



December 18, 2024

Japan Automobile Importers Association (JAIA)

**Japan Automobile Importers Association (JAIA) Appoints**

**Mr. Go Goeltinger as New Chairman**

At the 6<sup>th</sup> Board of Directors meeting held on December 10<sup>th</sup>, Mr. Go Goeltinger, President and CEO of Mercedes-Benz Japan G.K., was appointed as the new chairman of JAIA, succeeding Mr. Kintaro Ueno, Chairman of Mercedes-Benz Japan G.K. The appointment will take effect on January 1<sup>st</sup>, 2025.

**New Chairman Goeltinger's Aspirations Upon Assuming His New Position:**

First and foremost, I would like to express my sincere gratitude to all those who have supported JAIA's activities.

It is a great honor for me to assume the significant responsibility of serving as JAIA's Chairman. JAIA's mission is to support its member companies in delivering a diverse range of imported vehicles from around the world, equipped with cutting-edge safety and environmental technologies, including electrified vehicles, to Japanese customers.

With the backdrop of technological advances aimed at meeting social demands such as carbon neutrality, along with the deepening needs of users, the trends towards GX and DX in the automobile industry have been accelerating recently. The automobile industry is facing numerous challenges, and JAIA is committed to addressing these issues. However, we also look forward to working in partnership and cooperation with auto-related organizations to resolve the broader challenges facing the industry as a whole.

This year, JAIA established a supporting membership system. We will also work in cooperation with all JAIA supporting members.

Furthermore, by delivering a wide range of attractive imported vehicles to Japanese customers, JAIA will make every effort to revitalize Japan's automotive market and contribute to the development of a sustainable mobility society in Japan.

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

## 【Go Goeltinger : Profile】

Name	Go Goeltinger	
Professional History	Feb. 2007	Joined Mercedes-Benz Japan Co., Ltd. Dealer Network Management
	Nov. 2007	Product Management
	Mar. 2010	Manager, Corporate Office
	Mar. 2012	Manager, Customer Relationship Management
	May. 2013	General Manager, After Sales Marketing
	Aug. 2015	General Manager, Customer Experience Management
	Oct. 2018	Executive Officer
	Dec. 2020	Executive Assistant to the Board Member Mercedes-Benz AG (Headquarter)
	Sep. 2021	Director of Aftersales for Region Overseas
	Sep. 2024	President and CEO Mercedes-Benz Japan G.K.

## 【Reference: Positions at JAIA】

January 2025

Appointed as Chairman