

Akio Toyoda Honored as Newsweek's 'World's Greatest Auto Disruptors' Executive of the Year

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NEW YORK CITY (April 4, 2023) – Toyota Motor Corporation Chairman [Akio Toyoda](#) has been recognized by Newsweek as the “World’s Greatest Auto Disruptors” Executive of the Year. For the second year in a row, Newsweek has recognized executives and companies in the automotive industry that pushed the boundaries over the past year. They lead the industry in both practices and products, even as the industry is still experiencing the lingering effects of the pandemic.

“I believe that in times of crisis two paths appear before us. One is a path of short-term success or quick victory. The other is a path that leads back to the essential qualities and philosophies that gave us strength. I chose the latter,” Toyoda said. “That’s why we have a balanced multi-path approach. All of us are on a journey toward the unknown. We know that reducing as many emissions as possible as fast as possible means acting today with flexibility for customers today and tomorrow – and beyond. The world will not suddenly jump from the present to the future. The future will be created by accumulating past, present, and future, from low emission to zero carbon emission choices.”

The Disruptors are being honored for moving full speed ahead on innovation, solving longstanding problems, incorporating cutting-edge technology, and for pushing the limits of propulsion. Their accomplishments are the result of more than a decade of planning in technology, sustainability and product innovation.

“It is exciting to celebrate a new group of automotive innovators in the second edition of our ‘World’s Greatest Auto Disruptors’ list,” said Eileen Falkenberg-Hull, Newsweek’s senior autos editor. “We created this award to shine a light on the speed of innovation, the emerging culture of impact and sustainability and, most importantly, on these dynamic leaders who make it all happen because of their intrepid creativity and visionary leadership.”

The full list of the “World’s Greatest Auto Disruptors” of 2023 includes:

- Visionary of the Year Award – Oliver Zipse, Chairman of the Board of BMW AG
- Executive of the Year Award – Akio Toyoda, Chairman of the Board of Toyota Motor Corporation
- Designer of the Year Award – Luc Donckerwolke, Chief Creative Officer, Hyundai Motor Group
- R&D Team of the Year Award – BMW
- Powertrain of the Year Award – Lucid Motors
- Marketing of the Year Award – Genesis House (Genesis brand)
- Sustainability of the Year Award – Lamborghini
- Technology of the Year Award – Ford Pro
- Legacy of Disruption Award – Torsten Muller-Ötvös, CEO of Rolls-Royce

“We are proud and thankful that our organization has been led by Mr. Toyoda for the past 13 years,” said Tetsuo Ogawa, CEO of Toyota Motor North America. “His leadership has left the company in a great place as he moves to chairman, and we congratulate him on being honored with this prestigious award.

“I also want to congratulate all of the honorees being recognized by Newsweek for propelling our industry forward,” Ogawa added. “This impressive list is why I believe that the automotive industry is in great hands as it transitions toward a more sustainable future.”

Toyoda and all honorees were celebrated at Newsweek’s offices in New York ahead of the New York International Auto Show.