

Corporate Profile (As of March 31, 2009)

Company name:	Mazda Motor Corporation
Established:	January 30, 1920
Representative:	Takashi Yamanouchi, President and CEO
Head Office:	3-1 Shinchi, Fuchu-cho, Aki-gun, Hiroshima, 730-8670 Japan
Main business lines:	Manufacture and sale of passenger cars and commercial vehicles
Principal products:	Four-wheeled vehicles, gasoline reciprocating engines, diesel engines, rotary engines, automatic and manual transmissions for vehicles
Capital:	¥150,068 million
Employees:	22,298 (unconsolidated; includes 1,103 employees dispatched to other locations)
Research and development bases:	Head Office, Mazda R&D Center Yokohama, Mazda Motor of America (USA), Mazda Motor Europe (Germany), China Engineering Support Center (China)
Production bases:	In Japan: Hiroshima Plant (Head Office, Ujina), Hofu Plant (Nishinoura, Nakanoseki), Miyoshi Plant Outside Japan: United States, China, Taiwan, Thailand, Philippines, Zimbabwe, South Africa, Ecuador, Colombia
Sales companies:	277 in Japan, 121 outside Japan (as of December 31, 2008)

The Origin and Meaning of "Mazda"

The company's name, "Mazda," derives from Ahura Mazda, a god of the earliest civilizations in western Asia.

We have 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 our founder, Jujiro Matsuda.

Mazda Brand Symbol (Established in June 1997)

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.



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.

The Mazda Corporate Mark is the word "mazda" written in a bold, lowercase, sans-serif typeface. The letters are a solid, vibrant blue color. The font is clean and modern, with consistent spacing between the characters.



Our Brand Message, “Zoom-Zoom”

“Zoom-Zoom” evokes the emotion that moving things inspired in us when we were children. Using its unique creative vision, Mazda brings the sheer heart-racing pleasure of driving to everyone who still cherishes that original joy of motion. It’s the pure excitement of driving in a single phrase.

The “Zoom-Zoom” Sensation in Mazda’s New Lineup

Mazda conducted a global rollout of two new models for 2008-2009. The two new entries were an incarnation of the all-new Mazda Axela (known overseas as the new Mazda3), a core offering that has sold over 2 million units worldwide, and the Mazda Biante, a newly launched tall minivan that seats eight. These two new models both offer the same Mazda advanced “Zoom-Zoom” experience. Inspired by the “Sustainable Zoom-Zoom”, Mazda’s long-term vision for technology development, these cars skillfully harmonize the joy of driving with peerless environmental and safety performance. Since their launch, both vehicles have earned solid support from customers around the world.



The all-new Mazda Axela improves on the sporty feel and styling that won drivers’ hearts in the original model, while proffering a luxurious, feature-rich interior and state-of-the-art environmental and safety performance.



Wide and a dream to handle, the Mazda Biante debuted with a clean, roomy interior packaged with unique, zippy styling and driving performance that puts passengers’ minds at ease. This new model is only available in Japan.