

Toyota President, CEO Supports CTE as Resource for Employment Opportunities



By **Jim Lentz**, President & CEO of Toyota Motor Sales USA.

What's your edge? What's going to separate you from others? Plain and simple, one of the best ways to stand out is to get great hands-on training and education—everything that Career Technical Education provides.

The Complexity of Cars

In this fast-paced world where immediate results are demanded, Toyota needs team members who know their stuff. Today's cars contain more than 3,000 parts and are basically computers on wheels. In fact, some cars have as many as 100 million lines of software code. You can fill a stack of letter-sized pages the height of a 50-story building with that many codes.

In addition, automobiles have nearly 1,000 times more computing power than the system that guided Apollo astronauts to the moon. It's true. Further, even more advanced technologies and electronics are being added to vehicles. And, since cars are becoming more complex, we're going to need good people that have the knowledge and the know-how to keep things in tip-top condition.

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A Growing Automobile Industry

This is all great news because as the auto industry continues to grow, more and more jobs will be available. In fact, over the next four years, the industry plans to add 150,000 new jobs. That's on top of the 8 million Americans who depend on the auto industry for their livelihoods.

So, having the education and technical experience is critical in the auto business, or almost any field you choose. At Toyota, we feel so strongly about this that we've directly supported



college automotive programs through our Technician Training and Education Network (T-TEN) for a quarter century. We've also joined with other automakers to support high school-level programs for more than a decade through Automotive Youth Educational Systems (AYES).

Toyota Supports CTE Programs

CTE programs also offer another important opportunity for you to fulfill your dreams. They help you determine how strong your passion is for a given subject. Yes, it's important to have knowledge and training, but it's equally important to love what you do. It makes a difference in your outlook, your attitude and your results. Generally, passionate, enthusiastic people are more successful in work and life.

That's why companies today are seeking associates who have three key ingredients: Knowledge, training and passion. You'll find individuals who possess these traits at CTE. So, if you're not involved in a CTE program—get involved and do it now! Good luck and all the best in the future! ●