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**TAMA HIRES ASHLEY FRYE AS EXECUTIVE DIRECTOR**

*Former Nissan and Hyundai Executive to Lead Tennessee's Automotive Manufacturers Association*

**NASHVILLE, Tenn.** – The Tennessee Automotive Manufacturers Association (TAMA) is announcing former Nissan and Hyundai executive Ashley Frye as its first-ever Executive Director.

“I am extremely happy to be joining TAMA as its executive director and am looking forward to building upon the strong foundation that the Board of Directors has established,” said Frye.

Frye will work alongside and be overseen by TAMA’s board, which is comprised exclusively of executives from Tennessee’s automotive suppliers and original equipment manufacturers (OEMs).

He will be tasked primarily with growing TAMA’s membership, increasing the quality of its programming and generating revenue through annual sponsorships. He will also serve as the official spokesperson for the organization, representing TAMA at automotive events throughout the state and across the country.

Frye began his 34 year career in automotive manufacturing with Nissan in 1981, working in a variety of roles for the company’s Smyrna, Tenn., facility. He rose to the rank of Engineering Manager and served in that role for eight years before joining Hyundai in 2003.

Prior to Frye’s retirement last year, his final six years was spent as the Vice President of Production at the Hyundai Motor Manufacturing Alabama plant in Montgomery, Ala. In this role, he led operations for the vehicle production division comprised of nearly 3000 employees.

Before entering the automotive sector, Frye served five years in the U.S. Army followed by eight years in the Tennessee Army National Guard with his last assignment as Commander of the 777th Maintenance Company.

TAMA is excited to hire its first full-time executive director, a step that signifies the organization’s continuing commitment to supporting the membership’s current and future needs.

Frye, who has already begun his work with TAMA, will address the membership en masse for the first time at the association’s 25th annual Golf Tournament, June 2 at Hermitage Golf Course.