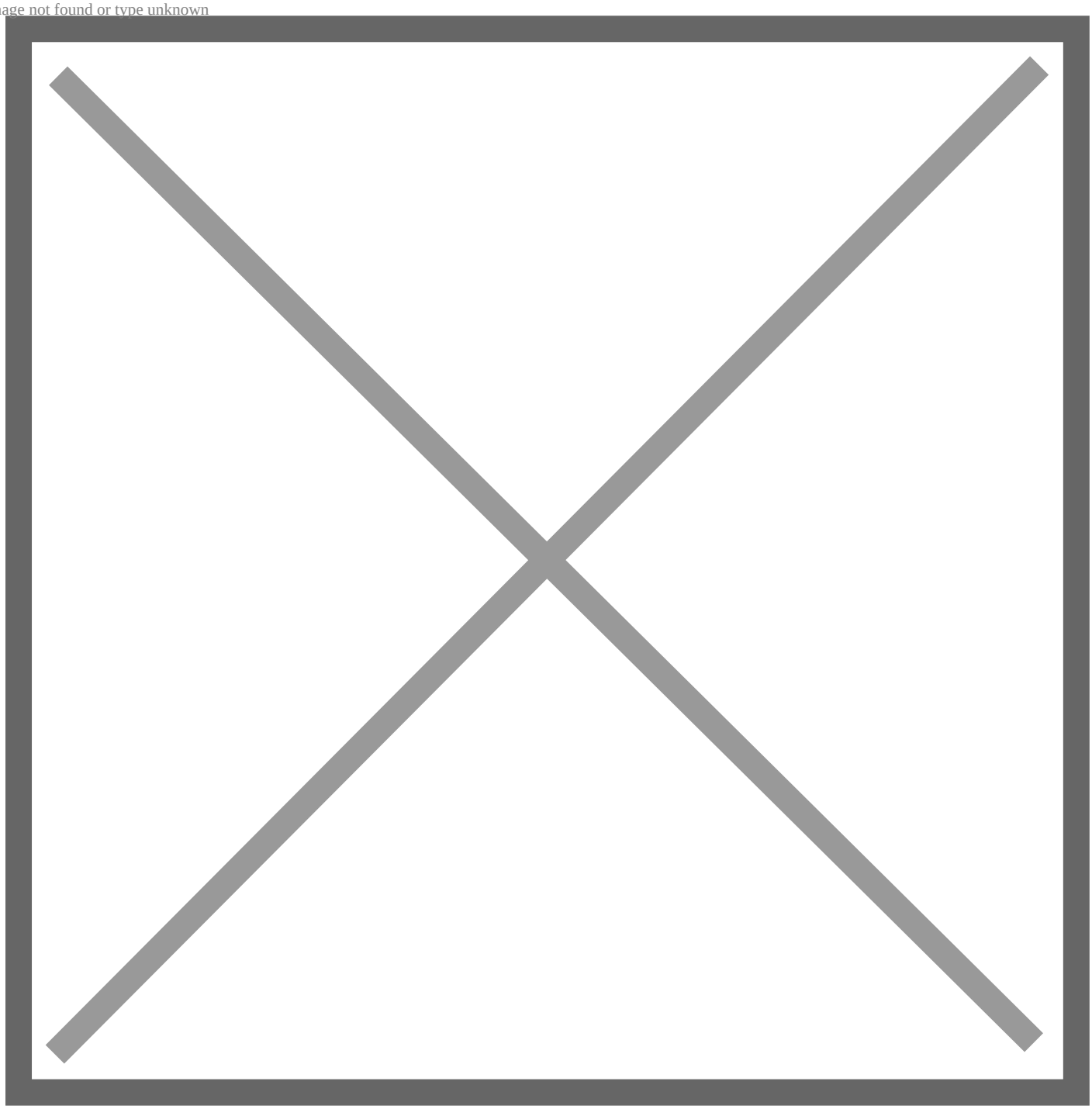

EL MONTE, Calif. (Oct. 30, 2023) – Longo Toyota in El Monte, the world's largest Toyota dealership, auctioned a limited edition 2023 Toyota GR Corolla MORIZO for charity, holding the special distinction of badge no. 001 of 200, as designated by Toyota. The week-long online auction began on Oct. 18 and concluded on Oct. 25 with a winning bid of $98,500. Additional contributions from Longo Toyota and Toyota brought the total charitable donation amount to $150,000 which will benefit El Monte City School District, El Monte Union High School District and Vision To Learn, a nonprofit organization that provides vision screenings, eye exams and glasses at no charge to students from low-income communities throughout the U.S.

At a special meet and greet event on Oct. 28, Longo Toyota presented the vehicle to the winning bidder and local resident, Edison Wang. Special guests from Toyota's GAZOO Racing Engineering Division in Japan, the team who helped develop the GR Corolla, were in attendance to personally congratulate the lucky winner, including Naoyuki Sakomoto, GR Corolla Chief Engineer. Additionally, representatives from the El Monte Schools and Vision To Learn were present to graciously accept the charitable donation.

"The results of this auction have exceeded our expectations, and connecting with the automotive community around the GR Corolla MORIZO edition has been an incredible experience," said Doug Eroh, president and general manager of Longo Toyota. "We are thrilled that our substantial donation will provide valuable support to El Monte Schools and Vision To Learn, helping further their mission of supporting local students."

El Monte City School District plans to use the funds to help create STEAM (Science, Technology, Engineering, Art & Math) labs and makerspaces at each of the district's schools. El Monte Union High School District will utilize a portion of the proceeds towards a transportation career technical education program that gives students hands-on automotive industry experience. Additional proceeds will go towards supporting local efforts from Vision To Learn to serve students in need in East Los Angeles County.

To learn more about the auction and the GR Corolla MORIZO Edition and the auction, visit www.longotoyota.com/morizo-auction.html