

# It Started With the Turn Signal and Turned Into a Movement

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As an organization dedicated to the advancement of minority dealers, it is extremely important that the Toyota Lexus Minority Owners Dealership Association (TLMODA) acknowledges the impact that many marginalized groups have had on the automotive industry. So, through the 2021 heritage campaigns, TLMODA is honoring the contributions that African Americans, Women, Asian Pacific Americans, Hispanic Americans and National American Indians and Alaskan Natives have made, past and present, and the crucial roles they've played in moving the industry forward.

“The Toyota Lexus Minority Owners Dealership Association is laser-focused on our mission of increasing opportunities for ethnic minorities in the automotive industry. We are proud to recognize the many trailblazers and innovators that have and will continue to make equity and inclusion the North Star for everyone,” says Robert Hatchett, Executive Director, TLMODA.

To learn more about the contributions made by African American innovators and business owners to the history of American auto manufacturing and sales, check out this [video](#) from [TLMODA](#).

[#TLMODA](#) celebrates [#BlackHistoryMonth](#) by celebrating the African American's who have come before us, making the car industry what it is today. [#TLMODABHM pic.twitter.com/Ft6RYasduz](#)

— ToyotaLexusMODA (@ToyotaLexusMODA) [February 5, 2021](#)