

Toyota Receives Corporate Partnership Award at the 2016 Latino M/WBE Awards Ceremony in New York City

February 03, 2016

Image not found or type unknown



NEW YORK, Feb. 3, 2016 — Toyota Motor North America (TMNA) obtains the “Corporate Partnership Award” at the 2016 Latino M/WBE Awards Ceremony in New York City. Luis Rosero, Director of Toyota’s Hispanic Business Strategy Group receives the award for the company’s outstanding efforts and initiatives in support of Hispanic enterprises.

Toyota has been the top-selling automotive brand in the Hispanic market for more than 10 consecutive years, and through its Hispanic Business Strategy Group, is strengthening its ties with this important consumer segment which ranks among the top economies in the world. Toyota’s commitment to Hispanic and minority-owned businesses is seen throughout the company’s strategic initiatives and key partnerships that aim to enhance and develop Hispanic businesses in the U.S. Toyota is founding member of the Billion Dollar Roundtable of the U.S. Hispanic Chamber of Commerce (USHCC), which recognizes and celebrates corporations that have spent at least \$1 billion with women- and minority-owned suppliers.

The 2016 Latino M/WBE Awards celebrates key corporations that are making a difference in the Hispanic business community. Other 2016 Latino M/WBE award recipients include: Scott Stringer, Comptroller of New York City, who receives the M/WBE Government Advocate Award; Ralph Perez, President of New York Geomatics, who receives the M/WBE of the Year Award; and Elizabeth Velez, President of The Velez Organization, who receives the M/WBE Advocate Award. The awards were determined by a distinguished panel of judges, among them: Alfred Placeres, Esq., former USHCC Board Member; Fannie Aleman, President of the Westchester Hispanic Chamber of Commerce; and Rick Miranda, President of Brooklyn Kings County Hispanic Chamber of Commerce.