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Automotive News Honor

**Forma Automotive's Rosa Santana is Recognized Among
100 Leading Women in the North American Auto Industry**

FOR IMMEDIATE RELEASE

Rosa Santana, President & CEO of Forma Automotive, has been named among 100 Leading Women in the North American Auto Industry by *Automotive News*. Santana and her co-honorees are featured in a special section of the Nov. 9 issue and were recognized at a virtual, exclusive celebration sponsored by *Automotive News* and Deloitte.

100 Leading Women in the North American Auto Industry recognizes women who are leaders in the automotive field – those who make major decisions and have significant influence at their companies. *Automotive News* has published the list of the industry's top female executives every five years since 2000.

This year's honorees come from 72 companies. They are CEOs, COOs, CIOs, CMOs, engineers, plant managers, dealer principals and more. And, for the first time, many work in the new mobility sector.

In 2002 Santana, a recognized outsourcing solutions expert, launched the first company under the Santana Group, a top-tier certified minority- and woman-owned outsourcer whose transformational solutions differentiate industry-leading companies through more efficient, effective, and competitive service.

Today, under her direct vision and strategic development, each of the five companies under the Santana Group, including Integrated Human Capital; Workforce Management Mexico; Diversa; Oveana; and Forma Automotive, the first Hispanic-, woman-owned direct tier 1 supplier to Toyota, continues to achieve annual profitable growth.

Santana also positively impacts each of the communities she serves through participating on several professional and nonprofit boards, including the board of directors for the United States Hispanic Chamber of Commerce (USHCC) and Latino Business Action Network (LBAN) as well as a board member for the Women's Business Council Southwest (WBCS).

"A comparison of the 2020 and 2015 *Automotive News* lists of 100 Leading Women in the North American Auto Industry confirms that the status of women in the industry continues to improve. There are 13 CEOs of automakers and suppliers on the list this time, up from six in 2015 and two in 2010," said Mary Beth Vander Schaaf, *Automotive News* managing editor and leader of the project.

The 2020 class of *Automotive News*' 100 Leading Women in the North American Auto Industry emerged from a months-long nomination and judging process that attracted hundreds of entries from the United States, Canada and Mexico.

"Our selection committee made many difficult decisions," said Vander Schaaf. "The talented, powerful executives on this list are at the forefront of thousands of successful women in the auto industry."

Since 1925, *Automotive News* has been the primary source for news happening among automotive retailers, suppliers and manufacturers. Distinct from other publications in the field, *Automotive News* remains a fully subscriber-paid publication, a testament to the value it delivers

to the reader. The award-winning weekly print edition, robust website, email newsletters and video broadcasts are backed by a global team of more than 65 editors and reporters.

About Forma Automotive

Forma Automotive, a Santana Group company, is the first Hispanic-, woman-owned direct tier I supplier to Toyota. Launched in 2014, Forma provides fully assembled Tacoma truck beds to Toyota Motor Manufacturing in San Antonio, Texas, and Guanajuato, Mexico.

Today, Forma has expanded its services to include outsourced manufacturing and quality solutions to companies in the United States and Mexico.

Committed to continuous improvement and innovation, Forma Automotive brings together the ideal combination of manufacturing experience, operational discipline, and human resource expertise to meet the needs of each customer, locally, nationally, or internationally.

For more information visit www.formaautomotive.com.



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