

Corporate Profile (As of March 31, 2014)

Company name:	Mazda Motor Corporation	Research and development sites:	Head Office, Mazda R&D Center Yokohama, Mazda, Motor of America (USA), Mazda Motor Europe (Germany), China Engineering Support Center (China)
Established:	January 30, 1920	Production sites:	Japan: Hiroshima Plant (Head Office, Ujina), Hofu Plant (Nishinoura, Nakanoseki), Miyoshi Plant Overseas: China, Thailand, Mexico ^{*2} , U.S. ^{*3} , Columbia ^{*4} , Zimbabwe, South Africa, Ecuador, Taiwan ^{*5} , Vietnam ^{*5} , Malaysia ^{*6} , Russia ^{*6}
Head Office:	3-1 Shinchi, Fuchu-cho, Aki-gun, Hiroshima 730-8670, Japan	Sales companies:	251 in Japan, 141 outside Japan
Main business lines:	Manufacture and sales of passenger cars and commercial vehicles	Principal products:	Four-wheeled vehicles, gasoline reciprocating engines, diesel engines, rotary engines, and automatic and manual transmissions for vehicles
Stock information^{*1}:	6,000,000,000 total shares issuable, 2,999,377,399 total outstanding shares, 117,187 shareholders		
Capital:	¥258,957,096,762		
Employees:	Non-consolidated Total: 20,473 (excludes Mazda employees dispatched to other companies and includes employees dispatched to Mazda from other companies) Consolidated Total: 40,892		

*1 The total numbers of authorized and outstanding shares are 1,200,000,000 and 599,875,479, respectively, as a result of stock consolidation on August 1, 2014.
*2 Operation launched in January 2014
*3 Production of Mazda6 discontinued in August 2012
*4 Production of Mazda vehicles discontinued at the end of April 2014
*5 Some models are not produced but assembled locally (Not included in local production volume figures).
*6 Assembly only (Not disclosed as local production volume).

The Origin and Meaning of "Mazda"

The Company's name, "Mazda," derives from Ahura Mazda, a god of the earliest civilizations in western Asia. The Company has interpreted Ahura Mazda, the god of wisdom, intelligence, and harmony, as a symbol of the origin of both Eastern and Western civilizations, and also as a symbol of automotive culture. It incorporates a desire to achieve world peace and the development of the automobile manufacturing industry. It also derives from the name of the Company's founder, Jujiro Matsuda.

Mazda Brand Symbol

The brand symbol expresses Mazda's dedication to continuous growth and improvement. It is a symbolic development of the Mazda "M," and shows the Company stretching its wings as it soars into the future (Established in June 1997).



Mazda Corporate Mark

With the introduction of Corporate Identity (CI) in 1975, Mazda developed its corporate mark as a symbol for Mazda's communications. It was later positioned as an easy-to-read corporate mark, in line with the establishment of the brand symbol in 1997 (Established in January 1975).



Mazda Brand Statement, "Zoom-Zoom"

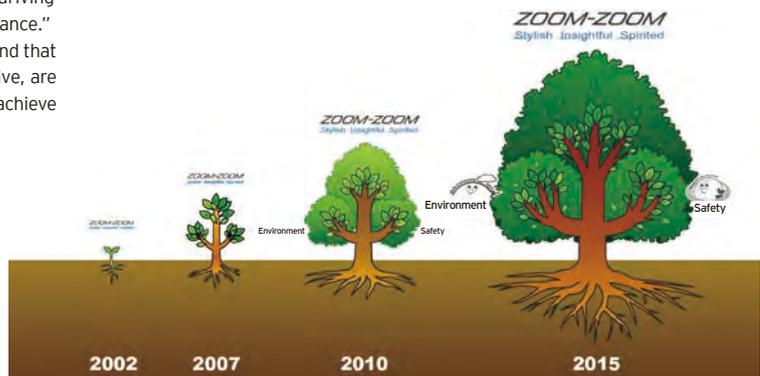
Mazda's creativity and innovation continuously delivers fun and exhilarating driving experiences to customers who remember the emotion of motion first felt as a child.



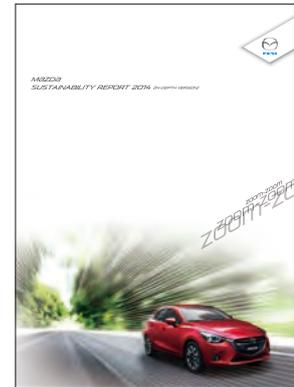
"Sustainable Zoom-Zoom"

Mazda announced its long-term vision for technology development "Sustainable Zoom-Zoom" in March 2007. The basic policy of the vision is to "provide all customers who purchase Mazda vehicles with driving pleasure as well as outstanding environmental and safety performance." This vision commits Mazda to making vehicles that always excite and that embody a "Zoom-Zoom" feeling, meaning they look inviting to drive, are fun to drive and make you want to drive them again, helping to achieve an exciting, sustainable future for vehicles, people, and the Earth.

Zoom-Zoom Tree "The Zoom-Zoom tree" embodies the Zoom-Zoom concept and its spread throughout society. The tree absorbs the "ONE MAZDA" corporate culture as nutrients through firmly planted roots. As it continues to grow, the left branch represents the environment, the right branch represents safety, and the treetop embodies the Zoom-Zoom concept.



About the Title Page



New Demio/Mazda2, which shatters preconceptions about the compact class, is running briskly along fresh green. This title page represents the image of the Mazda Group working together in addressing challenges, innovations and co-creations to progress and grow in harmony with the earth and society.