



## **Roberto Pietrantonio named MD at Mazda Motor Italy**

- Move maintains continuity at Mazda Italy following four years of substantial growth

Rome / Leverkusen, 31 October 2016. Mazda has appointed Roberto Pietrantonio as the new managing director of Mazda Motor Italy. The 47 year old, who is currently director of communications and sales planning at Mazda Italy, will assume his new role on 1 November. He replaces Andrea Fiaschetti, whose untimely death in spring came as a shock in the automobile industry.

An engineer by trade, Pietrantonio began his automotive career with the Fiat group before joining Mazda Italy in 2003, gradually assuming increasing responsibility in marketing and communications. The native of Naples became communications director in 2012, and also shared the task of managing Mazda Italy's operations over the past five months with Piero Giardini, who is director of customer service and dealer development.

"Roberto's career at Mazda has been characterised not only by his strong drive for results but also by his commitment and passion," says Mazda Motor Europe Vice President Sales & Customer Service Martijn ten Brink. "Together, Roberto and Piero accepted the challenge to continue the strategic path that we had chosen for Mazda Motor Italy and managed the business through a difficult time."

Pietrantonio's appointment thus demonstrates strategic continuity at an organisation that has achieved four years of solid growth, increasing sales by 64% over the first nine months of 2016 relative to the previous year after a 36% upsurge in 2015\*. Mazda Italy also supports numerous events in that country, for example as an exclusive partner to the recent 2016 Rome Film Fest.

\* Source: [www.en.anfia.it](http://www.en.anfia.it) (Italian Automotive Industry Association)

For further information contact:

**Mazda Motor Europe GmbH**  
Postfach 10 09 60 | D-51309 Leverkusen  
Tel: +49 2173 943 505 | Fax: +49 2173 943 553  
[mazda-press@mazdaeur.com](mailto:mazda-press@mazdaeur.com) | [www.mazda-press.com](http://www.mazda-press.com)

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