

March 23, 2010

Elsie MacMillan
Sierra Toyota
2596 Fry Boulevard
Sierra Vista, AZ 85635

Dear Elsie,

It's with great pride that I congratulate you on earning one of Toyota's most prestigious honors—the 2009 President's Award.

Only the finest Toyota dealerships receive this coveted award, those that consistently provide excellence in all facets of the business. In reaching the high standards of the President's Award, you and your team have demonstrated your commitment to Toyota and our principle of continuous improvement.

As we face today's challenges, it is more important than ever that our customer experience embody the Toyota ideal of "no best, only better." This is key to building customer loyalty and ensuring our continued success.

Congratulations again, on all that you have accomplished. We all know that 2010 will be challenging, but achieving success together, during these tumultuous times, will be even more gratifying. Your efforts are greatly appreciated.

Regards,



Jim Lentz
President & Chief Operating Officer
Toyota Motor Sales, U.S.A., Inc.

