

Three Hispanic Student Scholars Awarded the Toyota Nunca Pares Scholarship

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PLANO, Texas (March 2, 2023) – From electrical engineering to computer science, Hispanic students are determined to apply their educational and professional goals to better the world. While each scholar has their own unique story, one thread connects them all: perseverance.

Recognition of that perseverance is the purpose of Toyota’s [Nunca Pares \(Never Settle\) Scholarship campaign](#). In partnership with the Society of Hispanic Professional Engineers (SHPE), the campaign awarded three students with a \$25,000 scholarship each. The scholars were celebrated at a ceremony held at Toyota’s North American headquarters in Plano, Texas on February 28:

- Giana Aguilar-Valencia – Junior at DePaul University, studying computer science
- Ruben Bonett – Junior at Texas A&M University, College Station, studying electrical engineering
- Maximiliano Pombo – Junior at Texas A&M University, College Station, studying computer science

With these scholarships, Toyota joins SHPE in the shared mission of expanding science, technology, engineering and math (STEM) opportunities for Hispanic-heritage students. Each student demonstrated unyielding determination to making their dreams come true.

“We recognize these students for their commitment to creating solutions for a better tomorrow,” said Tellis Bethel, group vice president, Social Innovation, Toyota Motor North America. “Driving educational opportunities to Hispanic students is important to the development of future innovations for a more equitable and sustainable society. We’re excited to see how far these students go and to have the opportunity be a part of their continued educational journey.”

For more than 20 years, Toyota has engaged with SHPE on a regional and national level, including participation in their national conference. Toyota’s college programs with SHPE encompass recruitment efforts, co-ops, internships and scholarships.

“We’re excited to see this scholarship opportunity come to life for our members thanks to Toyota,” stated Monique Herrera, chief external relations officer, SHPE. “The Toyota *Nunca Pares* Scholarship gives these students the opportunity to continue pursuing their higher education goals by providing much needed financial support so they can achieve their dreams.”

Katya Echazarreta joined the ceremony to share her inspiring story. As an electrical engineer and the first Mexican-born woman to travel to space, Katya’s journey to becoming one of the youngest women in space exemplifies her resolve to be an example of success for others pursuing a career in STEM.

Toyota’s *Nunca Pares* brand campaign celebrates Latino’s collective spirit of pushing forward, to never give up on achieving their goals, regardless of the challenges. It was developed by Toyota’s marketing agency, Conill.