



December 1, 2022

Organizational and Personnel Changes

Mazda Motor Corporation has announced the following organizational and personnel changes, effective Dec. 1, 2022.

1. Organizational Changes

(1) Changes pertaining to integrated control system development

Aim

- Rebuild and deliver values that Mazda provides from the customers' perspective. To that end, establish a system enabling flexible organizational management focused on expediting innovative development that leverages IT to create unconventional product and services, and aligns advanced development with product development in the areas of advanced driver assistance systems and autonomous driving.

Description of changes

- Some functions of the Integrated Control System Development Division, Electronic Platform Development Department, and Electrical & Electronics Performance Development Department have been consolidated and transferred to the newly established Advanced Safety Vehicle Development Department.

(2) Changes pertaining to global sales and marketing

Aim

- Establish a system capable of contributing to maximizing sales and profits into the future as a global hub organization by promoting brand penetration and enhancing marketing measures.

Description of changes

- The Brand Marketing Department, Product Marketing Department, Market Operations Department No.2, and Sales Administration Department have been abolished. The functions performed by these departments have been reorganized and transferred to the newly established Global Brand Promotion Department, Global Marketing Strategy Department, Overseas Market Operations Department, and Business Transformation Promotion Department.
- Some functions of the Global Sales & Marketing Division have been transferred to the Global Brand Promotion Department, Global Marketing Strategy Department, and Business Transformation Promotion Department.

2. Personnel changes

General managers and above

New post	Current post	Name
Staff Manager Corporate Planning & Development Div.	Dispatched to Mazda Toyota Manufacturing U.S.A., Inc.	Daisuke Naruke
Deputy General Manager Product Div.	Deputy General Manager and Program Manager Product Div.	Yoshiyuki Wada
Program Manager Product Div.	Staff Manager Product Development Planning Dept.	Kohei Shibata
Program Manager Integrated Control System Development Div.	Principal Engineer Integrated Control System Development Div.	Kouichi Kojima
Senior Principal Engineer Integrated Control System Development Div.	Senior Principal Engineer Integrated Control System Development Div. and Senior Principal Engineer Electronic Platform Development Dept.	Atsunori Tsukuda
General Manager Advanced Safety Vehicle Development Dept.	Senior Principal Engineer Integrated Control System Development Div.	Yasunori Yamamoto
Expert Engineer Advanced Safety Vehicle Development Dept.	Program Manager Integrated Control System Development Div.	Yasuhiro Nakashima
General Manager Production Planning Dept.	Staff Manager Production Planning Dept.	Atsushi Asada
General Manager Global Brand Promotion Dept.	General Manager Brand Marketing Dept.	Eiko Unoki
General Manager Global Marketing Strategy Dept.	General Manager Product Marketing Dept.	Manabu Osuga
General Manager Overseas Market Operations Dept.	General Manager Market Operations Dept. No.2	Masami Yanagawa
General Manager Business Transformation Promotion Dept.	Staff Manager Market Operations Dept. No.2	Kenji Sato

Senior Expert Business Transformation Promotion Dept.	General Manager Sales Administration Dept.	Hironori Tanaka
Senior Expert Domestic Business Development Dept.	General Manager Fleet/Fleet Employees Sales Dept.	Naohiro Higuchi
General Manager Outlet Operation Support Dept.	Field Representative Outlet Operation Support Dept.	Kenji Hoshikawa
General Manager Fleet/Fleet Employees Sales Dept.	General Manager Outlet Operation Support Dept.	Masashi Shirakashi
Program Manager Customer Service Div.	Program Manager Customer Service Div. and Program Manager Global Sales & Marketing Div.	Masaya Kodama
Dispatched to Toyo Advanced Technologies Co., Ltd. (Senior Advisor)	General Manager Production Planning Dept.	Masahiro Enomoto

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