

# **Toyota Announces Newly Appointed Vice President and Chief Technology Officer**

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TORRANCE, Calif. (Sept. 6, 2013)– Toyota Motor Sales (TMS), U.S.A., Inc., today announced the appointment of Ned Curic to the newly-created role of vice president and chief technology officer. Curic reports to North American chief information officer Zack Hicks.

As technology continues to evolve at a rapid rate, Curic will ensure TMS maintains an understanding of cutting edge technology and how it applies to its regional and global systems.

Curic will be responsible for developing and driving clear architecture standards and frameworks, while maintaining a vision of future technology that aligns regional and global efforts. Curic will also oversee technical security and business intelligence frameworks.

This role also advances Toyota's efforts to integrate top regional talent into its global leadership team in order to best meet the needs of customers.

Curic has more than 20 years of experience in the IT field specializing in advanced technology and enterprise security.

Most recently, Curic was a platform strategy advisor at Microsoft, engaging senior business decision makers, customers and partners in order to articulate the business value of Microsoft platform and cloud services.

Prior to Microsoft, Curic spent seven years as a systems architect, consulting DoD contractors, internet startups and large financial enterprises.