

LONGO TOYOTA:

Giving full customer satisfaction for 42 years



Butch Gabutina Cesar Macalino Mel Castelo Raymond Perez

THERE is no doubt that if one would like to purchase the car which is a good fit for his or her needs and lifestyle, he or she could easily go to any car dealership in the California area where there are several car dealerships to choose from. Some of which have existed for a few years, others 10 or 20 years, all of which claim that they have the best deals for you. However, if you are looking for a car which is a PERFECT fit for your needs and lifestyle, the best place to go to is Longo Toyota, a Penske Company, located at 3534 North Peck Road, El Monte, CA.

As the no. 1 Toyota dealer in the US for 42 consecutive years from 1966-2007 based on TMS total new retail vehicle sales, Longo Toyota needs no further proof to show that they are your best option when you are in search of the perfect car. After all, they do not say "Why go anywhere else?" on their website for nothing; there are several good reasons behind it. And having a rating of AA under the Better Business Bureau (BBB) doesn't hurt either.

Longo Toyota, as an affiliate of Penske Motor Group, is all about commitment and great customer satisfaction. What's more, the Longo Toyota staff boasts of a remarkable sales team composed of talented and highly skilled Filipinos namely Mel Castelo, Butch Gabutina, Raymond Perez and Cesar Macalino—all of whom are always ready to commit and wholly serve their customers for their automotive needs. These three guys never falter in making sure their customers get the service they are entitled to, especially their kababayans of course. It is no wonder a record number of Filipino residents in California have visited Longo Toyota for their car needs, including service, parts and repairs.

Longo Toyota also offers several amenities to assure every customer's car-buying experience is a pleasant one including a business center, wireless internet access,

courtesy shuttle (within 15 miles for service guests, excluding Sundays) and an Automobile Club of Southern California (AAA) office located in their showroom, open 9am to 9pm for insurance services.

Currently, Longo Toyota's inventory of Toyota vehicles with over 25 mpg EPA rating is the largest in the USA and also has the largest scion inventory. They have the latest and most sought-after Toyota models including Avalon, Camry, Camry Hybrid, Camry Solara, Corolla, Highlander Hybrid, Matrix, Prius, RAV4 and Yaris. Longo Toyota also knows the value of your hard-earned money and offers a Value Zone where fully functional used vehicles under \$10,000 are available. Also, a 0% financing on approved Tier 1, 2 and 3 credit with Toyota Financial Services are available for 11 different new Toyota models.

So if you want to take the first step in buying a car just right for you, look no further than Longo Toyota. Visit their office at 3534 North Peck Road, El Monte, CA; their Sales office is open Sundays, from 830am-9pm; Saturdays, from 8am-10pm; and Mondays thru Fridays, from 8am-10pm. You may also call them at 800-745-4291 or log on to www.longotoyota.com for more information.

(Advertising Supplement)



Robertson Honda makes quality service a must

IF there's a saving grace from the economic crisis, it is the fact that it has made us wiser with how we spend, save or invest our money. It has motivated us to have our priorities straightened once and for all so we could achieve the goals we want for ourselves and our loved ones and be financially secure—economic crisis or not. When it comes to products and services, we always aim for a name we could rely on to give us the quality we deserve. And as for quality automotive services, you can get exactly that at Robertson Honda, where quality service is a must as customers are always valued and provided with the best service all the time. Receiving the 2007 and 2008 Council of Excellence (COE) Award for their strong commitment to a rewarding relationship with Honda Financial Services (HFS) and as the No. 1 Filipino Honda Dealership in the San Fernando Valley are further proof of their commitment to serve their customers with unparalleled excellence.

The Robertson Honda team—composed of Danny Reyes, General Sales Manager; Mike Reyes, Desk Manager; and a Filipino Fleet Department—are always committed to give the highest quality of financial services to their customers.

Danny Reyes, the person behind the 10-people-strong Filipino Department, is faithful in giving the lowest possible monthly payments while making sure that the buyers get the Honda that they want and need. He also helped in establishing a strong foundation of Filipinos from various islands of the Philippines who are willing to serve every person that comes in. So whether you are Visayan, Bicolano, Kapampangan and so on—chances are, they speak your native tongue.

The Filipino fleet has definitely set a high standard when it comes to the car dealership business as more and more Filipinos in the San Fernando Valley area trust Robertson Honda over the others.

