

# Toyota Crowned Champion of Diversity and Equality

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**NEW YORK, Nov. 20, 2015** – Once again, Toyota Motor Sales (TMS) U.S.A., Inc. has been recognized for leading the charge for equality, diversity and economic empowerment.

Toyota was honored last night during the National Urban League’s 59<sup>th</sup> annual Equal Opportunity Dinner (EOD) for being at the forefront of empowering underserved communities and its dedication to corporate diversity. This prestigious honor is given to stellar corporations, individuals and organizations that have championed the principles of equal opportunity, civil rights and social justice.

In 2015, Toyota was the only automaker named in Diversity Inc.’s Top 50 list. Toyota also continued to exemplify its commitment to diversity and inclusion by providing outstanding service through its Toyota Green Initiative, Buckle Up for Life, UNCF Scholarships and other innovative programs geared to multicultural consumers.

“On behalf of Toyota’s 30,000 U.S. team members, it’s truly an honor to receive the Corporate Leadership Award from the National Urban League,” said Jim Colon, vice president, African American Business Strategy, TMS. “Our commitment to the multicultural community is demonstrated through our workforce, suppliers, dealers, strategic partners, advertising, philanthropic efforts and the Diversity Advisory Board. As the #1 automaker and brand of choice for African Americans, Latinos and Asians, this prestigious award motivates us to pursue even higher goals in the future.”

“The National Urban League is one of Toyota’s most valued and long-standing partners,” said Colon.