



January 15, 2025

Organizational and Personnel Changes

Mazda Motor Corporation has announced the following organizational and personnel changes, effective April 1, 2025.

1. Organizational Changes

(1) Domestic Business domain

Aim

- To further accelerate structural reform in domestic sales domain, the Company will reorganize the operations and functions of the Domestic Sales Division, sales companies and dealers, including the elimination of overlap, to clarify their original roles. It will also strengthen the system for accelerating DX (digital transformation.) Through these measures, the Company will aim to transform its business to focus on customer experience and establish a front-line support system in which “dealers play the leading role” to achieve a highly productive domestic sales business.

Description of changes

- Outlet Operation Support Dept. and Fleet/Fleet Employees Sales Dept. will be integrated and renamed Retail Operation Support Dept. Some functions of Customers Relations Promotion Dept., Domestic Business Development Dept. and Domestic Product Marketing Dept. will be transferred to and reorganized in Retail Operation Support Dept.
- Domestic Brand Communication Dept. will be newly established, and some functions of Domestic Product Marketing Dept. will be transferred to it.
- Some functions of Customer Journey Development Dept. will be transferred to Domestic Brand Communication Dept. and rest of the function will be reorganized to projects directly under the Division, thus eliminating Customer Journey Development Dept.

(2) Customer Service domain

Aim

- To respond to future changes in the environment, including rising customer expectations for products and services and the shift to electrification, the Company will further deepen its relationships with customers by building trust and creating customer experiences that enable a safe, secure and fulfilling life throughout the entire ownership period.

Description of changes

- Customer Service Business Development Dept. will be renamed Customer Service Management Dept.

- Some functions of Regional Product Promotion Dept. will be transferred to Customer Service Field Operations Dept. and renamed After-sales Business Promotion Dept.
- Some functions of Vehicle Service & Program Dept. will be transferred to Technical Service Dept. and Customer Service Field Operations Dept.
- Functions of Customer Service Education & Training Dept. will be transferred to Customer Service Management Dept., Vehicle Service & Program Dept., Technical Service Dept., and Customer Service Field Operations Dept, thus eliminating Customer Service Education & Training Dept.
- Some functions of Technical Service Dept. will be transferred to Vehicle Service & Program Dept.

2. Personnel changes

(1) Executive Officers and Executive Fellow

New Post and assignment	Current post and assignment	Name
Representative Director, Senior Managing Executive Officer and CFO Assistant to President; Oversight of Corporate Planning & Development, Operations in North America and Europe, and Cost Innovation	Representative Director, Senior Managing Executive Officer and CFO Assistant to President; Oversight of Corporate Planning & Development, Operations in North America, and Cost Innovation	Jeffrey H. Guyton
Director, Senior Managing Executive Officer Oversight of Cost Reduction	Director, Senior Managing Executive Officer and CCEO Oversight of Product Strategy	Yasuhiro Aoyama
Director, Senior Managing Executive Officer Assistant to President	Director, Senior Managing Executive Officer and CTO	Ichiro Hirose
Director, Senior Managing Executive Officer and CSCO Oversight of Monozukuri Innovation, Supply Chain Innovation and Carbon Neutrality Promotion	Director, Senior Managing Executive Officer and CSCO Oversight of Quality and Carbon Neutrality	Takeshi Mukai
Director, Senior Managing Executive Officer and CSO Assistant to the Officer overseeing Carbon Neutrality Promotion	Director, Senior Managing Executive Officer and CSO Assistant to the Officer overseeing Carbon Neutrality	Takeji Kojima
Senior Managing Executive Officer Assistant to CFO; Oversight of Financial Services; Assistant to the Officer overseeing Cost Reduction	Senior Managing Executive Officer Assistant to CFO; Oversight of Financial Services; Assistant to the Officer overseeing Cost Innovation	Tetsuya Fujimoto

