

# Shinichi Yasui



Shinichi Yasui is executive vice president of Toyota Motor North America, Research and Development (TMNA R&D), headquartered in York Township, Michigan, and is responsible for all vehicle research and development, including purchasing and supplier engineering development. Yasui is also president of Toyota Motor Engineering & Manufacturing North America (TEMA) and chief technology officer of Toyota Motor North America (TMNA).

Yasui joined Toyota Motor Corporation (TMC) in 1988 as an engineer, developing air bag systems, seats, and seat belts. In 1995, he was transferred to concept and product planning for the initial Yaris series. In 2002, Yasui took on the role of concept planner for the tenth-generation Corolla. In 2006, he was appointed chief engineer for the tenth-generation Corolla. In 2008, he was named chief engineer for the eleventh-generation Corolla. By 2013, Yasui had become chief engineer for all Corolla models. In 2015, he became executive chief engineer and executive general manager. Since 2016, Yasui has been executive general manager of product planning at the Mid-Size Vehicle Company, based in Japan.

He holds a master's degree in Mechanical Engineering from Meiji University in Tokyo (1988), and an Executive MBA from the University of Michigan (2020).

**Personal motto:** Act with conviction. Practice sincerity and compassion.