Mazda USA Newsroom

JIM LIEVOIS RETIRES FROM MAZDA AFTER 24 YEARS

LONG-TIME MAZDA EXECUTIVE STEPPING DOWN AS EVP OF US OPERATIONS

IRVINE, Calif. (March 5, 2021) –Mazda North American Operations (MNAO) today announced the retirement of Jim Lievois, Executive Vice President, effective April 1, 2021.

Lievois came to Mazda in 1997 and during his 24 years representing the company he played an integral role in transforming the U.S. business. During his tenure at MNAO, he served as the CFO, was a member of the MNAO Board, and in his current position, responsible for U.S. Operations. He championed many important initiatives, including modernizing Mazda's marketing efforts, establishing a strong IT capability across the organization, onboarding and overseeing financial service partners, serving as a strong advocate for dealer partners and moving the team to a new state-of-the-art U.S. headquarters in Irvine, CA.

"Jim has made many important contributions to Mazda during his tenure," Masahiro Moro, Chairman and CEO of Mazda North American Operations, said. "His leadership and expertise have been instrumental in driving our U.S. business forward at critical moments in our history. We wish him well and extend our sincere gratitude for the positive impact he's had on Mazda."

"It's bittersweet to leave a company that has given me so much professional fulfillment," Lievois said. "I've had the opportunity to make life-long friendships and work with so many great people here and across the globe. I will always be cheering for Mazda, an iconic brand that is still growing and thriving, as I embark on my next adventure helping to lead a technology start up working to reduce greenhouse gas emissions through better detection technologies.

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 approximately 620 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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