

Wojciech Halarewicz appointed Vice President Communications at Mazda Motor Europe

Leverkusen, 21 January 2013. Mazda Motor Europe announces that Mr. Wojciech Halarewicz (40), currently Managing Director of Mazda Italy, will be appointed Vice President Communications on 1 March, 2013. He will report to Jeff Guyton, President and CEO of Mazda Motor Europe. In this role Wojciech will oversee all Communications related to strategy and operations at Mazda Motor Europe.

Jeff Guyton explains "We are increasingly convinced that in today's world the lines between Marketing and Public Relations are becoming blurred. This is especially true in digital media. A comprehensive strategy is needed to ensure alignment across 'all things public', and our organization will now mirror this."

Wojciech will be replaced as Managing Director, Mazda Motor Italy (MMI), by Mr. Andrea Fiaschetti, presently Director Marketing and Sales at MMI.

"With Wojciech's international background and extensive experience both inside and outside of Mazda, I am confident that he will provide strong and energetic leadership to move the Mazda brand forward," Jeff Guyton added.

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