

# Media Information



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## SUBARU ANNOUNCES EXECUTIVE LEADERSHIP TEAM APPOINTMENTS

- Yoichi Hori appointed as chairman and chief executive officer
- Brian Moscatelli promoted to field and distributor operations vice president

Camden, N.J., May 19, 2025 - Subaru of America, Inc. (SOA) today announced two recent appointments to its executive leadership team – [Yoichi Hori](#) as chairman and chief executive officer (CEO), and [Brian Moscatelli](#) as vice president of field and distributor operations within the sales department. As part of the automaker's strategic organizational and management changes, previous chairman and CEO Tadashi "Tady" Yoshida was promoted to senior managing executive officer with Subaru Corporation (SBR) of Japan and will maintain strong ties with the American market, leading the newly established Global Sales and Marketing Strategy Office.

As chairman and CEO, Hori will oversee all business operations in the United States. He was most recently the general manager of the CTO Strategy Office for SBR, focused on future electrification strategy. Since starting his career with the company in 1996, Hori has held numerous roles in the U.S. and Japan, including roles in product planning and corporate planning.

Moscatelli will lead the automaker's national field operations, training, added security, certified pre-owned, and fleet teams. He will take over for Aaron Wisel, who has been promoted to the newly created position of executive vice president and chief strategy officer with Subaru Canada (SCI). Since joining Subaru in 1999, Moscatelli has leveraged his extensive management experience across sales, marketing, retailer development, field operations, and zone director roles, serving in positions covering every region of the country.

**Jeff Walters, President and COO, Subaru of America, Inc.:** "We are fortunate to have such talented and experienced leaders within Subaru who devote themselves to growing the brand. As we continue to strategically navigate the path ahead, we are glad to put our trust in individuals like Hori-san and Brian who take our mission to be More Than a Car Company® to heart."

Both Hori and Moscatelli officially started in their new roles on April 1, 2025.

### About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered

in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](https://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).