



For Immediate Release

Contact: Tim Olson, Mazda North American Operations, 949-727-6651  
Eric Booth, Mazda North American Operations, 949-727-6144

## **Mazda Names Tim Olson as Public Relations Program Manager**

IRVINE, Calif. (March 23, 2017) – Mazda North American Operations (MNAO) today announced the addition of Tim Olson to its public relations team as program manager, public relations.

Olson comes to MNAO from the Powersports industry, where he spent the last decade as the public relations manager for Yamaha Motor Corporation and Suzuki Motor of America. Prior to that, he spent a decade working in the editorial space as managing editor for one of the most prominent motorcycle magazines.

In his new position, Olson is responsible for managing day-to-day PR activities and storytelling related to product, corporate, lifestyle and motorsports communications. He will report directly to Eric Booth, senior manager, public relations, and will be based out of MNAO's corporate headquarters in Irvine, Calif. For all working media, he can be reached at 949-727-6651 and at [tolson4@mazdausa.com](mailto:tolson4@mazdausa.com).

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through more than 600 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

###