

TOYOTA LEADERS

PHILADELPHIA FINDS A GOOD NEIGHBOR IN MAX PAUL

Max Paul is a familiar face in the Philadelphia neighborhood where he works.

Central City Toyota, where Max is president, is in the same location where his grandfather owned a wagon repair shop 67 years ago. The surroundings may have changed, but the spirit of kinship in the community endures.

Max has come to the aid of a modern-day neighbor, the Ronald McDonald House, a home-away-from-home for families whose children are being treated in area hospitals.

In addition to serving on the board of directors, Max has given the organization a van to be used for running errands and transporting families. "The van is one of the ways the Ronald McDonald House can offer support to these families so they may focus their attention on their children," he explains.

Max doesn't limit his charitable work to the immediate neighborhood. A board member of the Better Business Bureau, he also supports the Zoological Society of Philadelphia, Anti-Defamation League, National Museum of American Jewish History, Children's Hospital of Philadelphia and Magee Rehabilitation Hospital.

"The maxim I try to live by is simple," says Max. "I believe it's the obligation of those who are fortunate in life to support those who are less fortunate."

Max's grandfather opened Paul Brothers Body Shop in 1932. Central City Toyota was founded 37 years later when a portion of the body shop was converted to a showroom.

In spite of continuous growth, the dealership has never lost sight of its purpose—to meet the specific needs of each customer. As a matter of fact, Central City Toyota recently won the Toyota Touch President's Award, a



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symbol of the highest achievement in customer satisfaction.

Max and wife Sandra enjoy time with their three children, daughters Nicole, 25, and Danielle, 23, and son Brad, 18.

When it comes to being a good neighbor, Max Paul has a corner on the market in Philadelphia.

"I love what you do for me."



TOYOTA