Senior Managing Executive Officer and CTO Oversight of R&D; Assistant to the Officer overseeing Monozukuri Innovation	Managing Executive Officer In charge of Electrification Promotion	Ryuichi Umeshita
Managing Executive Officer Assistant to the Officer overseeing Administrative Domain	Managing Executive Officer In charge of Operations in ASEAN; President, Mazda South East Asia Ltd.	Hironori Tanaka
Managing Executive Officer In charge of Cost Reduction	Managing Executive Officer Assistant to the Officer overseeing Cost Innovation; In charge of promoting Business Structure Reform and Cost Reduction	Osamu Kawamura
Managing Executive Officer Global Sales Coordination; In charge of Operations in China and ASEAN	Managing Executive Officer In charge of Global Sales, Marketing, Customer Service, Operations in China and Cost Innovation; Chairman, Mazda Motor (China) Co., Ltd.	Toru Nakajima
Managing Executive Officer In charge of Production Engineering, Global Quality, Carbon Neutrality Promotion, and Cost Innovation	Managing Executive Officer In charge of Production Engineering, Global Quality, Carbon Neutrality, and Cost Innovation	Taketo Hironaka
Managing Executive Officer Assistant to the Officer overseeing Cost Reduction; In charge of Corporate Planning & Development	Managing Executive Officer In charge of Corporate Planning & Development and Cost Innovation	Takakazu Ishimura
Managing Executive Officer Assistant to the Officer overseeing Operations in North America; Executive Vice President, Mazda Motor of America, Inc. (Mazda North American Operations)	Executive Officer President and CEO, Mazda Motor Manufacturing de Mexico, S.A. de C.V. (Mazda de Mexico Vehicle Operation)	Takuji Iwashita
Managing Executive Officer In charge of Vehicle Development, Product Development, Design and Cost Innovation	Executive Officer In charge of R&D Strategy Planning, Carbon Neutrality and Cost Innovation	Naohito Saga
Executive Officer In charge of Domestic Sales and Brand Experience	Executive Officer In charge of Domestic Sales	Kazuyoshi Todou

Executive Officer In charge of Corporate Strategy and Product Strategy	Center General Manager, Business Transformation Center and Strategy & Supervision Center Electrification Business Division	Masashi Otsuka
Executive Officer President and CEO, Mazda Motor Manufacturing de Mexico, S.A. de C.V. (Mazda de Mexico Vehicle Operation)	General Manager, Quality Div.	Takeshi Ishibashi
Executive Fellow Supervision of Brand design	Executive Fellow Brand design	Ikuo Maeda

[Executive to step down as of March 31]

Current post and assignment	Name
Managing Executive Officer In charge of Vehicle Development, Product Development and Cost Innovation	Hiroyuki Matsumoto

(2) General managers and above

New post	Current post	Name
General Manager Corporate Strategy Div.	Dispatched to Mazda North American Operations (EVP)	Takeshi Nishiki
General Manager Product and Technology Strategy Dept.	Staff Manager Product and Technology Strategy Dept.	Kazuto Katayama
Center General Manager Business Transformation Center, Electrification Business Div.	General Manager Corporate Strategy Div.	Nobuyuki Higashino
Center General Manager Strategy & Supervision Center, Electrification Business Div.	Leader and Program Manager Electrification Business Div.	Koji Mizuguchi
Leader and Program Manager Electrification Business Div.	Deputy General Manager and Program Manager R&D Strategy Planning Div.	Hiroshi Kinoshita

Deputy General Manager ASEAN Business Office, and Mazda South East Asia Ltd. (Executive Vice President)	Dispatched to AutoAlliance (Thailand) Co., Ltd. (President)	Kenichirou Saruwatari
Deputy General Manager R&D Strategy Planning Div.	General Manager Product and Technology Strategy Dept.	Toshio Kamihachi
General Manager Product Development Div.	Dispatched to Mazda North American Operations (Senior Vice president)	Naoki Okano
Program Manager Product Development Div.	Dispatched to Mazda Motor Europe GmbH (Vice President)	Yasunori Takahara
General Manager Vehicle Development Div.	Dispatched to Mazda E&T Co., Ltd. (Representative Director and President)	Hajime Seikaku
General Manager Integrated Control System Development Div. and Deputy General Manager Powertrain Development Div.	Deputy General Manager Powertrain Development Div. and Deputy General Manager Integrated Control System Development Div. (as dual responsibility from February 1 to March 31, 2025)	Keitaro Ezumi
Deputy General Manager Integrated Control System Development Div.	General Manager Infotainment and Control Model Development Dept.	Seiji Goto
General Research Manager Integrated Control System Development Div.	Senior Principal Engineer Integrated Control System Development Div.	Takuro Miyoshi
General Manager Infotainment and Control Model Development Dept.	Manager Infotainment and Control Model Development Dept.	Keisuke Hihara
General Manager Drivability & Environmental Performance Development Dept.	Manager Drivability & Environmental Performance Development Dept.	Akira Tsuda
General Manager Hiroshima Plant	Dispatched to Mazda Powertrain Manufacturing (Thailand) Co., Ltd. (President)	Akira Yamada

