

# LIPTON TOYOTA KNOWS HOW TO HELP FORT LAUDERDALE GET INTO THE SWIM OF THINGS.

**LIPTON TOYOTA**  
has received the Toyota President's Award  
for the 5th year. The award is given for excellence  
in all aspects of dealership operations.

No one can argue about Lipton Toyota's ability to make a splash in Fort Lauderdale, Fla. As the premier sponsor of the 2007 YMCA National Short Course Swimming and Diving Championships, the dealership and Toyota helped bring some 1,600 swimmers to town. The ripple effect was a \$3 million boost to the local economy.

Steve Jensen, President of Lipton Toyota and a longtime supporter of the local YMCA, is proud of the dealership's participation. More than 3,500 people attend the annual championships, featuring some 200 teams competing in 42 events in the largest youth swimming national competition in the United States.

"The YMCA provides great opportunities for young people. This competition gives athletes a chance to showcase their hard work and talent," says Jensen. "More than 40 former Olympians began their swimming training at a YMCA facility."

It took an estimated 100 volunteers to coordinate efforts at the Fort Lauderdale Aquatic Complex in April. "The YMCA is honored to be able to partner with Toyota to make this possible," says Mike Eubank, Program Director, National Competitive Sports Events at YMCA of the USA. "Events like this help us fulfill our mission to build a healthy spirit, mind and body for all."



Will Traseo

*Lipton Toyota President Steve Jensen (left) sponsors the YMCA National Short Course Swimming and Diving Championships for participants like (from left) Sean Spire, Erika Parraga, Bogdan Cioanta, Dana Mayeron, Ryan Smith, Neto Miller and Jakob Muller and Program Director Mike Eubank.*

 **TOYOTA**  
moving forward

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