

Toyota Names Scott C. Vazin as Vice President, Corporate and Regional Communications

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TORRANCE, Calif. (Sept. 17, 2014) — Toyota's North American reinvention got another boost today as the company announced the appointment of Scott C. Vazin as vice president of corporate and regional communications, effective Sept. 22, 2014.

"I'm delighted that Scott Vazin will join Toyota, bringing along his creative talents and competitive portfolio of skills," said Julie Hamp, group vice president and chief communications officer for Toyota North America. "In Scott, we're getting a proven performer with broad experience in corporate, product, financial, employee and regional communications, as well as marketing and brand development on a global basis."

Vazin arrives at Toyota from Volkswagen Group of America, Inc., where he served as executive vice president for the VW Group and Brand Communications. His career history also includes progressively challenging assignments at leading automakers Nissan North America and Mitsubishi Motor Sales of America.

Toyota announced last spring that it is establishing a new headquarters in North Dallas (Plano), Texas for its North American operations in a move designed to better serve customers and position Toyota for sustainable, long-term growth. As part of that process, Toyota is creating a more effective, unified and integrated communications organization for the future. The improved corporate communications team will strengthen Toyota's ability to put customers first and to continue making great products that exceed their expectations.

"Toyota is building its optimal communications organization," said Vazin. "It's not often an opportunity like this arises to help shape the next generation at a company like Toyota," he added, "and I am eager to help the company achieve its vision."

A graduate of California State University in Long Beach, California with a Bachelor of Science in Business Administration and Marketing, Vazin currently resides in Ashburn, Virginia. He will initially be based in Toyota's Washington, D.C. office before relocating to Plano.