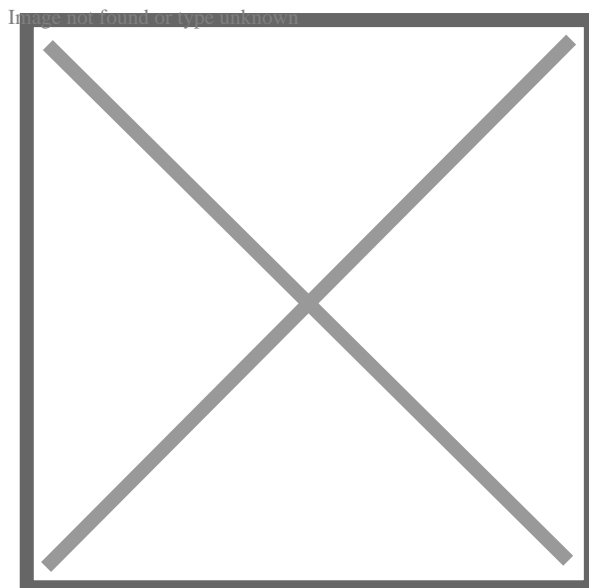


Jordan Choby



Jordan Choby is group vice president, powertrain for Toyota Motor North America, Research and Development (TMNA R&D). In this role, Choby is responsible for the development and integration of a wide range of powertrain technology into Toyota's North America's vehicle lineup, including engines, transmissions, and electrified powertrains including hybrids, plug-in hybrids, Battery-EV and Fuel Cell-EVs. His team's focus is delivering products that meet the needs of the North American customer spanning from driving enjoyment to carbon reduction. Also, as Toyota moves into a New Mobility future, this team is also actively developing propulsion systems for commercial vehicles and energy ecosystem products.

Prior to his current position, Choby served as vice president, powertrain control & calibration, TMNA R&D.

Choby began his career at Toyota in 2005 at Toyota Motor Engineering & Manufacturing North America (TEMA). After beginning as a drivetrain calibration engineer, he was promoted to senior powertrain engineer where he was a member of Powertrain's Advanced Planning & Research group in Los Angeles, CA while also supporting the Corporate Strategy Office in Ann Arbor, MI. Choby's final TEMA role was manager, hybrid powertrain development before being promoted to general manager, powertrain calibration for TMNA R&D.

Choby has a Bachelor of Science in Mechanical Engineering from Grove City College and a Master of Business Administration from Pepperdine University. He is also an advisory board member of [UC-Davis's International Transportation Studies](#) which focuses on sustainable transportation research.