



For Immediate Release

Contact: Emily Taylor, Mazda North American Operations, 949-727-6182
Carley Hummel, Mazda North American Operations, 949-727-6913

Mazda Names Emily Taylor as Director of Communications and Experiential Marketing

IRVINE, Calif. (March 22, 2018) – Mazda North American Operations (MNAO) today announced the addition of Emily Taylor to its marketing team as director, communications and experiential marketing.

Taylor joins MNAO from TGR, where she served as the brand development leader for the newly created organization designed to unify and maximize Tiger Woods' business and philanthropic efforts. Taylor also served as vice president of marketing & communications for the TGR Foundation and TGR Live, where she oversaw marketing communications for seven youth-education facilities, a nationwide scholarship program and a wide variety of events. Prior to joining TGR, Taylor served as spokesperson and crisis communications leader for Nashville International Airport.

In her new position, Taylor is responsible for managing experiential marketing and communications, including public relations and motorsports communications. She will report directly to Dino Bernacchi, chief marketing officer for MNAO, and will be based out of MNAO's corporate headquarters in Irvine, California. For all working media, Taylor can be reached at 949-727-6182 and at etaylo18@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 nearly 700 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.



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