



For Immediate Release

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## **Mazda Mourns the Loss of Jay Amestoy**

*- Long-Serving Vice President of Public Relations Passes Away -*

IRVINE, Calif. (November 20, 2017) – [Mazda North American Operations](#) (MNAO) mourns the passing of Jay Amestoy, the company's long-serving Vice President of Public and Government Relations. Amestoy, 69, passed away on Thursday, November 16, while being treated at the Mayo Clinic. He fought a number of courageous health battles during the past nine years, always with dignity and strength. He will be missed by many.

As vice president of public and government affairs for Mazda North American Operations until his retirement in 2012, Amestoy oversaw all public relations, government affairs, internal and external communications and national shows and events. Prior to that, as vice president of corporate affairs and communications for the previous Mazda Motor of America, Amestoy joined Mazda in March 1991 as vice president of public relations.

Prior to joining Mazda, Amestoy, a 30-plus-year veteran of the automotive industry, served as senior vice president and managing director of the automotive account in the Los Angeles office of Hill and Knowlton public relations.

Previously, he served as senior vice president and director of the automotive group at GCI Group public relations in Los Angeles, where he oversaw the public relations launch of Infiniti and Nissan's corporate affairs. Before joining GCI, Amestoy was public relations manager for Volkswagen United States in Troy, Mich. In addition, he was involved with public relations efforts in the Porsche/Audi Division of Volkswagen of America. Just prior to Volkswagen, Amestoy served as vice president of marketing for Recaro Industries.

Prior to Recaro, Amestoy served as an automotive editor at Argus Publishing Company in Los Angeles, a predominantly automotive-related publisher. Amestoy began his lengthy automotive career as an intern for Road & Track magazine in Newport Beach, Calif.



Amestoy lived in San Clemente, Calif., and is survived by his wife, Erica, as well as a sister and brother. Condolences may be sent care of Jeremy Barnes at Mazda public relations, [jbarnes5@mazdausa.com](mailto:jbarnes5@mazdausa.com), and will be passed along to the family. When available, further information on donations will be shared on [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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 nearly 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).

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