

Big Two Toyota celebrates 50 years in business



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Big Two Toyota of Chandler, located at 1250 S. Gilbert Road, recently celebrated its 50th anniversary. Originally founded in 1967, the Toyota dealership is known for its unique amenities such as its barbershop and salon services, as well as its community giving. Big Two Toyota is also ranked among the top 60 Toyota dealerships nationwide in terms of new vehicle sales volume.

Founded by Lon E. Hoeye, Big Two Toyota was originally located on Main Street in Mesa and then moved in 1974 to Alma School and Broadway. During this time, Lon's son, Chris Hoeye began training under the watchful eye of his father and today runs the family-owned organization.

In 2007, the dealership continued expanding and relocated to its current 125,000-square-foot site where a new state-of-the-art facility was built focused on guest services and convenience. Recognizing the fast-paced, multi-tasking environment we live in, Big Two Toyota offers unique guest services that go beyond the ordinary. Among service bays and Camrys, there is a full-service nail salon, a barbershop with shoe shines, and a massage salon that enable guests to pamper themselves while their vehicles are being serviced. The facility also offers a business center, and Café 1250 serves gourmet sandwiches and salads. For children, Big Two Toyota provides a pirate ship play area, and arcade and video game room. These offerings have had a significant impact on the growth of the dealership since their relocation 10 years ago.

"We're proud to celebrate this milestone and wouldn't be here today without this great community, as well as our dedicated employees being committed to ensuring our customers have the best experiences," said Wally Henkel, Big Two Toyota General Manager. "Thirty-nine of our employees have worked here for a least 10 years and we're so thankful our hard-working staff continues to always go above and beyond."

The dealership is also committed to local causes and giving back to the community it serves. This includes supporting the Lon E. Hoeye ICAN Youth Center in Chandler which is named in memory of Chris' father. The site serves more than 250 youth daily and helps at risk youth become productive members of the community. In addition to ICAN, Big Two Toyota is one of the largest contributors to the ALS Association of Arizona with more than half a million dollars raised to date. Other organizations supported include Boys and Girls Club, local high schools, Susan G. Komen Breast Cancer Foundation, Chandler Education Foundation and many more.

Big Two Toyota continues to be one of the most awarded Toyota dealerships in the region having earned multiple industry accolades including Board of Governors awards for sales volume, President's Awards, multiple Customer First Advisory Board awards, Regional Elite Eight awards and consistently taking home the Service, Parts and Customer Satisfaction Excellence awards. For more information on Big Two Toyota, please visit www.bigtwotoyota.com.



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