

Toyota Motor North America Announces Executive Leadership Change

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PLANO, Texas (Sept. 4, 2024) – Toyota Motor North America (TMNA) today announced an executive leadership change designed to drive continued growth, advance our commitment to vehicle electrification, and prepare for the future of mobility. The following change is effective immediately.

New Assignment:

Eliel Cole, vice president of manufacturing at Toyota Motor Manufacturing Guanajuato (TMMGT) is appointed president, TABC. In his new role, Cole will oversee all manufacturing operations at the facility in Southern California. Cole reports to Oscar Villareal, president Toyota Motor Manufacturing Baja California (TMMBC) and chairperson, TABC.