

Toyota Appoints Michael Rouse to Toyota U.S.A. Foundation President

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TORRANCE, Calif. (July 14, 2014) – The Toyota U.S.A. Foundation has a new leader. Longtime Toyota veteran and community activist Michael Rouse, who currently serves as vice president of diversity, philanthropy and community affairs is now president of the Foundation. Rouse assumes this new role in addition to his current responsibilities.

The Toyota U.S.A. Foundation was established in 1987 in celebration of Toyota’s 30th anniversary in the United States. Currently endowed at over \$100 million the Toyota U.S.A. Foundation has contributed over \$52 million in support of K-12 math, science and environmental science academic education programs.

“Michael brings a fresh perspective to the foundation with vast philanthropic experience,” said Latondra Newton, chief corporate social responsibility officer of Toyota North America. “His valuable insight will enhance Toyota’s impact in the communities it serves and further establish Toyota as a leading contributor to society.”

Over the years, Rouse has been at the forefront of dynamic community programs such as Toyota Driving Expectations, a defensive driving course for teens and their parents, and 100 Cars for Good, a national social media-based vehicle donation program. He was also a crucial part of the donation and display of the Toyota Tundra used to tow the Space Shuttle Endeavour at the California Science Center.

As Toyota’s champion for diversity and inclusion, Rouse is also focused on internal development, business partnering groups and diversifying the Toyota and Lexus dealer network.

Rouse has received numerous accolades for his community service, including the Spirit of Life Award from the City of Hope; the Philanthropy Leadership Award from Cedars Sinai Medical Center; and Alumni of the Year from California State University Dominguez Hills School of Business and Public Policy.

Rouse currently serves on the boards of trustees of the California Science Center Foundation; the Torrance Cultural Arts Foundation; the Torrance Memorial Medical Center Foundation; Stop Cancer; California State University, Dominguez Hills Foundation; the U.S. Hispanic Chamber of Commerce; the Los Angeles Chamber of Commerce. He is on the advisory boards of the Torrance Education Foundation; the Manhattan Beach Education Foundation, and is part of the Executive Leadership Team of the American Heart Association.

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