



***NEWS FROM:***  
**Council Member Larry E. Reid, District 7**

**FOR IMMEDIATE RELEASE**  
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**Dealer Breaks Ground for New Toyota Dealership Facility in Oakland**  
***200,000-square-foot Dealership on Oakport Street to Open by December 2008***

OAKLAND, Calif. (November 30, 2007) – Representatives of Superior Automotive Group and Toyota Motor Sales, USA, Inc. will celebrate the start of construction on Oakland’s newest automobile dealership with a ceremony at 1:00 p.m. on Thursday, December 6, 2007. Known as Toyota of Oakland and Scion of Oakland, the 200,000 square-foot-dealership will be built on 6.4 acres of land on Oakport Street, directly across from Hegenberger Gateway Shopping Center. With a dramatic three-story display tower facing Interstate 880, the project is slated for completion by December 2008.

The state-of-the-art facility will feature 50 interior service bays, an on-site restaurant, a comfortable waiting area with flat screen televisions and a children’s play area. In addition to the extraordinary service that has become a trademark of Superior Automotive Group, Toyota of Oakland will feature complimentary airport shuttle service and extended service hours. The dealership is striving for LEED certification by implementing unique design features to lower energy consumption and be more environmentally friendly. LEED, the Leadership in Energy and Environmental Design Green Building Rating System™, is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings.

“We are proud that Toyota of Oakland is striving to be the first LEED-certified Toyota dealership in Northern California,” said Tom Devany, San Francisco Region General Manager, Toyota Motor Sales, USA, Inc. “Toyota of Oakland’s green building choice complements Toyota Motor Corporation’s Earth Charter of voluntary action, growth in harmony with the environment, pursuit of environmental technologies and working in cooperation with society.”

“Oakland’s Oakport site will provide an exceptional location to grow both our retail and service sectors,” said Mike Kahn, President and CEO of Superior Automotive Group. “Working with our partners at Toyota Motor Sales, USA, Inc. the Port of Oakland and the City of Oakland, we have planned a dramatic facility that complements the growth in the Coliseum area.”

When completed in December 2008, the \$25 million project will provide work for 110 full time employees.

(more)

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Attracted by the site's central location and superb freeway visibility, Superior Automotive Group will enjoy significant State tax credits offered to businesses located in Oakland's Enterprise Zone. These tax credits lower a company's State tax liability by offsetting a portion of a qualified employee's salary as well as a portion of sales and use tax paid.

"Toyota of Oakland will add a great deal of visibility and sales to the Hegenberger corridor," said Oakland City Councilmember Larry Reid. Reid represents District 7 which includes the Oakport site. "Superior Automotive Group's development demonstrates the desirability of 'Coliseum Auto Mile.' With great freeway visibility, easy access from the freeway and the Enterprise Zone tax credits, this site offered a great package for the developer."

This groundbreaking marks the third automobile dealership to locate in what some have dubbed the "Coliseum Auto Mile." Coliseum Lexus opened in 2002 followed by Infiniti of Oakland. In addition to auto retail, the Coliseum area has also seen tremendous growth with the opening of the \$45 million Hegenberger Gateway Shopping Center anchored by WalMart and the construction of a new 174-room, full-service Holiday Inn on Hegenberger Road. Future retail development in the area includes a 162,000-square-foot retail center on the old Home Base site on Hegenberger Road at Collins Avenue. Developer Diversified Investment and Management Corporation expects construction to be completed by November 2009. The retail sector remains one of the critical segments in Oakland's business attraction and retention activities.

This private investment has been spurred in part by public infrastructure investment in the area including the \$4.1 million Coliseum Transit Hub streetscape project, the \$4 million Doolittle Drive and Airport Access Road streetscape improvements and the Hegenberger East streetscape enhancement.

Additional development activity in the area includes the \$300-million terminal improvement project at the Oakland International Airport and the new Johnny Miller-designed Metropolitan Links Golf Course.

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