

Toyota Names Julie A. Hamp as New Chief Communications Officer for North America

June 14, 2012

NEW YORK, N.Y., (June 14, 2012) – Toyota today announced that Julie A. Hamp will join the company as chief communications officer for North America, effective June 25. In this role, Hamp will have primary responsibility for coordinating Toyota's public relations efforts in the region while leading the company's cross-affiliate communications team including members from Toyota Motor North America, Inc. (TMA), Toyota Motor Sales, U.S.A, Inc. (TMS) and Toyota Motor Engineering and Manufacturing, North America, Inc. (TEMA).

She will report to Jim Lentz, president and CEO of TMS and senior vice president of TMA, and will be based at Toyota's campus in Torrance, California.

"Julie is a proven communications leader with a wealth of knowledge and experience both inside and outside the automotive industry," said Lentz. "We are thrilled to have her leading our communications and public relations efforts to enhance and promote Toyota as we continue to gain momentum in the marketplace."

Hamp joins Toyota from PepsiCo, where she served in a global role as chief communications officer and senior vice president of consumer relations. Prior to joining PepsiCo, Hamp held several leadership positions at General Motors with primary responsibility for marketing/brand communications and public relations for North America, Latin America, Europe, Africa, and the Middle East.

"I am looking forward to joining the talented communications team at Toyota, a company known for high quality products, best in class manufacturing and innovation," said Hamp. "Toyota has a significant presence in North America, employing more than 37,000 people and operating 14 manufacturing plants in the region; and I am excited to take on this role to help contribute to the success of this great company."

Hamp will succeed Jim Wiseman, who had previously announced his retirement effective at the end of June. Wiseman, who has had a 23-year career at the automaker, served as Toyota's first CCO for North America, named to the position at the beginning of 2010.

A native of Queens, NY, Hamp received a B.S. in Communications from Ferris State University. Her post-graduate studies include participation in the GM-Harvard Business School Executive Development program with an emphasis on Asian studies.

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