

Kibar Gür

Kibar Gür

Manager Circular Economy Business Unit, Toyota

Kibar Gür is a Manager in the Circular Economy Business Unit at Toyota Motor Europe, where she contributes to the company's transition towards a more circular automotive ecosystem. In recent years, she managed the establishment of the Toyota Circular Factory in the United Kingdom, Toyota's flagship vehicle circularity initiative, and contributed to the development of Toyota's European circular economy vision by identifying new business opportunities and shaping business models for end-of-life vehicles and batteries.

Prior to her current role, Kibar held several positions within Toyota Motor Europe's R&D and Business Strategy organizations. Her experience includes developing mobility solutions for the Paris 2024 Olympic and Paralympic Games, leading European activities for Toyota's autonomous mobility platform e-Palette, contributing to electrified vehicle and future mobility strategies, and evaluating emerging technologies and business opportunities for the European market. Throughout her career, she has worked at the intersection of engineering, business strategy and sustainability, with expertise in circular economy, mobility innovation and valuechain development.

Kibar holds an M.Sc. in Automotive Engineering from RWTH Aachen University and is currently completing an Executive M.Sc. in Management at VUB Solvay Brussels School of Economics and Management.