And getting to drive home your dream vehicle does not mean Robertson Honda is done with you as their service continues and continues. They have several programs that reach out to the community's needs, one of which is the Newly Graduate Program, which can help rebuild your credit by giving you a car even if you have a bankruptcy or repossession at a very minimal downpayment.

Meanwhile, Robertson Honda's Parts and Service Department headed by Joe DeRobertis is responsible for servicing your Honda vehicles and maintaining them at tiptop condition. Here you can relax and mingle with kababayans while sitting in their waiting area where coffee is complimentary, snacks and reading materials are within reach and a state-of-the-art plasma TV with hundreds of channels to choose from can kill your boredom before it even starts.

So let Robertson Honda provide you with its quality service and make the "Number One Filipino Honda Store" for 40 years your choice. Visit Robertson Honda at 5841 Lankershim Blvd. in North Hollywood, and experience quality service that will exceed your expectations. For inquiries, please call 1-800-813-3467 or log on to www.robertsonhonda.com.

(Advertising Supplement)



Mike Reyes, Filipino Desk Manager



DOWNTOWN LA MOTORS MERCEDES BENZ

The brand you desire from the dealer you trust

THE three-pointed star of the Mercedes Benz cars represents much more than an automobile company. Mercedes Benz is a lifestyle—an experience that rises above the road and raises expectations. It is the very symbol of leadership, quality, and luxury the world recognizes.

As the inventor of the first automobile, Mercedes Benz has a time-honored legacy unlike any other. Knowing this, the brand's devotion to excellence in design and performance has made a natural pursuit of advancing the areas of fashion, sport, and of course, preserving the art of the automobile.

With forty years of business experience, Downtown LA Motors boasts its knowledge in the automobile industry and in providing the most sought after Mercedes Benz cars. This is the very reason

Located at 1801 Figueroa St. Los Angeles CA 90015, DTLA Motors Mercedes Benz is at the center of the Los Angeles district. It is home to the infamous Mercedes Benz C Class, E Class and ML—the economical but prestigious Mercedes Benz cars that Filipinos love to drive.

The C Class is in a different league in terms of looks, driving dynamics and quality to the old one, it looks sensational as an estate too. It is well damped, well controlled, well sorted. The C-class is one of the best medium-sized executive chariots you can buy.



language.

The ML maintains its dominant position as the consumer 4x4 of choice because of these forward-looking powertrains' outstanding features.

Roberto Tavera, Mon Hernandez and Don Dolor take pride in being the best in their field. They have maintained the trusted reliability of Downtown LA Motors. By treating every customer with honesty and vast knowledge in the car industry, these kababayans can surely offer customers with irresistible deals and advice that gives great value to money. Perfect satisfaction ratings are what they receive from their customers.

Rising above a highly competitive car market, DTLA is the first and last place you will need to shop for a new or used Mercedes Benz. The people behind this successful car dealership are dedicated to exceeding the expectations of each customer that walks through the dealership's door. DTLA Motors staff is proud to serve the communities of Beverly Hills, Carson, Santa Monica, & Pasadena.

DTLA Motors has access to a lot of programs that can help first time buyers, people with less than perfect credit with their easy financing options. Opting for a used car especially in this tight budget economy? Well end your search and go with Downtown LA Motors and save thousands. With a huge selection of low-priced, high-quality vehicles, it is possible for you to locate a used car that suits your taste.

Ready to park a Mercedes Benz in your garage? Call 1-800-682-8568 and discover different affordable options on how you can acquire one. For more information you may also visit www.mbzla.com.

(Advertising Supplement)



AUDI DOWNTOWN LA FILIPINO FLEET DEPARTMENT. (from left) ROBERTO TAVERA/Fleet Manager (818) 434-5841, MON HERNANDEZ/Fleet Manager (310) 500-9356 and DON DOLOR/Fleet Manager (818) 458-3360.

why Downtown LA Motor's is withholding its status as a reliable provider of world-class car-buying experience no matter what brand is encountered.

The E-Class Estate joins the thoroughly revised sedan and coupe variants of Mercedes Benz. In fact, Mercedes-Benz is positioning the E-Class as nothing less than "the world's best business saloon." It delivers on this promise with a dynamic, new design



IN REUNION THERE IS STRENGTH.

In our continuing efforts to serve the Fil-Am Community, Asian Journal will be featuring profiles of Filipino-American associations here in the United States.



Please submit a brief background of your association, a list of current officers and your contact information for the benefit of our readers who may want to get in touch with you.

FAX. (213) 481-0854 • Email. pr@asianjournalinc.com