

Connected Technologies Basra promoted to Group Vice President

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PLANO, Texas (January 21, 2020) – [Steve Basra](#) has been promoted to Group Vice President, Connected Technologies at Toyota Motor North America (TMNA), effective January 2020. He will continue to report to Zack Hicks, Executive Vice President, Digital Transformation & Mobility and Chief Digital Officer.

Previously serving as Vice President, Connected Technologies since October 2017, Basra has led TMNA's efforts to enhance the customer's in-vehicle experience. He has overseen the transformation and expansion of the Connected Technologies group as they have pivoted to becoming an agile, product-focused organization.

In addition to his duties at TMNA, Basra serves as Chief Operating Officer for Toyota Connected North America. In his dual-capped role, he oversees the design, development and implementation of the company's connected car ecosystem. Launched in Plano in 2016, Toyota Connected North America is a global technology company founded by Toyota to transform how customers around the world experience mobility.

“Since joining Connected Technologies and Toyota Connected, Steve has been instrumental in guiding our vision to deliver amazing and personal connected experiences that will define the future of mobility,” said Hicks. “Through our continuous improvement philosophy, Steve has inspired and challenged our teams to further explore the future of enhanced and predictive safety and convenience services.”