



Oct. 1, 2026

Organizational and Personnel Changes

Mazda Motor Corporation has announced the following organizational and personnel changes, effective October 1, 2026.

1. Organizational Change

Domestic Brand & Business Management Domain

Aim

- Under its domestic business reform based on Brand Value Management, to realize the vision of “a Japanese market where Mazda continues to be chosen by 200,000 customers by 2030,” one of the milestones in its domestic business reform, Mazda will accelerate the transformation by strengthening on-site support from a customer-centric perspective, to accelerate retail operations transformation aimed at enhancing the in-store experience, a key initiatives supporting this vision. The Company will strengthen the planning and promotion framework for the Mazda Brand Academy¹, a core initiative of this transformation, while optimizing the functional allocation of the Domestic Brand & Business Management Division.

Description of changes

- To promote the adoption and embedding of Brand Value Management across dealerships and retail stores, the Mazda Brand Academy Promotion Department will be newly established. The new department will consolidate the brand engagement and training functions currently housed within the Domestic Brand Communication Department, as well as functions responsible for the domestic business dashboard, the renewal of dealership business operation systems, and the promotion of digital transformation (DX), thereby accelerating retail operations transformation.
- With the aim of further enhancing brand experience value for customers, the operations and management functions for the brand space, “MAZDA TRANS AOYAMA,” currently managed by the Domestic Brand Communication Department, will be transferred to the Brand Experience Creation Department of the Brand Experience Promotion Division.
- To maximize expertise and synergies while strengthening product communications, Mazda will consolidate the product public relations strategy planning function and domestic public relations functions for the product domain, which are currently housed within the Domestic Brand Communication Department, into the Media Relation Department of the Corporate Communications Division. This consolidation will also deepen relationships with domestic automotive media and automotive journalists, thereby further strengthening product communications for Japanese market.
- The functions of the Domestic Business Development Department related to planning and promoting the dealership network will be transferred to the Retail Operation Promotion

Department, while functions related to the domestic business dashboard and the renewal and digital transformation (DX) of dealership operation platform systems will be transferred to the Mazda Brand Academy Promotion Department. Consequently, the Domestic Business Development Department will be abolished.

2. Personnel Changes

General managers and above

New post	Current post	Name
General Manager Engine Design Engineering Dept.	Manager Engine Design Engineering Dept.	Hisashi Okazawa
General Manager Technical Research Center	General Manager and General Research Manager Technical Research Center	Toshihide Yamamoto
Deputy General Manager Technical Research Center and Senior Principal Engineer KURUMA Development Div.	Deputy General Manager and General Research Manager Technical Research Center and Senior Principal Engineer KURUMA Development Div.	Masanori Honda
General Research Manager Technical Research Center	Research Manager Technical Research Center	Suguru Ikeda
General Research Manager Technical Research Center	Research Manager Technical Research Center	Chikara Kawamura
General Manager Field Quality Dept. No.1	General Manager Field Quality Dept. No.2	Tomoki Hirohata
General Manager Field Quality Dept. No.2 Quality Div.	General Manager Engine Design Engineering Dept. KURUMA Development Div.	Yosuke Shimai

Deputy General Manager Domestic Brand & Business Management Div. and General Manager Domestic Business Strategy Planning Dept.	General Manager Domestic Business Strategy Planning Dept.	Tomoya Matahira
General Manager Mazda Brand Academy Promotion Dept.	General Manager Domestic Business Development Dept.	Tomohide Matoba
General Manager Customer Service Div. and Deputy General Manager Domestic Brand & Business Management Div.	General Manager Customer Service Div.	Takuya Kato
Dispatched to Kansai Mazda Co., Ltd. (Representative Director and President)	Dispatched to Hokuriku Mazda Co., Ltd. (Representative Director and President)	Sangyou Jo
Dispatched to Mazda Credit, Inc. (Senior Advisor)	Dispatched to Kansai Mazda Co., Ltd. (Representative Director and President)	Takashi Suto
Dispatched to Mazda North American Operations (Vice President)	General Manager Field Quality Dept. No.1	Satoshi Aratake

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*1: An initiative designed to support the implementation and embedding of the Mazda Brand Standards, which define the unique brand experience Mazda aims to deliver to customers at dealership operations as part of the practice of Brand Value Management. Through this initiative, Mazda and its dealerships work together to create consistent customer experience and enhance brand value.