

MEDIA RELEASE

For Immediate Use

1 Sept 2025

Mazda Southern Africa Pty Ltd announces leadership change.

Mazda Southern Africa today announced that current Managing Director Craig Roberts, having lead the Mazda business in the Southern African market for the past 8 years will leave Mazda SA Pty Ltd to take up a role and business opportunity in a related but non-Automotive industry.

Mazda Southern Africa Pty Ltd have announced that Bonite Van Der Merwe, current Head of Operations Sales & Service will be appointed as the new MD of Mazda SA Pty Ltd effective 1 October 2025.

Van Der Merwe , a qualified Chartered Accountant, has been a member of the Mazda SA Organisation Management and Senior Management teams for the past 11 years having served in the roles of Finance Manager and Head of Finance and Corporate Affairs prior to the current Head of operations role.

“Bonite having been onboard with Mazda SA since the inception of Mazda SA as an Independent National Sales Company of Mazda Motor Corporation in 2014 is ideally positioned to assume the leadership role for Mazda in SA” commented Roberts.

“Experience across all areas of the Mazda SA Business, as well as a strong commitment to Mazda’s Customer Centric and Human Centric values will stand her in good stead to lead Mazda’s Business in the SA Market’, said Roberts.

Mazda SA remains committed to its SA Customers and Dealer Invested Partners and is excited about the Mazda Brands future product line up. This includes the All-New Mazda CX-5 headed for the SA market. In addition, Customer Centric Product elements such as its “industry leading” Unlimited Mileage Warranty and Service Plans including the “first to market” customer service such as “Courtesy Service Vehicle Programs” and “Lifetime Replacement Parts Warranty”.

For more information, follow the Mazda social media channels:

Instagram: @mazda_sa

Facebook: @MazdaSouthernAfrica

X: @Mazda_SA

About Mazda Southern Africa

Mazda Southern Africa is committed to creating vehicles that transform everyday driving into extraordinary experiences. With a focus on human-centric design and emotional connection, Mazda vehicles are crafted to evoke a sense of wonder and joy in every journey. Our Wonder Awaits philosophy combines advanced technology, refined craftsmanship, and a seamless driving experience, ensuring every drive feels meaningful and uplifting. Whether through innovative safety features, intuitive design, or the Jinba Ittai harmony between driver and vehicle, Mazda Southern Africa aims to inspire curiosity and freedom on every road.

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For further information or access to interviews and high-resolution images, please contact: