

**For Immediate Release**  
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## **Japan Automobile Manufacturers Association Announces New Leadership**

### ***Manny Manriquez will succeed Ron Bookbinder as General Director of JAMA USA***

Washington, D.C. – The Japan Automobile Manufacturers Association (JAMA), an industry association which comprises Japan’s fourteen manufacturers of passenger cars, trucks, buses and motorcycles, [announced the promotion of Manny Manriquez to General Director](#) effective April 1. Manriquez joined JAMA in 2013 and has since served as Director of Government and Public Affairs.

Manriquez is succeeding Ron Bookbinder, a veteran of JAMA, who is retiring after two decades with the organization.

“Having worked very closely with Manny over the past three years, I’m confident that both his leadership ability and deep understanding of our industry will make him an excellent General Director,” said Ron Bookbinder. “Manny’s performance in support of JAMA’s mission shows that he’s an exceptional representative of our member companies and he will continue to energetically engage on issues of significance to the U.S. and Japanese auto industries.”

JAMA USA is the U.S. branch office of JAMA headquarters in Japan, and serves as the principal source of information regarding the Japanese automotive industry’s contributions to the American economy, workforce and society. JAMA USA’s activities include government, media, industry and general public relations, all of which Manriquez will oversee in his new role.

“Ron has been a dedicated proponent of JAMA and the organization has thrived under his leadership. I will continue this effort as I work to inform Americans about an industry that is making critical contributions all across the country,” said Manriquez.

“Each year we see stronger evidence that Japanese automakers are playing a more prominent role in American manufacturing, job creation and technological innovation. As General Director, I will continue sharing our members’ accomplishments in the U.S., illustrating our members’ integral role in the American automotive industry” added Manriquez.

To learn more about the Japan Automobile Manufacturers Association (JAMA) USA, follow us on Twitter at [@JapanAutosUSA](#) and visit our website at [jama.org](#).

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