



For Immediate Release

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Mazda Names Drew Cary As Brand Communications Senior Manager

IRVINE, Calif. (November 13, 2018) – [Mazda North American Operations](http://MazdaNorthAmericanOperations.com) (MNAO) today announced the addition of Drew Cary to its marketing team as senior manager, brand communications.

Cary joins Mazda from Edelman, where he served as the lead on Volkswagen USA's experiential marketing team, responsible for developing integrated editorial and content strategies to build brand advocacy and raise awareness of volume vehicles through motorsport, brand partners and enthusiast events. In 2016, Cary spent twelve months in Brazil as a Daniel J. Edelman Global Fellow, expanding his experience with global campaigns and Olympic programming. Prior to Edelman, Cary was at Ketchum in Los Angeles, supporting corporate and product announcements with Hyundai Motor Company and McLaren Automotive.

In his new position, Cary is responsible for managing Mazda's internal and external communications, social media and CSR efforts. He will report directly to Emily Taylor, director, communications and experiential marketing, and will be based in MNAO's corporate headquarters in Irvine, California. For media inquiries, he can be reached at 949-727-6525 and acary@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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