



John Clayton

School House
1948–1952

College No.
5652

John Max William Rhuddlan Clayton

Early automotive industry innovator John Clayton always has been driven to succeed. After taking up a chance offer to travel to Britain in 1957, John found himself amid the burgeoning, post-war appetite for new appliances – quickly securing a role as a vacuum cleaner salesman selling door to door. “If you could sell vacuum cleaners door to door, you could sell anything.” Returning home after several years, John joined CablePrice Corporation in Wellington, before moving to Rotorua and running the branch. In 1970, John was appointed one of the first three dealer principals in New Zealand for Toyota motor vehicles. In 1988, John bought the Toyota part of the business in Rotorua. The growing business provided sales, parts, and service for Toyota cars and commercial vehicles. Understanding the importance of service, reliability, and value for money, it became one of the leading – and most successful – Toyota dealerships in New Zealand in terms of market share.



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