

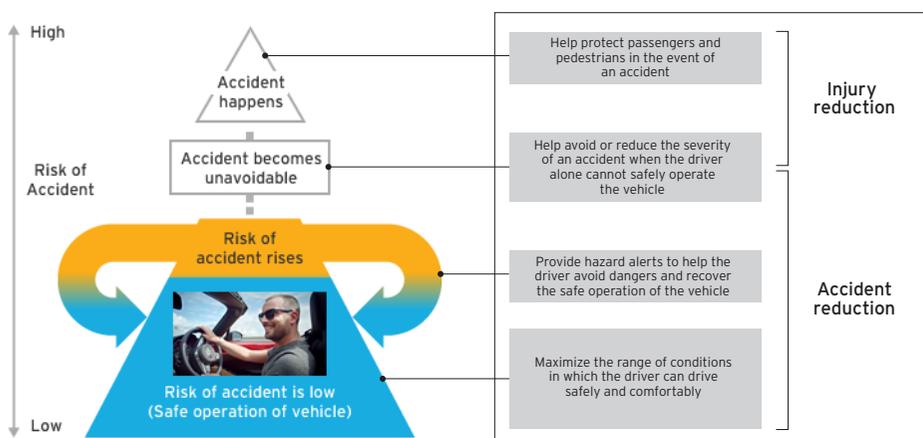
## Safety Technologies

### Mazda Proactive Safety

#### Mazda's objective for safety performance

Mazda's safety philosophy, which guides the research and development of safety technologies, is based on understanding, respecting, and trusting the driver.

To drive safely, it is essential to recognize potential hazards, exercise good judgment, and operate the vehicle in an appropriate fashion. Mazda aims to support these essential functions so drivers can drive safely and with peace of mind, despite changing driving conditions. So Mazda offers a range of technologies that help to prevent or reduce the damage resulting from an accident.

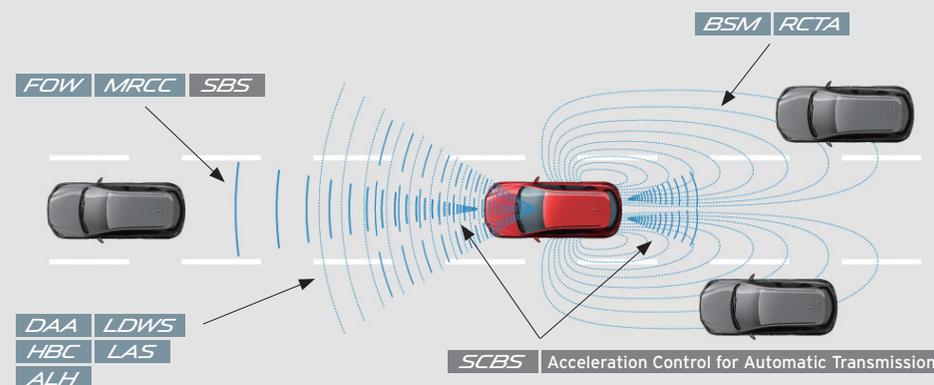


What Mazda's safety technologies aim to provide

### i-ACTIVSENSE

#### Mazda's Approach to Safety Technologies – Supporting the Driver

Mazda's i-ACTIVSENSE is an umbrella term covering a series of advanced safety technologies that make use of detection devices, such as millimeter wave radars and cameras. They include active safety technologies that support safe driving by helping the driver to recognize potential hazards as well as pre-crash safety technologies that help to avert collisions or reduce their severity in situations where they cannot be avoided.



#### Active Safety Technologies (Helping prevent accidents from occurring)

- Blind Spot Monitoring (BSM)
- Rear Cross-Traffic Alert (RCTA)
- Driver Attention Alert (DAA)
- Adaptive Front-Lighting System (AFS)
- High-Beam Control System (HBC)
- Adaptive LED Headlights (ALH)
- Forward Obstruction Warning (FOW)
- Lane Departure Warning System (LDWS)
- Lane-Keep Assist System (LAS)
- Mazda Radar Cruise Control (MRCC)

#### Pre-Crash Safety Technologies (Reducing the risk of accidents)

- Smart Brake Support (SBS)
- Smart City Brake Support (SCBS)
- Acceleration Control for Automatic Transmission

Please refer to Mazda's website for detailed explanations of each technology:

<http://www2.mazda.com/en/technology/safety/i-activesense/>

#### CHECK

#### "Adaptive LED Headlights," a New-Generation Headlamp Technology, Recognized at Ninth Kids Design Awards

"Adaptive LED Headlights" are a new-generation headlamp system that is being used on the Mazda CX-5 and the Mazda6. This system received an award at the Ninth Kids Design Awards (safe, secure design from the viewpoint of children, general division). This marks the second consecutive year in which Mazda automotive technology was recognized at these awards.

"Adaptive LED Headlights" were developed with the objective of providing a field of vision environment that enables drivers to travel in a safe and secure manner even at night. With glare-free high beams and wide light distribution low beams, these headlights make it easier to visually confirm children who are crossing the street or are on the shoulder of the road. This technology, which is based on the approach of "MAZDA TECHNOLOGY FOR KIDS developed from the viewpoint of children," was recognized at the awards.

