

PRESS RELEASE

AUTOMOTIVE INDUSTRY **EXECUTIVE** OF THE *Year*

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For Immediate Release

Jim Press: ‘Tough Times Help Auto Industry Write New Chapter on How to Prosper’

American Jim Press is the first Toyota executive to receive the award in its 43-year history of recognizing leadership among automotive industry titans.

DETROIT, April 17, 2007 – The 2007 Automotive Industry Executive of the Year award was presented to Jim Press, president of Toyota Motor North America, and managing officer and newly elected member of the board of directors of Toyota Corp., at an invitation-only luncheon at the Detroit Athletic Club (DAC) on April 17.

This award has recognized excellence in automotive leadership from OEM executives since 1964, with a list of past winners that includes Bill Ford, Jr., Dieter Zetsche, Rick Wagoner, Henry Ford II, Robert Eaton, Thomas Stallkamp, Roger Smith, Harold E. Poling, Lee Iacocca and John DeLorean.

The award is presented by DNV and sponsored by the Automotive Industry Action Group (AIAG).

Press shared several candid insights on the healthcare challenge, product excellence, global competition, and the importance of a strong OEM-supplier relationship. When asked what he would do to revive Detroit and the North American auto industry, Press told the 210 guests in attendance, “The real solutions to the problems are in this room. It’s not really a question of Detroit needing revival or having to reinvent itself. Detroit needs to continue to have faith in itself. The tough times are helping us confront the challenge of entering a global age.”

“The Automotive Industry Executive of the Year Award is not designed to recognize individual company performance or record sales or even popularity,” said Carla Kalogeridis, editor in chief of AIAG’s *Actionline* magazine and emcee of the award

luncheon. “This award honors leadership, courage and integrity in our industry. It seeks out the individuals who represent the best of what this industry has to offer.

“Jim Press’s example teaches us to nurture honesty and reliability in our industry relationships, to strive for higher standards in our products, to forge a deepening awareness of and commitment to our customer.”

More information regarding the Automotive Industry Executive of the Year award program, its history, its sponsors, past winners, and photos from this year’s event can be accessed at www.executiveoftheyearaward.com. The Web site also includes access to an exclusive interview with Jim Press printed in the March/April 2007 issue of *Actionline* magazine.

AIAG’s *Actionline* May/June issue will include an article featuring Jim Press’s remarks at the 2007 Automotive Industry Executive of the Year Award luncheon. Complimentary subscriptions to *Actionline* are available at www.aiag.org.

About DNV

Established in 1864, DNV is an autonomous foundation with 300 offices in more than 100 countries. DNV is a world leader in management system certification to TS 16949, ISO 9001 and ISO 14001, and other national and international standards. Other services include training, CE Mark and product certification. Additional information is available at www.DNVcert.com or www.DNVtraining.com.

About AIAG

Founded in 1982, AIAG is a globally recognized organization where OEMs and suppliers unite to address and resolve issues affecting the worldwide automotive supply chain. AIAG’s goals are to reduce cost and complexity through collaboration; improve product quality, health, safety and the environment; and optimize speed to market throughout the supply chain. Headquartered in the metro Detroit area, its more than 1,500 member companies include North American, European and Asia-Pacific OEMs and suppliers to the automotive industry. Additional information is available at www.aiag.org.

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