



Media Release

May 22, 2024

For Immediate Release

Honda New Zealand Board of Directors Update

Honda New Zealand Limited announces changes to the board of directors in New Zealand.

Nobuya Sonoda Managing Director of Honda New Zealand is pleased to welcome the appointment of Ms Carolyn McMahon Vice President of Honda Australia from 1st April 2024 who will now be joining the long-established board with himself and Mr Nakanishi Director of Asian Honda Motor Co.,Ltd.

This new appointment will be replacing Mr Okamoto. Mr Sonoda would like to thank Mr Okamoto for his experienced support over the last 2 years.

Nobuya Sonoda has been steering Honda New Zealand as MD now for his 11th year. Establishing Honda as a top player from the calendar year in the NZ New Passenger market. "We are currently sitting in 6th place". This achieved through over 24 years of consistency with the "Honda Price Promise" and Agency system restructured.

Mr Sonoda say's "We are very pleased to work with our Honda Australia colleagues to continue to create new synergies for our Honda brand for the Future".

Nobuya Sonoda's supporting Team at Honda New Zealand are Peter Ashley COO and Joe Hall CFO.

Recently appointed from 1st April 2024 Matthew Fong Deputy General Manager of Sales and Frances Fan Deputy General Manger Retail will support as part of Honda New Zealand's future having both been with the Company for over 17 years.

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