

# Finding Aid to The HistoryMakers® Video Oral History with James Colon

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Colon, James, 1952-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with James Colon,
<b>Dates:</b>	August 15, 2017
<b>Bulk Dates:</b>	2017
<b>Physical Description:</b>	8 uncompressed MOV digital video files (3:28:50).
<b>Abstract:</b>	Corporate executive James Colon (1953 - ) worked for Toyota Motor Sales, U.S.A., Inc. for thirty-six years. He held various executive positions including vice president of sales and dealer development for the Lexus division; vice president of product communications; and vice president of African American business strategy. Colon was interviewed by The HistoryMakers® on August 15, 2017, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2017_130
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Corporate executive James Colon was born on December 1, 1952 in Chicago, Illinois. He earned his B.S. degree in business and economics from Manchester College in 1974.

In 1980, Colon joined Toyota Motor Sales, U.S.A., Inc. as a salesman. Three years later, he was transferred to Kansas City, Missouri, where he managed the marketing and distribution for Toyota's regional large vehicle series. Colon was promoted as national manager of the large vehicle series in 1995, where he oversaw the advertising, merchandising, and distribution for the series, as well as commissioned consumer market studies and new model launch plans. Colon also served as an assistant general manager for Toyota and operated in the Portland, Oregon and Chicago, Illinois regions. In 2002, Colon became the vice president and general manager of the Chicago region. Three years later, he was promoted to the position of vice president of sales and dealer development for Toyota's luxury car division, Lexus. And then, in 2008, Colon was promoted to the position of vice president of sales for the Toyota division. Shortly after this promotion, he also became the vice president of product communications for Toyota Motor Sales, U.S.A., Inc. In 2013, he was appointed by Toyota as vice president of the company's African American business strategy. Under his leadership, the company received awards from the National Urban League and the National Association of Minority Automobile Dealers. After thirty-six years with the company, Colon retired from Toyota in 2016 in order to launch his own Lexus dealership in Seattle, Washington. Colon received numerous awards for his success in the automotive industry. In 2016, he was the recipient of the DRIVEN: A Tribute to Multicultural Achievement in the Automotive Industry Lifetime Achievement Award at the North American International Auto Show. Colon has also been awarded the Professional Legacy Award by the National Sales Network.

An active in the community, Colon was involved with the Friends of Engineering, Computer Science, and

Technology at California State University in Los Angeles, the Congressional Black Caucus Foundation, Inc., the Black Star Project, First Tee of South Los Angeles, Manchester University, and Clark Atlanta University.

Colon and his wife, LaDora Brisco Colon, have two children, Tyler and Miles.

James Colon was interviewed by *The HistoryMakers* on August 15, 2017.

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## Scope and Content

This life oral history interview with James Colon was conducted by Larry Crowe on August 15, 2017, in Martha's Vineyard, Massachusetts, and was recorded on 8 uncompressed MOV digital video files. Corporate executive James Colon (1953 - ) worked for Toyota Motor Sales, U.S.A., Inc. for thirty-six years. He held various executive positions including vice president of sales and dealer development for the Lexus division; vice president of product communications; and vice president of African American business strategy.

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## Restrictions

### Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

### Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

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## Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

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## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Colon, James, 1952-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Colon, James, 1952- --Interviews

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## Organizations:

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Corporate Executive

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## HistoryMakers® Category:

BusinessMakers

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## Administrative Information

### Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

### Preferred Citation

The HistoryMakers® Video Oral History Interview with James Colon, August 15, 2017. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

### Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

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## Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

- Video Oral History Interview with James Colon, Section A2017\_130\_001\_001, TRT: 1:28:58 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_002, TRT: 2:28:28 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_003, TRT: 3:28:43 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_004, TRT: 4:28:24 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_005, TRT: 5:28:34 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_006, TRT: 6:28:55 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_007, TRT: 7:26:59 ?
- Video Oral History Interview with James Colon, Section A2017\_130\_001\_008, TRT: 8:09:49 ?