



Koji Sato
Operating Officer
Toyota Motor Corporation

- Chief Branding Officer
- President, Lexus International Co.
- President, GAZOO Racing Company

Koji Sato was born on October 19, 1969. He graduated from Waseda University with a bachelor's degree in mechanical engineering in March 1992, and joined Toyota Motor Corporation (TMC) in April of the same year.

In January 2016, Mr. Sato was appointed chief engineer of Lexus International Co. In April 2017, he was promoted to executive general manager and became in charge of Lexus International Co. In January 2019, he became executive vice president of Lexus International Co.

In January 2020, he was promoted to operating officer and became president of Lexus International Co. In September 2020, he was appointed president of GAZOO Racing Company.

In January 2021, he was promoted to operating officer and appointed chief branding officer.