



INNOVATIVE FUN **STYLISH** TIMELESS
CLEAR **INSIGHTFUL** PURE DISTINCTIVE
RESPONSIVE BOLD **SPIRITED** INSPIRED
REKINDLING THE SPARK

Mazda has captured the hearts and souls of customers in a way only Mazda can. As we look to the future, Mazda is "Rekindling the Spark" to redefine and refocus applied innovation in everyday planning, sales and marketing as well as product design, development and engineering.



INNOVATIVE FUN

Mazda's proud 80-year history has been marked by applied innovation—a heritage of daring to be different. We have delivered not only unique products and technologies to the market but also been an innovator of "first-to-market" products.

To mention just a few, Cosmo Sport was not just the world's first rotary-powered sports car. Launched in 1967, it was a rear-wheel drive and brought distinctive, expressive styling to the market; Familia/323/Protegé 3-door hatchback introduced in the 1970s was the forerunner of the hatchback car, and featured an applied concept design that was also practical—a segment buster for its day.

Today, the Roadster/MX-5/MX-5 Miata keeps the spirit alive. Its "fun to drive" feature has proven so popular, it was recently named the world's top-selling, 2-seater open sports car by Guinness World Records. The RX-8, a 4-door, 4-seater, rotary-powered sports car that will be launched in a few years takes over the heritage from one generation to the next and will carry Mazda into the future. To ensure sustainable advantage in the marketplace, our approach is simple: deliver innovation; allow our engineers to do the "Mazda thing;" and work with people who understand the "Mazda Way." In other words, be true to our roots. This is the secret of the success of our RX models and the reason they retain global popularity as a Mazda icon of the past, present and future.

In coming years, we will introduce products with strong strategic ties to the needs and expectations of our customers in an extremely competitive marketplace. We will make efforts to increase "share of mind" and "share of voice," as well as entice people to come and drive a Mazda product. With a clear vision for success in product planning, design and engineering, we will embody Mazda's dynamic DNA—responsive handling and performance and product excellence in all our products to build customer satisfaction.

Our ultimate goal is to build a "no compromise car" throughout the stages of product planning, packaging and design—a car which provides the ultimate, fun-to-drive experience. In this way, we will create a next-generation look and reposition Mazda in customers' minds and enhance credibility through earned success.



STYLISH TIMELESS

"Our ultimate goal is to build a 'no compromise car' styled in the Mazda Way that does it right by providing the ultimate driving experience while making it fun to drive."



CLEAR INSIGHTFUL

"Our products are built from the soul.
They translate the purity of design, the
mark of applied innovation and the joy
of motion that are distinctively Mazda."





PURE DISTINCTIVE

Differentiating Mazda in the marketplace with products customers can recognize for their superiority is one of our main objectives. We consider car design to be the first, crucial contact with customers.

The history of Mazda design is an unbroken succession of revolution and innovation. Mazda started with our "Inspired Sensations" design theme and has continuously developed to lead our future products with "Emotion in Motion" through our concept of "Contrast in Harmony." "Emotion in Motion" is a phrase that captures the essence of Mazda design. It communicates our Brand-driven Product Philosophy visually. Every car we will introduce is to have a spirit of "Zoom-Zoom." "Zoom-Zoom" announces our intention to continue developing and building vehicles that deliver exciting and exhilarating driving experiences to our customers—people who remember the joy of motion as a child. The athletic tension in the design reflects the "Zoom-Zoom" spirit—a progressive design with a distinctively Mazda look. These design themes and philosophy are not separate, but rather integral in the evolution of Mazda design, in capturing our spirit and soul in a form suited to the environment and modern lifestyles.

Under the Millennium Plan, we are accelerating our design evolution. We are creating and implementing more aggressive styling and advancing a next-generation look inside and out.

We regard the Mazda design team members as the translators of the Mazda brand, rendering it in a physical form that people can see and touch. In addition to the overall exterior form and interior design of a car, these individuals are incorporating the Mazda spirit into minor parts and components. From the most eye-catching to the minutest detail, Mazda is aggressively creating our next-generation look vehicles which will be introduced into the market over the next three years. The designs of upcoming products are global in scope, yet unquestionably the embodiment of Mazda spirit and soul for the 21st century.





RESPONSIVE BOLD

Mazda is defining clear objectives and focusing resources as the “global center of excellence” within the Ford Group for large I4 engines and front-wheel-drive, mid-size architectures development. We are applying world-class product engineering in the distinctive Mazda Way. These architectures are equipped with powertrains that are distinctive to Mazda or calibrated to realize Mazda dynamic DNA, exemplified by responsive handling and performance. The technologies we are developing in these areas will be made available to members of the Ford Group.

The RX-8 will be equipped with the newly developed compact RENESIS rotary engine, building on Mazda’s long-standing and unique rotary engine technology. Naturally aspirated, the RENESIS engine produces 250PS. The engine rounds off Mazda’s leading sports car package: rear-wheel-drive, 50-50 front-rear weight distribution, 4-door/4-seat and lightweight materials. Moreover, the engine meets U.S. stringent LEV (low emission vehicle) standards.

In the field of gasoline engines, we are engineering a new range of large I4 engines. These lightweight I4 engines possess such features as high-rigidity, high-torque in the low and medium engine speed ranges and high durability. They will be produced at four Ford Group plants in Japan, Mexico, the United States and Spain, with a targeted annual production volume of two million units worldwide, which will be the highest production volume of any single engine family manufactured in the world.

We are also making significant progress in the area of diesel engine development. Mazda is developing 2-liter, direct-injection diesel engines with an advanced common-rail system. This will be a world-class diesel engine in terms of power, quietness and low emissions.

In line with developing new, state-of-the-art powertrains and other intrinsic assets of product engineering, we will deliver fun-to-drive performance, better fuel economy and cleaner emissions, along with the highest levels of customer satisfaction.

The Mazda “spark” is back in our future products. The models and engines seen in future showrooms will fully embody the Mazda brand and product philosophies. In providing a vision for success in development, design and engineering, we will aggressively accelerate the products and strategies in place to become a stronger, more profitable global competitor.



SPIRITED INSPIRED

" Mazda's engineering heritage is based not only on 40 years of experience in creating the rotary engine but also our passion and capability in developing state-of-the-art powertrains and delivering first-to-market technologies."

