Mazda Motor Europe announces Martijn ten Brink as its new President & CEO

**Leverkusen, 14 May 2021.** Mazda Motor Europe (MME) has announced that effective 24th June 2021, Martijn ten Brink, currently Vice President of Sales & Customer Service at MME, will become President & CEO of MME succeeding Yasuhiro Aoyama who has led the European business since 2019. Yasuhiro Aoyama will return to the company headquarters in Hiroshima, Japan and take the position of Director, Senior Managing Executive Officer Oversight of Global Marketing, Sales and Customer Service.

Announcing the changes, Akira Marumoto, Representative Director, President & CEO of Mazda said:

“Mazda Europe is an incredibly important part of our global operation where we are launching new products, such as our first EV the Mazda MX-30, and rolling out new technologies in a very competitive environment. As we successfully emerge from the pandemic across Europe, we decided it was the right time to put into action management changes we had planned as part of our Mid-Term Plan development.

“Martijn has been with Mazda for over two decades in many roles, including country management, and he has all the skills required to drive our European operation forward. We wish him every success in his role and would like to thank Yasuhiro Aoyama for his dedication to Europe for the last two years and look forward to welcoming him back to our global headquarters in Hiroshima.”

Commenting on his appointment, Martijn ten Brink said:

“I am incredibly proud to have been given the opportunity to lead this great business in Europe. But what really excites me is where we are going to take Mazda during the next decade. For the last few years we have been launching products that are successfully going toe-to-toe with the more recognised premium brands, creating new Mazda customers from people who had never previously considered our brand. With the products, services and new experiences I know we are launching in the next few years, I will be devoting all my efforts to accelerating our journey.”

Yasuhiro Aoyama, commenting on his time in Europe, said:

“It has been a real honour to lead a great team at MME for the last two years and I am very excited about returning to the headquarters in Hiroshima at this time in Mazda’s brand journey. Despite a large part of my time in Europe being during the COVID pandemic, together, in Europe, we have punched above our weight to accomplish many fantastic things during this period. I leave knowing our business here is in the best of hands.”

As a result of these changes at Mazda Europe, Wojciech Halarewicz, currently Vice President Communications & Public Affairs at MME, will replace Martijn as Vice President Sales & Customer Service at MME and Matthias Sileghem, currently Managing Director of Mazda Motor Belux, will become Vice President Customer Experience, Communications & Public Affairs at MME.

Also joining the new European management team is Masaharu Kondo, currently General Manager of Global Sales & Marketing Division at the Mazda Motor Corporation in Japan, who will become Vice President Business & Product Strategy. Alex Janssens, currently Chief Information Officer, Director Information Services and Parts, Supply & Logistics at MME/MLE (Mazda Logistics Europe), will become Vice President Information Technologies and Parts Supply & Logistics, Chief Information Officer at MME.

All changes will be effective from 24th June 2021.

For further information:

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