

LEADING BY EXAMPLE

Small Daily Habits. Big Results.



A personal wellness message from MAX Hasegawa President & CEO, Toyota Gosei North America

A Message from MAX

When I arrived in North America last July, I was focused on many priorities: learning the business, building relationships, and supporting our team. Like many people, I told myself I would take care of my health when things slowed down. Of course, they never did.

So I made one simple commitment: walk on a treadmill for 30 minutes every day. Nothing extreme. Just consistency. Over time, those small daily efforts added up. Today, I am 33 pounds lighter, and more importantly, I have more energy and focus.

At Toyota Gosei North America, our people are our greatest strength. I encourage every team member to take one step toward better health. Use the wellness resources available through our health plan, choose one sustainable habit, and start today.

30 minutes a day changed my life. What could it do for yours?



July 2025



Today

-33 lbs.

achieved through
one simple routine
30 minutes of
treadmill walking
each day



Pelago

MAVEN

sword

bend

talkspace

virta

AbleTo

Optum

NOOM

Please consult your physician before starting a new exercise routine.

Start with one habit today. For information on our wellness programs, visit tggrouppenefits.com (password TGNA), choose United States as your location and click on Wellness.