

Toyota Motor North America Announces Organizational Changes

December 16, 2009

December 16, 2009 ? New York ? Toyota Motor North America, Inc. (TMA) today announced organizational changes at its New York office, effective January 1, 2010.

Steve Sturm, group vice president, corporate communications, strategic planning and research has announced his intent to retire. Steve started his career with Toyota Motor Sales U.S.A., Inc. as Parts Sales Development Manager in April 1981. He held a number of management positions within the TMS organization in areas including Product Development and Distribution. In 1989 he joined the Lexus Division where he spent ten years in a variety of roles including sales, production planning, distribution and marketing. In 1999 Steve was appointed Vice President of New Era Business Projects, followed by roles as Vice President of TMS Marketing, Vice President and General Manager of Toyota Logistics Services and Vice President of North American Planning. In January 2007, Steve was promoted to his current position at TMA.

TMA also announced that Jim Wiseman, currently Vice President of External Affairs at Toyota Motor Engineering & Manufacturing North America, Inc. (TEMA) has been promoted to Group Vice President of Corporate Communications at TMA. Jim will be responsible for corporate communications, corporate advertising and investor relations.

Mr. Wiseman joined Toyota in 1989 and managed the statewide public affairs program for Toyota Motor Manufacturing, Kentucky, located in Georgetown. In 1996, he led Toyota's public affairs department when its North American manufacturing headquarters was established in Erlanger, Kentucky. In his new role, he will report to Dian Ogilvie, senior vice president of TMA.

"All of us at Toyota thank Steve for his many contributions to our success in the United States," said Yoshi Inaba, president and chief operating officer of Toyota Motor North America. "I'm confident that Jim Wiseman will continue to build on those successes and enhance our communications capability across all of our affiliates."

Toyota Motor North America, Inc. (TMA), wholly owned by Toyota Motor Corporation (NYSE:TM), is the holding company for Toyota's U.S. sales and manufacturing companies. Functions include government and regulatory affairs, energy, economic research, philanthropy, corporate advertising and corporate communications. Headquartered in New York, it has offices in Washington, D.C. and Miami, Fla.