

Toyota Recall Affects Local Market

Customer Service is the key to Toyota's success, even now

West Burlington, Iowa – Deery Brothers' General Manager, Terry Mertens, faced difficult news this week as eight Toyota models were recalled. Does that mean Toyotas are not as reliable as everyone – including all auto experts – say they are? Most manufacturers face recalls. Most are not advertised. Most are safety recalls that involve only a few products. A recall is made because it is in the best interest of public safety. Auto manufacturers face recalls, too. Most good automakers recover from quick and timely recalls if they get the right information out to people and get the repairs made.

"You may remember some of the most recognizable recalls in the industry involved Ford and their Firestone tire issues," says Mertens.

"Corrections were made and they are now on an upswing. Audi also had accelerator issues and has recovered nicely." Manufacturers purchase a lot of their vehicles' parts through vendors. Even though every part is carefully evaluated before using any part, from time to time, vendor's parts fail.

"Fixing the problem quickly is the key," says Mertens. "Toyota has faced recalls before, and has always been able to correct the problem quickly."

The most recent Toyota recall in 2008 concerned the Toyota Camry and its automatic transmission. Problems were corrected and the Camry continues to be the best selling car in the U.S. Corolla has faced recalls over the years and has maintained

its status as the number one selling car in the world.

Recently, Toyota products were tested by one of the most popular consumer reporting agencies, and has been ranked first and third in the world in reliability.

"When you sell reliable vehicles such as Toyota offers, recalls are understandable. In fact 80% of Toyota cars that are 15 years old and newer are still on the roads," says Mertens.

Toyota Motor Company will discontinue production until they have a suitable fix for this problem.

"We will stand behind every decision they make because as a dealership, we have unquestioned trust in their judgment of public awareness when something like this happens," says Mertens.

Deery Brothers Remains Leader During Recall

West Burlington, Iowa – Although production on recalled Toyotas is scheduled to be suspended at the beginning of February, a lot of dealers have an abundance of vehicles that are unaffected by this recall.

"I plan on making a really big splash with these units, by being very aggressive with the pricing," says Mertens. "These Toyotas include Yaris, Prius, Venza, Tacoma, Rav4 and Sienna models, and all of these are unaffected by the recall. Customers have spoken through their purchase choices about the popularity of these models, making Toyota the leader in the automobile business."

"I'm confident, people will find this to be a quick fix, and Toyota will remain in a leadership role. For the immediate future, I will be selling the unaffected vehicles aggressively and let people have a better than usual price break," says Mertens.

"Business has to go on, and

when things like this happen, I think the customer should win. At Deery Brothers that's what we plan to do."

Focusing on outstanding customer service is the reason Deery Brothers has its percentage of sales customers returning for service among the highest in the country – out of over 1,300 franchised Toyota dealers.

"As these vehicles start to come into our service department to be inspected, people can be comforted by the fact that Deery Brothers has an outstanding reputation in servicing their vehicles. The number of people that return for our service experience is unbelievable."

"My message," says Mertens, "is call us, come in or visit the website. You know Deery Brothers is here for you."

For more of the most up to date information please visit Deery Brothers website at <http://www.deerybrothers.com/>.



Southeast Iowa's Largest Toyota Dealership – Deery Brothers Toyota

Vehicles Unaffected by Recall

The following vehicles are not affected by the recent recall and have been deeply discounted at Deery Toyota.

These, along with any Toyota built in Japan including many of the recalled models, are not affected and may be available at incredible discounts during this time. Check with the dealership for details.

- Venza
- Prius
- Tacoma
- Rav4
- Sienna
- Yaris
- 2009 Highlander

MANY VEHICLES HAVE NOT BEEN AFFECTED

BY THE RECENT TOYOTA RECALL

WE ARE OFFERING OUR UNAFFECTED VEHICLES AND JAPAN BUILT TOYOTAS AT

DEEPLY DISCOUNTED PRICES

0%

FINANCING AVAILABLE
ON SELECT NEW 2010 MODELS*

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Auto Discount Center

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*Offers expire Feb. 1, 2010. With approved credit. 0% for 36 mo. on new Siennas, 0% for 60 mos. on new Yaris.