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**Speaking notes: Stephen Beatty
Welland Toyota Grand Opening**

Date: June 17, 2011

Hello everyone.

Tonight I would like to do two things: I'd like to congratulate George Farlow and his team on the grand opening of this new, state of the art facility. But before I do that, I want to take just a moment to thank everyone who has joined in the outpouring of support

for Japan following the recent earthquake and tsunami.

It has meant a lot to the Japanese people and everyone who works with Japan to see the expressions of concern and support that have come from Canada and around the world. This was a great tragedy that has affected the lives of countless people, but it has also been an inspiration to see the resolve and determination that the Japanese people have brought to the rebuilding process and the speed with which that has happened. And your support has contributed greatly.

But the impact of the earthquake and recovery was not limited to Japan. Just yesterday, Toyota announced that our manufacturing here in North America is ramping up far more quickly than anyone could have predicted. We have already resumed 100% production of 8 of our 12 North American models and the rest will be back in full swing by the end of summer.

That's good news for the thousands of Canadians who work at our manufacturing operations and related parts suppliers, and it offers a big boost for our economy even as it signals recovery in Japan.

So thank you again for your contributions and outpouring of concern and support – it sends a terrific message of hope when people can join hands around the world.

Impacts on the local economy, building for the future, ensuring jobs, and contributing to the greater good of the community are central themes for this evening. Certainly all of those words help describe what George Farlow has accomplished here at Welland Toyota. George has made a significant commitment here, hiring several new team members and investing 4-point-4-million dollars in this new facility.

Welland Toyota features advanced systems that put this dealership on track to achieving Gold Certification in the LEED® green building rating system – one of the most rigorous measures of a building’s environmental performance.

Building to LEED® standard is a sign that George is mindful of the environmental footprint of this business... is setting a friendly challenge for others in the community... and is truly committed to the future.

That future will see a rapid evolution of automotive technology. To help celebrate the Grand Opening we brought a little glimpse of the future with us tonight. I hope you will have a chance to take a look.

It is an early version of the Prius plug-in hybrid that will be coming to North America in 2012. It has an all-electric range of about 21 kilometres, after which it runs as a full gasoline/electric hybrid. And it, along with other members of our expanded Prius family of vehicles, will arrive at Welland Toyota and other Canadian Toyota dealerships over the next couple of years.

So if you are a Toyota dealer, being committed to the future is a really good thing... Earlier this week we received an email from a customer who had just made the decision to part company with the Toyota

car that he had owned and loved for the past 26 years.

This was a daily driver that had served him reliably through more than a quarter of a century. Think about that. Not long ago employers would give you an engraved watch for 25 years of loyal service.

You can imagine how many life experiences this gentleman had lived over that time, and how bittersweet it was for him to be looking for a replacement vehicle. He wrote about that car in his email and advised that he had decided to replace it with a Canadian-made, Toyota Matrix.

I believe that he will enjoy many years of reliable service from that car and that it will come to be as important to him as the one he gave up.

But how does that relate to the Grand Opening of Welland Toyota?

It is unusual for someone to own and operate a single vehicle for 26 years, but it is not at all uncommon for a Toyota product to give long years of good service to multiple owners. In fact over 80 per cent of the Toyotas we have sold over the past 20 years are still on the road today.

For someone to live with a vehicle for 5 or 10 or 20 or even 26 years in this case and then replace it with another vehicle from the same brand requires two things. First, the vehicle has to be built to last and it needs to be comfortable, safe and efficient. But the second most important thing is the relationship that the vehicle owner has with his or her local dealership. Good advice, fair prices, staff, and facilities that are welcoming, and a commitment to fixing things right the first time are qualities that keep customers coming back – but hopefully a little more often than every 26 years.

These are values we believe in at Toyota. They are what we look for in our dealers. And they are the values that you **know** George and his team here at Welland Toyota deliver each and every day.

Canadians have made Toyota a success story by buying our vehicles, by supporting our dealerships and ultimately by joining the Toyota team and building some of the highest quality vehicles in the world. For our part, we are attempting to share that success by reinvesting in Canada, by contributing to social causes and by staying committed to our core principle of continuous improvement.

And tonight we're celebrating George and his team for their contributions:

- For building a facility that the community can be proud of and that treads lightly on the environment.
- For adding new jobs.
- For contributions to a host of community organizations and causes including the cancer wing at the Welland County General Hospital; local veterans; local soccer and hockey teams; and the Canal Days Marine Heritage Festival, among others. And for the exceptional customer service that everyone here at Welland Toyota is committed to.

George, on behalf of everyone at Toyota Canada, thank you. We are proud of what you have accomplished and wish you and your team the best of luck for success each and every day. And to you, Pat, Neil, and the entire Welland Toyota Team enjoy this evening. It is a tremendous celebration but I am sure that there will be many more and better in the years to come.

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