

November 9, 2017

Toyo Tire U.S.A. Corp. Hires Automotive Veteran Tim Chaney as VP of Marketing

CYPRESS, CALIFORNIA – Toyo Tire U.S.A. Corp. (Toyo Tires®) announced today Tim Chaney has joined the company as vice president of marketing. Chaney is responsible for leading all Toyo Tires marketing efforts in the U.S.A. including go-to market strategy, brand management and brand development. Areas under his guidance include advertising, creative, content development, sponsorships, events, public relations, direct marketing, dealer support including dealer training as well as consumer and dealer websites. He reports to Roy Bromfield, president and chief executive officer of Toyo Tires.

Chaney brings more than 30 years of marketing and automotive experience to Toyo Tires including 15 years at Kia Motors America where he most recently served as vice president of marketing communications. There he played a key role in marketing, advertising and communications strategy. Successes included managing seven Super Bowl ad campaigns; launching the wildly successful Kia Hamster ads; and creating a high-profile sponsorship that introduced Kia to NBA fans everywhere. Prior to that Chaney spent nearly 16 years at Nissan North America.

The Kia marketing team received several accolades under his leadership including a Silver EFFIE for most effective ad of the year; two Nielsen Ad of the Year Awards; and induction into the Advertising Walk of Fame on Madison Avenue. The company was also recognized as a Sports Business Journal Sports Sponsor of the Year finalist and Most Effective NBA Sponsor.

“I am thrilled to welcome automotive veteran Tim Chaney to our executive leadership team,” said Bromfield. “Chaney’s experience leading a challenger brand and out-of-the-box thinking is the perfect match for us at Toyo Tires as we continue on our mission to increase market share and brand awareness in the U.S.A.”

“I am excited to join Toyo Tires and contribute to its continued sales growth in the U.S.,” said Chaney. “Toyo Tires is a progressive brand that has great opportunity and potential to expand its presence and share in a competitive market.”

Chaney is a graduate of San Diego State University where he received his Bachelor of Science Degree in Business Administration with a focus in Marketing. Chaney succeeds Senior Director of Marketing Amy Coleman, who retired in September of this year.

About Toyo Tires®

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for 70 years. The company offers a full line of premium tires for nearly every vehicle including light trucks, SUVs, crossovers, sports cars, luxury cars and hybrids as well as commercial trucks. Many of the tires are built in the United States at their state-of-the-art factory in White, Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. Be sure to join the Toyo Tires community on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

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