

25 July 2000

Toyota Mourns Former Executive Yukiyasu Togo

TORRANCE, Calif. - Toyota Motor Sales, USA today announced that Yukiyasu Togo, former president and chairman, passed away Saturday, July 22 in Yokohama, Japan at the age of 75.

Togo retired from his post as chairman of TMS in 1993 and continued to serve as an advisor to the company. His first became associated with Toyota in the late 1950s as a successful rally driver of a Toyota Crown. He joined Toyota Motor Sales, Co., Ltd., in Japan in June 1961 and held a number of sales-related positions until 1971 when he was given his first overseas assignment as executive vice president of Toyota Thailand Co.

In 1976, he joined Toyota Canada, Inc. and, in April 1980, became president. Togo gained a reputation for listening to dealers and customers first-hand, even visiting door-to-door to talk to car owners in person.

From September 1983 to June 1992, he was assigned to the United States as president and chief executive officer of TMS. Under his leadership, Toyota established important new subsidiaries, including the Lexus Division, VPI Transport, the TMS Export Office and Toyota's aviation operations in Long Beach, Calif.

Renowned for his energy and infectious enthusiasm, Togo was a visionary and the consummate salesman.

"Yuki represented the energy, spirit and excitement that makes sales such a rewarding profession," said TMS Executive Vice President Jim Press. "His passion for the auto industry and for satisfying our customers and dealers will live with us forever."

Togo is credited for helping Toyota increase its new vehicle sales from 718,240 units in 1983 to more than one million cars and trucks in 1986, 1990

and 1991. Togo also helped to establish the finest dealer organization in the industry, expanding the Toyota dealer network from 1,081 to nearly 1,200 and forming the Lexus dealer network of more than 170.

An avid outdoorsman, Togo enjoyed sailing, water and snow skiing, scuba diving and golf. His favorite endeavor was flying, a pastime he enjoyed for more than 30 years. In 1996, he realized his long-time dream when he flew his single-engine Cessna on an 89-day world tour from Long Beach, Calif., to Nagoya, Japan.

Togo also was a leader in the Southern California community and in corporate philanthropy nationwide. In 1992 he received an honorary doctorate from California State University, Dominguez Hills, Calif. In addition, he served as a member of the board of directors for the Japan America Society of Southern California; the Japanese American Cultural and Community Center, the Japanese Business Association of Southern California and the World Affairs Council of Los Angeles. He also served as chairman of the Japan America Symphony Association of Los Angeles, the Ume Charity and on the board of directors of the Los Angeles Area Chamber of Commerce and Claremont Graduate University.

Togo has been a recipient of many awards and honors including:

- Japanese Foreign Minister's Award for his contribution toward strengthening the understanding between the people of the United States and Japan.
- Greater Los Angeles World Trade Association Hall of Fame Award for outstanding contributions to world trade.
- Medici Award from the Los Angeles arts community for his personal commitment to the arts.

Togo is survived by his wife, Misako, two children and four grandchildren.