



Toyota Appoints Top British Talent To Senior Roles In Europe And UK Operations

16 June 2015

Toyota Motor Europe today (16 June) announced the appointment of Matt Harrison, to the role of Vice President, Toyota Sales and Marketing, Toyota Motor Europe, effective from 1 July. In this new role, Harrison will report directly to Karl Schlicht, Executive Vice President, Toyota Motor Europe.

Harrison returns to Toyota Europe after four years in the UK, initially as Commercial Director and for the past two years as President and Managing Director. In that time Harrison has overseen a period of continued volume growth and business improvement in the Toyota and Lexus operations in the UK.

Replacing Harrison as President and Managing Director of Toyota GB PLC will be Paul Van der Burgh, also effective from 1 July. Currently Director, Consumer One at Toyota Motor Europe, Van der Burgh has been at the forefront of the change and modernisation of Toyota's Customer First approach across Europe. Preceding this, Van der Burgh held senior positions across Toyota Europe, including Director, Toyota Marketing and Director, Lexus Europe.

Prior to joining Toyota Van der Burgh held senior roles at Ford of Britain including Sales Director and Marketing Director giving him significant experience within the automotive industry and making him ideally placed to take over the top role at Toyota GB.