Deputy General Manager Hiroshima Plant	Dispatched to Mazda North American Operations (Vice President)	Hiroshi Inamura
General Manager Powertrain Production Dept. No.2, Hiroshima Plant	Manager Powertrain Production Dept. No.2, Hiroshima Plant	Yoshihiro Nishida
General Manager Vehicle Production Dept. No.1, Hiroshima Plant	General Manager Powertrain Production Dept. No.2, Hiroshima Plant	Satoshi Miyahira
General Manager Hofu Plant	General Manager Hiroshima Plant	Yoshihiro Matsuda
General Manager Vehicle Production Dept. No.4, Hofu Plant	General Manager Vehicle Production Dept. No.1, Hiroshima Plant	Masanori Yamane
General Manager Quality Div. (Effective February 1, 2025)	Deputy General Manager Quality Div.	Hirokazu Inoue
Deputy General Manager Quality Div.	General Manager Customers Relations Promotion Dept.	Daisuke Nakayama
General Manager Quality Management & Promotion Dept.	Deputy Program Manager Quality Management & Promotion Dept.	Kazuhiko Ochi
General Manager Field Quality Dept. No.2	Manager Parts Purchasing Dept. No.2	Tomoki Hirohata
General Manager Global Brand Promotion Dept.	Manager Global Brand Promotion Dept.	Sayaka Niki
General Manager Brand Experience Business Development Dept.	General Manager Domestic Product Marketing Dept.	Kentarou Kikuchi
General Manager Domestic Business Div.	Dispatched to Mazda Sales (Thailand) Co., Ltd. (Senior Advisor)	Tadashi Miura
Deputy General Manager Domestic Business Div.	General Manager Outlet Operation Support Dept.	Kenji Hoshikawa
Chief Manager Domestic Business Div.	General Manager Customer Journey Development Dept.	Kenta Nakanishi

General Manager Customers Relations Promotion Dept.	General Manager Field Quality Dept. No.2	Kengo Ikeda
General Manager Domestic Business Development Dept.	Dispatched to Koshin Mazda Co., Ltd. (Representative Director and President)	Tomohide Matoba
General Manager Domestic Product Marketing Dept.	Staff Manager Corporate Liaison & Research Dept.	Hajime Shimamura
General Manager Domestic Brand Communication Dept.	General Manager Global Brand Promotion Dept.	Eiko Unoki
General Manager Retail Operation Support Dept.	Dispatched to Fukushima Mazda Co., Ltd. (Representative Director and President)	Buichiro Takaba
General Manager Customer Service Management Dept.	Dispatched to Hakodate Mazda Co., Ltd. (Representative Director and President)	Takuya Shinomoto
General Manager After-sales Business Promotion Dept.	General Manager Regional Product Promotion Dept.	Katsunori Nishioka
General Manager Customer Service Field Operations Dept.	General Manager Customer Service Education & Training Dept.	Seiji Toyota
General Manager Corporate Liaison & Research Dept.	General Manager Legal Affairs Dept.	Kazuki Fukui
General Manager Human Resources Div. and General Manager HR Reform Dept.	General Manager HR Reform Dept.	Satoshi Nishikawa
General Manager Corporate Services Div.	General Manager Audit & Supervisory Committee Dept.	Kaori Soga
General Manager Legal Affairs Dept.	Manager Legal Affairs Dept.	Mari Ishikawa

General Manager Global Auditing Dept.	Staff Manager Global Auditing Dept.	Kazuhiko Inoue
General Manager Operations in the Greater Tokyo Metropolitan Area	General Manager Corporate Services Div.	Yutaka Fujiie
General Manager Tokyo General Affairs Dept.	General Manager Domestic Business Div.	Kousuke Doi
General Manager Audit & Supervisory Committee Dept.	General Manager Global Auditing Dept.	Hidekazu Yashima
Dispatched to Mazda E&T Co., Ltd. (Representative Director and President)	General Manager Vehicle Development Div.	Akira Kyomen
Dispatched to Fukushima Mazda Co., Ltd. (Representative Director and President)	Staff Manager Domestic Product Marketing Dept.	Hiroshi Toda
Dispatched to Mazda North American Operations (Senior Director)	General Manager Product Development Div.	Yoshiyuki Wada
Dispatched to Mazda North American Operations (Senior Director)	Senior Expert Hiroshima Plant	Takamasa Fujii
Dispatched to Mazda North American Operations (Vice President)	Dispatched to Mazda North American Operations (Senior Director)	Takashi Suzuki
Dispatched to Mazda Toyota Manufacturing U.S.A., Inc.	General Manager Vehicle Production Dept. No.4, Hofu Plant	Norihiro Kishikawa
Dispatched to Mazda Motor Europe GmbH (Vice President)	General Manager Drivability & Environmental Performance Development Dept.	Kunihiro Shishima
Dispatched to AutoAlliance (Thailand) Co., Ltd. (EVP & CFO)	Dispatched to AutoAlliance (Thailand) Co., Ltd. (Senior Advisor)	Kazutaka Mori

Dispatched to Mazda Powertrain Manufacturing (Thailand) Co., Ltd. (President)	Dispatched to Mazda Powertrain Manufacturing (Thailand) Co., Ltd. (Executive Vice President)	Akira Kato
Dispatched to Mazda de Mexico Vehicle Operation (Vice President)	Staff Manager Production Control & Logistics Div.	Takeshi Waki

Note: This announcement includes job positions for which there is no mention of current or new appointees. Transfer information regarding those positions will be announced at a later date.

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