



# HUNTSVILLE TOYOTA

By Purdy Mobility

- As part of its new business strategy, Purdy Motor Group has re-branded itself under the umbrella of Purdy Mobility for all US operations. The new corporate vision in each dealership includes future growth and supports the company's focus on innovation and mobility.
- The strategy behind the initiative is to build on the strong culture and 61-year history of the parent organization, headquartered in Costa Rica, intertwined with the energy and spirit of the future being built in the United States, specifically Texas.
- Purdy Mobility currently operates 3 stores including Bryan College Station Toyota, South Toyota (Dallas, TX), and Huntsville Toyota.
- Huntsville Toyota opened its doors to the public on February 18<sup>th</sup>, 2019, the dealership moved from the neighbor town Madisonville in which operated since 2006.
- Huntsville Toyota is currently the home for over 60 team members.
- Over 27,000 sq. foot of climate-controlled, state of the art facility.
- Inventory of over 300 vehicles, both new and used.
- Toyota genuine parts for retail and wholesale customers.
- Huntsville Toyota offers Express Store option in which customer can view live inventory and follow through with purchase directly from the store's website, [HuntsvilleToyotaPM.com](http://HuntsvilleToyotaPM.com)

*" A promise of something different. We exhibit this promise through our actions - we enjoy making people smile and making work fun, we care for our guests and the communities we operate in, and we take responsibility for our actions. Simply put...we provide our guests with a unique experience built around their needs"*

## **About Purdy Motor Group (PMG)**

Purdy Motor is a business group dedicated to the automotive industry and the value-added services that complement them. Purdy Motor was founded on January 7, 1957 and is the fourth oldest distributor of Toyota in the world; in Costa Rica PMG sells the following brands: Toyota, Lexus and Hino. Since its inception, the organization has focused on implementing innovative and technological processes within its services. It is the only Costa Rican company with a GUINNESS WORLD RECORDS™ and is the only certified automotive company with the country branded Essential Costa Rica. Additionally, it was the first Carbon Neutral certified car company in Latin America and the only Carbon Neutral company in Costa Rica with its own sump.