

WILLIAM D. FAY

Senior Vice President -
Automotive Operations Group
Toyota Motor North America

Bill Fay is a senior vice president of automotive operations at Toyota North America, U.S.A. Inc. where he is responsible for leading all sales, marketing and customer relations activities for the Toyota and Lexus brands, and for Puerto Rico and Mexico.



Most recently, Fay served as group vice president and general manager of the Toyota division at Toyota Motor Sales (TMS), U.S.A., Inc., where he was responsible for leading all sales, marketing and customer relations activities for Toyota regional sales offices and distributors.

Since beginning his career with Toyota in 1982, Fay has held various positions in our regional and headquarters operations including field operations for Toyota's New York region, assistant general manager for our Cincinnati region, general manager for the Boston region and vice president and general manager of Toyota's Los Angeles region.

At TMS national headquarters in Torrance, California, Fay served as national market representation manager, national advertising manager, national manager with responsibility for the Avalon, Camry and Previa sales team, vice president of retail market development and vice president of Toyota sales. Fay also served as group vice president of sales administration where he was responsible for various sales administration functions serving both the Toyota and Lexus sales divisions. Previously, Fay was the group vice president of vehicle and parts and service marketing for the Toyota division.

Fay earned a bachelor's degree in business administration from Monmouth College in West Long Branch, New Jersey.

Favorite quote: "Life is 10% what happens to me and 90% how I react to it."