

Toyota's Patricia Salas Pineda Is One of People en Español's 25 Most Powerful Latinas of 2014

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MIAMI (Oct. 16, 2014) — The readers of ***People en Español*** selected Patricia Salas Pineda, group vice president of the Hispanic Business Strategy Group at Toyota Motor North America as one of the 25 Most Powerful Latinas of 2014. Pineda joined co-honorees at a gala luncheon here today. This is the fifth consecutive year that the magazine recognizes a select group of Latinas from the arts, business, journalism and community service who are known for exceptional valor, determination and strength in their pursuits.

As the highest-ranking Hispanic executive at Toyota North America, Pineda leads a newly formed strategy group chartered with taking Toyota's number-one position in Hispanic consumer preference to new levels. Her 30-year career with the world's largest automaker has included roles as general counsel and head of the Toyota U.S.A. Foundation and national philanthropy.

Born in California to Mexican-American parents, Pineda relies on her cultural heritage to inform her work bringing Toyota closer to Hispanic consumers through community engagement and programs for social good, like *Abróchate a la Vida*, the child car safety education program from Cincinnati Children's Hospital which she championed 10 years ago and now operates in 14 cities.

"I feel very grateful to have had such a successful career at Toyota, and am truly honored to be in the company of Latina trailblazers," Pineda said. "I hope that my example will inspire junior and mid-career Latinas to pursue their dreams in corporate America or whatever their field of interest may be."

The recognition of ***People en Español***'s 25 Most Powerful Latinas was made possible by an online poll of readers with the winners garnering the most votes overall. The special edition of the magazine hit newsstands on October 10.