

Former president of Japan's Toyota dies at 88

TOKYO, Japan: Toyota's former president Tatsuro Toyoda, who helped the Japanese auto giant establish a foothold in North America, has died at the age of 88.



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Toyoda, an uncle of current Toyota CEO Akio Toyoda, died of pneumonia on 30 December 2017, the firm said in a statement.

His funeral has already been held and was attended by close relatives, but Toyota said it plans to hold a separate farewell ceremony.

Toyoda joined the company - founded by his father Kiichiro Toyoda - in 1953 and in 1984 became the first president of a new firm formed by Toyota and General Motors.

The California-based joint venture was part of Toyota's push to expand production and increase its share in the North American market. The plant produced nearly 8 million vehicles until its closure in 2010, according to the company.

Toyoda served as Toyota president between 1992 and 1995.

Source: AFP

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