

Toyota Receives Hispanic Federation's Corporate Leadership Award in New York City

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NEW YORK, April 22, 2016 — Toyota Motor North America (TMNA)—the largest automaker in the world—received the “Hispanic Federation’s (HF) Corporate Leadership Award” for its continued support and unceasing efforts to empower the Latino community. Luis Rosero, director of Toyota’s Hispanic Business Strategy Group, accepted the award on behalf of the company during the Hispanic Federation’s 2016 Annual Gala, which took place on April 21 at the American Museum of Natural History in New York City.

“Toyota is honored to receive the Hispanic Federation’s Corporate Leadership Award—this a testament to our deep commitment to the Latino community, who has made Toyota the number one car company for Latinos for 12 consecutive years and counting,” said Luis Rosero, Director of Toyota’s Hispanic Business Strategy Group. “We look forward to our continued partnership with the Hispanic Federation and to keep uplifting and empowering the Hispanic community.”

Toyota and The Hispanic Federation share similar values and mission, making them strong partners advocating on behalf of the Hispanic community. The Federation was formed to address gaps in delivery of social services to the Latino population of the tri-state area. To further its commitment to HF’s mission, last night Toyota announced a three-year commitment in excess of \$300,000 to help the Hispanic Federation with long-range strategic planning to serve even more effectively the needs of the community in the coming years.

“We want to congratulate Toyota for this well-deserved recognition. We are honored to call Toyota our partners and friends—together we've made an indelible mark, and we look forward to continuing to uplift and empower the Hispanic community for many more years to come,” said José Calderón, president of the Hispanic Federation.