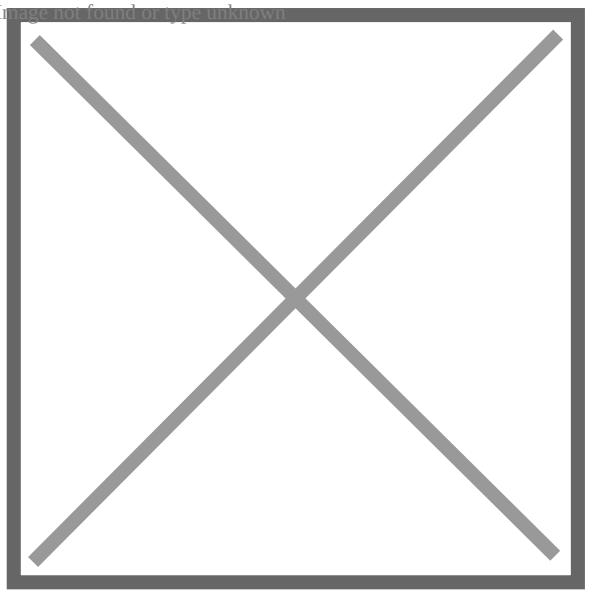
Charan Lota

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Charan Lota is group vice president & executive chief engineer, Connected Experience Division at Toyota Motor North America (TMNA). In his role, Lota is responsible for delivering exceptional connected car experiences through in-vehicle multimedia systems, supporting cloud infrastructure to enhance customer value through innovative digital offerings. Lota specifically led the concept planning, design, evaluation and launch of Lexus Interface as well as the Toyota Multimedia System for the North American region. These systems debuted on the 2022 Lexus NX and 2022 Toyota Tundra, respectively.

Since beginning his career at Toyota in 2000, Lota has served in several positions across Toyota's North America operations in Michigan as well as in Texas. Lota has worked across vehicle cockpit design, cockpit electronics development and since 2017 in Connected Technologies. Lota was the first multimedia chief engineer in Toyota outside of Japan.

Throughout his time at Toyota, Lota has received over 35 design patents in various domains. In 2018, Design News recognized Lota as one of 14 engineers who are transforming the automotive industry.

Lota holds a bachelor's degree in Mechanical Engineering from the University of Michigan, Dearborn and completed the University of Michigan Ross School of Business Strategic Leaders Program in 2016.