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Press Release

Source: Surfrider Foundation

Beat Back Gas Prices While Protecting Our Beaches

Thursday June 8, 9:21 pm ET

Bid on Toyota's New Highlander Hybrid and Support the Surfrider Foundation

SAN CLEMENTE, Calif., June 8 /PRNewswire/ -- In support of International Surfing Day, Toyota Motor Sales USA is donating a new 2006 Highlander Hybrid for auction, with 100 percent of all proceeds benefiting the Surfrider Foundation. The auction will be held on eBay, beginning June 19th and running through June 29th.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060608/LATH104>)

Source: Surfrider Foundation



- Bid for a chance to win this 2006 Toyota Highlander Hybrid!
- [Click Here to Download Image](#)

The 2006 Highlander Hybrid is the world's first seven-passenger hybrid Sports Utility Vehicle (SUV). Featuring Toyota's award winning Hybrid Synergy Drive with a 3.3-liter V6 gas engine and a powerful electric motor, the Highlander Hybrid produces 80 percent fewer smog-forming emissions than conventionally powered SUVs.

The auction vehicle features a JBL premium sound system, 17" alloy wheels, driver/front passenger airbags, power moonroof, roof rack and fog lamps. To truly get in the spirit, the auction vehicle also features a complete Billabong / Donavon Frankenreiter package, including a Billabong "Solution" wetsuit, a Billabong clothing package, a Surf

Prescriptions surfboard shaped by "Doc" Lausch and signed by Donavon Frankenreiter, a signed copy of Donavon's new release "Move By Yourself," and after-show party passes to a Donavon Show.

To find out more about the auction, preview the vehicle and pre-qualify to bid, go to <http://members.ebay.com/ws/eBayISAPI.dll?ViewUserPage&userid=surfridernational>

"This truly is a win-win situation," says Matt McClain, Surfrider Foundation Director of Communications. "With gas prices going well over \$3.00 a gallon in some areas of the country, making the winning bid on this vehicle is a great personal investment as well as an incredibly generous investment towards our waves and beaches."

The auction is being held as part of this year's International Surfing Day. This world-wide celebration of the sport of surfing serves as an opportunity for surf enthusiasts everywhere to go out, get waves and then give something back. As part of the event, Surfrider Foundation chapters across the world will be hosting official International Surfing Day beach clean-ups to help protect our beaches and raise awareness of our coastal environments.

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Surfing Magazine's International Surfing Day is presented by Billabong and supported by Toyota Hybrid Synergy Drive, Kustom, Von Zipper and the Surfrider Foundation. For more information, log on to www.surfingthemag.com.

About Surfing Magazine

Founded in 1964, SURFING Magazine is the global leader in coverage of progressive, international and competitive surfing. As the official magazine of the National Scholastic Surfing Association, The Eastern Surfing Association, and the Triple Crown of Surfing, SURFING is uniquely positioned as the leader in high performance surfing. SURFING'S unique properties include International Surfing Day, Shaper of the Year, Super Trip, Camp Hobgood, and the Golden Flame Awards. SURFING publishes 12 issues per year as well as the annual Posterbook.

About Toyota

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion in the United States, marketing products and services through a network of 1,422 Toyota, Lexus and Scion dealers in 49 states. Established in 1957, TMS and its subsidiaries also are involved in distribution logistics, motorsports, R&D and general aviation. The company's main Web site is www.toyota.com. Saatchi & Saatchi Los Angeles and Zenith Media USA are the agency partners for Toyota.

About Billabong

Billabong, established in 1973, is located in Irvine, CA and is known for being a leader in the action sports industries.

About Kompolt

Kompolt was retained to manage the auction. Kompolt is the highly regarded "go-to" online auction agency for creating successful, high value, and high profile promotional and charity auctions for top brand companies and nonprofits. For more information, go to www.kompolt.com

About Surfrider Foundation

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and preservation of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers, the Surfrider Foundation now maintains over 50,000 members and 63 chapters across the United States and Puerto Rico, with international affiliates in Australia, Europe, Japan and Brazil.

Source: Surfrider Foundation

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