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Mazda Appoints Jeffrey Guyton as President & CEO
Of Mazda North American Operations

IRVINE, Calif. (May 14, 2021) – Mazda today announced changes to its leadership team with the appointment of Jeffrey Guyton as President and CEO of Mazda North American Operations, effective June 24.

This appointment includes oversight of Mazda North American Operations based in Irvine, Calif.; Mazda Canada Inc., based in Toronto; Mazda Colombia, based in Bogota; and Mazda Motors de Mexico, based in Mexico City. Additionally, Guyton's responsibilities include vehicle production in Salamanca, Mexico and Huntsville, Alabama, where Mazda will manufacture an all-new CUV designed exclusively for the North American market.

Guyton's predecessor in this role is Masahiro Moro, who will assume the newly created global position of Chief Communications Officer at Mazda's headquarters in Hiroshima, Japan. In this role, Moro will oversee public relations, investor relations, corporate social responsibility, human resources, government affairs and other administrative functions.

“Mazda continues to invest in the US, Canada, Mexico, and Colombia markets with dedicated regional products and powertrains, an enhanced dealer experience, and new manufacturing facilities,” Moro said. “Jeff has successfully led Mazda’s business growth in the US throughout the pandemic, making him a natural choice to strengthen our business across the Americas. In this expanded role, he’ll enhance collaboration across all four regions and continue to grow our brand value as a premium automaker.”

Since joining the US team as President of Mazda North American Operations in 2019, Guyton has led the organization to year-over-year sales growth in 2020, purpose-led Covid response programs, the launch of Mazda Financial Services, and the expansion of the successful Retail Evolution dealer program. Prior to joining Mazda North American Operations, Guyton served as President and CEO of Mazda Motor Europe.

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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