

**USHCC Congratulates Toyota on Historic Contract with Top-Tier Hispanic Supplier**  
**Monday, February 23, 2015 05:24:21 PM (GMT)**

WASHINGTON, Feb. 23, 2015 (GLOBE NEWSWIRE) -- The United States Hispanic Chamber of Commerce (USHCC) congratulates Toyota, the world's top automaker, for welcoming its first-ever Hispanic woman-owned Tier 1 supplier. Forma Automotive LLC, owned by Rosa Santana, has been assigned to operate directly out of Toyota's plant in San Antonio, Texas. Effective immediately, Forma Automotive will work on assembling Tacoma truck beds, and hire new 50 workers by June 2015.

"The USHCC is thrilled to see Toyota demonstrate its ongoing commitment to supplier diversity by working closely with our community's best and brightest business owners. We are proud of Rosa Santana for making history, and for the added economic contributions she will make to the city of San Antonio," said USHCC President & CEO Javier Palomarez. "Together, Toyota and Forma Automotive are proving that supplier diversity is not only a principled approach, but a profitable business model."

Toyota recently advanced to the highest level of the USHCC's Million Dollar Club, which honors corporations that have demonstrated a growing commitment to supplier diversity. The honorees range from companies conducting \$25 million, to those conducting more than \$500 million in business with Hispanic-owned firms each year.

Javier Palomarez continued, "The USHCC is proud to see Toyota preserving the bond between corporate America and Hispanic enterprise, a relationship that our association is committed to advancing throughout every industry. By committing to diverse suppliers, Toyota not only contributes to all segments of our U.S. economy, but strategically aligns itself more closely to the needs of their customer base. We are proud to have Toyota as an ally of the USHCC, and look forward to seeing their continued partnership with the Hispanic business community."

Last year, Mr. Palomarez was invited to deliver the keynote address at Toyota's Opportunity Exchange, one of the nation's largest minority business gatherings with 1,700 top-tier suppliers and minority business owners. Toyota has been the number one car brand among Hispanics for ten consecutive years, due in part to its robust supplier diversity programs.

For more information on Toyota's commitment to diversity and inclusion, visit [www.toyota.com/diversity](http://www.toyota.com/diversity)

**About the USHCC**

Founded in 1979, the USHCC actively promotes the economic growth and development of our nation's entrepreneurs. The USHCC advocates on behalf of nearly 3.2 million Hispanic-owned businesses, that together contribute in excess of \$468 billion to the American economy, each year. As the leading organization of its kind, the USHCC serves as an umbrella to more than 200 local chambers and business associations across the nation, and partners with more than 220 major corporations.

For more information, visit [www.ushcc.com](http://www.ushcc.com).

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**Primary Identifiers:** 7203-JP  
**Related Identifiers:** 7203-JP  
**Subjects:** Company Announcement