



December 26, 2022

Japan Automobile Importers Association (JAIA)

**Mr. Kintaro Ueno to serve as the new chairman of Japan Automobile Importers Association (JAIA)**

On December 22, at the 6th Board of Directors Meeting in 2022, Mr. Kintaro Ueno (Representative Director, President and Chief Executive Officer [CEO], Mercedes-Benz Japan Co., Ltd.) was elected as the new JAIA chairman, succeeding the position of Mr. Christian Wiedmann (President and CEO, BMW Japan Corp.). The appointment is effective January 1, 2023.

“Aspirations for the appointment of the new chairman Ueno”

First of all, I would like to express my respect for the great achievements of my predecessor, Mr. Christian Wiedmann and my sincere gratitude to everyone who cooperates with JAIA activities.

I am greatly honored to be appointed as JAIA Chairman for the third time. "JAIA's mission" is to support its member companies to deliver various attractive imported automobiles equipped with the world's most advanced technologies to Japanese customers. Although the market conditions remain unstable, we will continue to make the best efforts possible to meet customer demand.

Due to the current situation in Ukraine and the shortage of semiconductors, the supply of automobiles has been delayed, and I have been appointed in the midst of inconveniences to our customers and I am once again determined to take on that responsibility.

In addition, as the momentum for realizing carbon neutrality is increasing in countries around the world, JAIA will make further efforts to revitalize the imported automobile market, including the spread of electrified vehicles, and will do its utmost to contribute to the development of a sustainable mobility society in Japan.

JAIA will cooperate with the government and auto-related organizations to contribute to the realization of an attractive Japanese motor vehicle market that leads the world.

## 【Kintaro Ueno: Profile】

Name	Kintaro Ueno	
Professional History	1987	Joined Mercedes-Benz Japan Co., Ltd. Passenger Car Sales Dept.
	1990	Public Relations and Press Dept., Mercedes-Benz Japan Co., Ltd.
	1994	Dispatched to Mercedes-Benz AG as the participant of the International Exchange Program of Mercedes-Benz Japan
	1999	Manager, Customer Relationship Management Dept., DaimlerChrysler Japan Holding, Ltd.
	2001	General Manager, Corporate Office, DaimlerChrysler Japan Holding, Ltd.
	2003	Director, Commercial Vehicles Division, DaimlerChrysler Japan Co. Ltd.
	2003	Managing Director, DaimlerChrysler Japan Co. Ltd.
	2007	Representative Director and Vice President, DaimlerChrysler Japan Co. Ltd.
	2007	Representative Director and Vice President, Mercedes-Benz Japan, Co., Ltd.
	2012 –	Representative Director, President and CEO, Mercedes-Benz Japan, Co., Ltd.

## 【Reference: Positions at JAIA】

From Feb 2013 to May 2014	Chairman
From May 2014 to May 2018	Vice Chairman
From May 2018 to May 2020	Chairman
From May 2020 to Oct 2021	Director
From Oct 2021 to Dec 2022	Vice Chairman
January 2023	Appointed as Chairman