



WWW.TOYOTACARLSBAD.COM



Date

Dear Customer,

The picture to the right shows a pensive Lou Jones, founder of Toyota Carlsbad, observing the progress of Toyota Carlsbad as it was being built in 1977. We have speculated as to what was going through his mind at that moment - "Will I be able to pull off this endeavor? Am I crazy for taking this leap?" For those who have been around long enough to have known Lou personally, most believe he was thinking about how he would serve and make a difference for customers just like you.



To be honest, using the word customer feels a little strange to us since you have always felt more like family. Lou's goal when he started Toyota Carlsbad was not to be number one in profitability. It was to be number one with his customers by taking great care of them. Treating people fairly and operating with integrity were paramount for Lou and his legacy carries on 50 years later in our culture, mission, values, and service.

That's right, February marked the 50th anniversary of Toyota Carlsbad's founding in 1972! This is a milestone that we are very proud of. We believe this longevity is a testament to honoring Lou's commitment to putting the customer first no matter what it takes.

The last two years have been strange and the automotive industry has not been immune to the challenges and changes. Many industries globally have experienced supply chain bottlenecks causing rising prices and delays in shipping. Due to the greater demand for new and used Toyotas than available inventory, prices have climbed as well at Toyota Carlsbad. But we are holding firm to our fair pricing policy because we do not want to take unfair advantage of our customers.

Our fair pricing policy eliminates using addendum stickers reflecting a "market adjustment" that "justifies" an automotive agency selling above MSRP due to high demand for its products. Of course, MSRP may not be the final price of a new vehicle if the consumer requests added options. However, even those options, if selected, will be priced at Toyota Carlsbad according to accessory manufacturer guidelines.

While the inventory of available vehicles on the ground at the dealership may be low, we have many new vehicles arriving daily. In fact, many customers have expressed to us their delight in being able to pick out the exact vehicle that they want, wait in eager anticipation for its arrival, and come in to pick up their vehicle and sign paperwork in a streamlined and easy process.

The current market conditions have also created a unique opportunity for you to trade in your vehicle and receive top dollar. You might be surprised at how much your current vehicle is worth. We would love to assist you in determining the value of your vehicle and purchasing it from you whether or not you make a purchase from us.

If we can assist you with a new vehicle, pre-owned vehicle, or purchasing your current vehicle, it would be our honor and pleasure to do so. Please visit our website at [ToyotaCarlsbad.com](http://ToyotaCarlsbad.com) or call us at (760) 438-2000 so we can assist you.

Thank you for allowing me to share my heart with you. It has been an honor to serve in Lou's stead since his passing in 1996. I believe our adherence to fair pricing honors his memory and continues to show our care for our customers. We are as excited today as we were 50 years ago to deliver on the promise of being the relaxed and friendly place to meet all of your automotive needs. I want to thank all of you for your support for our organization through the years. We are grateful for you!

Sincerely,

Judith A. Jones-Cone  
President

#### CORPORATE OFFICES

6030 Avenida Encinas, Suite 200  
Carlsbad, CA 92011  
(760) 438-2000

#### NEW CAR SALES

5424 Paseo Del Norte  
Carlsbad, CA 92008  
(760) 496-2501

#### USED CAR SALES

5124 Paseo Del Norte  
Carlsbad, CA 92008  
(760) 496-2501

#### SERVICE CENTER

6020 Avenida Encinas  
Carlsbad, CA 92011  
(760) 496-2511

#### COLLISION CENTER

6030 Avenida Encinas  
Carlsbad, CA 92011  
(760) 438-6889