



November 1, 2023

Organizational and Personnel Changes

Mazda Motor Corporation has announced the following organizational and personnel changes, effective Nov.1, 2023.

1. Organizational Changes

(1) Electrification Business

Aim

- Establish an organization to optimally tackle with electrification business as well as related product development which entail complex challenges such as the need for new technologies, new values, and new businesses amidst the rapid progress in electrification globally.
- Create new values and businesses from a customer-oriented perspective through new ideas for electric vehicles with a view beyond product or technology aspects.

Description of changes

- Newly establish Electrification Business Division ('e-MAZDA' in short.)
- Establish 'Strategy & Supervision Center', 'Development & Monozukuri Center', 'Business Center', and 'Business & Organization Transformation Center' in Electrification Business Division' to form a new structure not bound by the conventional format of organization.

(2) Brand Experience

Aim

- Based on Mazda's brand purpose¹, we will create and expand opportunities for customers to experience the Mazda brand globally² to gain empathy for the "joy of driving" set forth in 'the 2030 Vision' and to enhance brand value.

Description of changes

- Newly establish Brand Experience Promotion Division to consolidate all motorsports and brand experience-related functions including MAZDA SPIRIT RACING.
- In the Brand Experience Promotion Division, establish Brand Experience Business Development Department, Factory Motorsports Promotion Department, and Brand Experience Creation Department.
- Transfer some functions of Customer Service Business Development Department in the Customer Service Division to Brand Experience Business Development Department, Factory Motorsports Promotion Department, and Brand Experience Creation Department.
- Transfer some functions of Global Marketing Strategy Department in Global Sales & Marketing Division as well as some functions of Regional Product Promotion Department in Customer Service Division to Brand Experience Creation Department.

2. Personnel changes

General Manager and above

New Post	Current Post	Name
General Manager Strategy & Supervision Center, Electrification Business Div.	General Manager Global Sales & Marketing Div.	Masashi Otsuka
General Manager Development & Monozukuri Center, Electrification Business Div.	Deputy General Manager Corporate Strategy Div.	Seiji Miyoshi
General Manager Business Center, Electrification Business Div.	General Manager Program Finance Planning Dept.	Akio Akamatsu
General Manager Business & Organization Transformation Center, Electrification Business Div.	Staff Manager People Development Dept.	Kunimitsu Horike
Program Manager Electrification Business Div.	Program Manager Corporate Strategy Div.	Kenji Aratani
Leader Electrification Business Div.	Staff Manager Corporate Strategy Div.	Shouji Kusuda
Leader Electrification Business Div.	General Manager Planning Promotion Dept.	Naoki Iijima
Leader Electrification Business Div.	Program Manager Product Development Div.	Taro Oike
Leader Electrification Business Div.	Program Manager Vehicle Development Div.	Masahiro Asahi

Leader Electrification Business Div.	Program Manager Vehicle Development Div.	Hidenori Matsuoka
Leader Electrification Business Div.	Program Manager Powertrain Development Div.	Takashi Wada
Leader Electrification Business Div.	Program Manager Powertrain Development Div.	Junichi Doi
Leader Electrification Business Div.	Deputy Program Manager Powertrain Development Div.	Shin Murata
Leader Electrification Business Div.	Deputy Program Manager Powertrain Development Div.	Yoshinobu Katayama
Program Manager Electrification Business Div. and Program Manager Corporate Strategy Div.	Program Manager Corporate Services Div. and Program Manager Corporate Strategy Div.	Kenji Matsumoto
Program Manager Direct report to Executive Officer in charge of Financial Services, Corporate Planning & Development and Cost Innovation and Leader Electrification Business Div.	Program Manager Direct report to Executive Officer in charge of Financial Services, Corporate Planning & Development and Cost Innovation	Hiroshi Shiomi
General Manager Product Planning Dept. and Leader Electrification Business Div.	General Manager Product Planning Dept.	Kan Matsuoka
Deputy General Manager Integrated Control System Development Div. and Leader Electrification Business Div.	Deputy General Manager Integrated Control System Development Div.	Keigo Fukuda

Program Manager Powertrain Development Div. and Leader Electrification Business Div.	Program Manager Powertrain Development Div.	Satoshi Fujikawa
General Manager Electric Drive & PT Control Parts Development Dept. and Leader Electrification Business Div.	General Manager Electric Drive & PT Control Parts Development Dept.	Yasushi Torii
General Manager Corporate Planning & Development Div. and General Manager Planning Promotion Dept.	General Manager Corporate Planning & Development Div.	Tomoyuki Kazama
General Manager Program Finance Planning Dept.	Deputy Program Manager Program Finance Planning Dept.	Masahiro Yanagi
Program Manager Powertrain Development Div.	Deputy Program Manager Powertrain Development Div.	Tsukasa Hoshino
General Manager Brand Experience Promotion Div.	General Manager CS Business Development Dept.	Eri Fujimoto
General Manager Brand Experience Business Development Dept.	Manager Customer Service Business Development Dept.	Akira Ikemoto
General Manager Factory Motorsports Promotion Dept.	Principal Engineer Drivability & Environmental Performance Development Dept.	Kenji Sasaki
General Manager Brand Experience Creation Dept.	General Manager Customer Journey Development Dept.	Kousuke Souma
General Manager Domestic Business Development Dept.	Staff Manager Domestic Business Development Dept.	Yoshiaki Honma

General Manager Customer Journey Development Dept.	General Manager Domestic Business Development Dept.	Kenta Nakanishi
Deputy General Manager Customer Service Div. and General Manager Customer Service Business Development Dept.	Deputy General Manager Customer Service Div.	Satoshi Takahashi
Dispatched to Mazda North American Operations (EVP & CFO)	Dispatched to Mazda North American Operations (CFO)	Takeshi Nishiki
Dispatched to Mazda North American Operations (Senior Vice president)	Dispatched to Mazda North American Operations (Vice president)	Naoki Okano
Dispatched to Mazda North American Operations (Senior Director)	Dispatched to Mazda North American Operations	Tomoaki Matsunobu

*1 'PURPOSE: Enrich life-in-motion for those we serve,' is "Mazda's corporate philosophy".

*2 Opportunities to experience the Mazda brand include activities and contents that allow people to discover the joy brought by cars.

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