

March 25, 2014

James R. Smart, Allen Foster
Smart Toyota
5901 Odana Road
Madison, WI 53719

Dear J. R. and Allen,

On behalf of Toyota Motor Sales, it is my distinct pleasure to congratulate you and your team for earning one of Toyota's most coveted accolades – the 2013 President's Award.

Your dedication to operational excellence and exceptional customer care has earned your dealership this distinguished honor and set the standard for your fellow Toyota dealers. Your ability to respond to our customers' needs does more than contribute to today's success – it fosters the customer loyalty that creates an even brighter tomorrow.

I am very excited about the road ahead. With another year of new fun-to-drive, safety enhanced and environmentally advanced vehicles, and dedicated dealers like you, we truly can "Go Places."

Regards,



Kazuo Ohara
President and Chief Executive Officer
Toyota Motor Sales, U.S.A., Inc.

