

Press Release

2012/05/25

Japan Automobile Importers Association (JAIA)

**Announcement**

**Appointment of Mr. Nicholas Speeks  
as Chairman of the Board of Directors  
of Japan Automobile Importers Association**

Mr. Nicholas Speeks, Representative Director and President / CEO of Mercedes-Benz Japan has been appointed as the Chairman of Japan Automobile Importers Association (JAIA) in succession to Mr. Roland Krueger, who steps down after two years in the position.

The appointment of Mr. Speeks was confirmed at the 47th JAIA General Assembly and 3rd Board Meeting of the fiscal year held on May 25 at the Tokai University Club.

On his appointment as JAIA Chairman, Mr. Speeks said:

“JAIA represents a broad spectrum of first class automobile importers and manufacturers, who, together with their many partners and customers in this country, are keen to continue to make a positive contribution to the Japanese economy as an integral part of the Japanese community.

I would like to publicly thank my predecessor, Mr. Krueger, for his spirited and able leadership of our organization as well as the JAIA board, to whose confidence I owe this step and importantly, the men and women of JAIA, whose talents have supported us over the years. I am honored to be asked to assume this significant responsibility within such a group.

All of us at JAIA look forward to working together with our friends in the Japanese government in a positive spirit such as to allow us to continue to grow our businesses by enhancing the acceptance of our brands and easing the introduction of our products. In so doing we should like to add our efforts to theirs in the renewed stimulation of the car and motorcycle market in Japan, which still today is the third largest national market on the planet.”

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## Profile

### Nicholas Speeks

Newly-appointed Chairman of the Board of Directors  
of Japan Automobile Importers Association

Full name	Nicholas Speeks	
Date of birth	February 6, 1959	
Place of birth	London, UK	
Professional	1979	Joined Daimler-Benz AG Sales Administration, Mercedes-Benz (UK) Ltd.
	1986	Project member of Sales Management, Daimler-Benz AG
	1987	Regional responsibility for Commercial Vehicle sales, China and Hong Kong
	1990	Management of Commercial Vehicle sales, Daimler-Benz Services, Iraq
	1991	Regional responsibilities for sales activities in the Near and Middle East
	1992	Sales Manger, Al-Bisher & Al-Kazemi, Agency for Mercedes-Benz in Kuwait
	1995	Director, Sales, Mercedes-Benz Vietnam, Vietnam
	1998	Director, Sales & Marketing, DaimlerChrysler Automotive Polska, Poland
	Sep. 2003	President and CEO, DaimlerChrysler Middle East, Dubai UAE
	Apr. 2010	Rep. Director, President and CEO, Mercedes-Benz Japan Co., Ltd.

[Career at Japan Automobile importers Association]

Mar. 2010	Member of the Board of Directors
May 2012	Chairman of the Board of Directors

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