

"MAZDA GREEN PLAN 2010" ENVIRONMENTAL MID-TERM PLAN

Based on the environmental mid-term plan, titled the "Mazda Green Plan 2010," the Company is working to reach targets in five categories by FY2010.

FY2010 Targets	FY2008 Targets	FY2008 Results	FY2009 Targets
1. Creation of Environmentally Sound Technologies and Products			
① Cleaner exhaust emissions			
Japan—Meet the SU-LEV (★★★★) standard in the majority of Mazda's passenger vehicles.	Promote the introduction of the SU-LEV (★★★★) standard.	Met the SU-LEV standard (★★★★) in 95.9% of passenger vehicles.	Promote the introduction of the SU-LEV (★★★★) standard.
United States—Promote the introduction of low-emission vehicles that meet Tier2/LEV2 regulations.	Meet Tier2/LEV2 regulations.	All vehicles met the Tier2/LEV2 regulations.	Meet Tier2/LEV2 regulations.
Europe—Develop and launch next-generation clean diesel vehicles.	Promote development of new diesel engines.	Launched new Mazda6 and new Mazda3 with new diesel engines.	Promote development of new diesel engines.
② Improving fuel economy (CO₂ reductions)			
Japan—Continue to meet the fuel efficiency standards for 2010 for all weight classes of passenger vehicles, and promote further improvements in fuel economy.	Meet the 2010 fuel efficiency standards for all weight classes of passenger vehicles.	The 2010 fuel efficiency standards were met for all weight classes of passenger vehicles.	Meet the 2010 fuel efficiency standards for all weight classes of passenger vehicles.
United States—Meet the Corporate Average Fuel Economy (CAFE) regulations, which are expected to become stricter in the future.	Meet CAFE regulations.	CAFE regulations met.	Continue to meet CAFE regulations.
Europe—Promote reduction of the corporate average CO ₂ emissions.	Reduce corporate average CO ₂ emissions.	Reduced corporate average CO ₂ emissions.	Further reduce corporate average CO ₂ emissions.
③ Vehicle weight reduction			
Achieve Mazda's voluntary target for vehicle weight.	Further promote vehicle weight reduction.	In the Mazda Biante minivan, we optimized the body structure and used high-tensile steel to maintain safety performance while reducing weight.	Further promote vehicle weight reduction.
④ Vehicle noise reduction			
Meet Mazda's voluntary standards for noise reduction, which are stricter than the latest noise regulations.	Promote developments in noise reduction in new models, and continue to meet the voluntary standards for all models.	The vehicle noise reduction levels for all models met Mazda's voluntary standard figures.	Promote developments in noise reduction in new models, and continue to meet the voluntary standards for all models.
⑤ Development of alternative fuel vehicles			
Develop and introduce more vehicles equipped with the hydrogen rotary engine.	<ul style="list-style-type: none"> Obtain Ministry certification for the Premacy Hydrogen RE Hybrid, with 40% better power performance and an increased range of 200 km; start testing on public roads; and start leasing to companies during FY2008. Start delivering 30 RX-8 Hydrogen RE vehicles to Norway's HyNor project in FY2008. 	<ul style="list-style-type: none"> Obtained Ministry certification for the Premacy Hydrogen RE Hybrid and started leasing to companies. The RX-8 Hydrogen RE was introduced as an evaluation vehicle in the Norway's HyNor project. 	<ul style="list-style-type: none"> Continue leasing to companies and market follow-up for the Premacy Hydrogen RE Hybrid. Continue leasing to companies and market follow-up for the RX-8 Hydrogen RE through Norway's HyNor project.
Promote development of hybrid vehicles.	Promote development of hybrid vehicles.	Released the Tribute Hybrid.	Promote development of hybrid vehicles.
Promote development of alternative fuel technologies such as biomass fuels and synthetic fuels.	Complete development of E85 fuel technology.	Completed development of E85 fuel technology.	Promote development of alternative fuel technologies such as biomass fuels and synthetic fuels.
⑥ Reduction in use of environmental substances of concern			
Completely eliminate hexavalent chromium.	Maintain complete elimination.	Completely eliminated.	Maintain complete elimination.
Completely eliminate lead, mercury and cadmium, except for exempted parts.*1	Maintain complete elimination, except for exempted parts.	Completely eliminated, except for exempted parts.	Maintain complete elimination, except for exempted parts.
Reduce the amount of refrigerants used in car air conditioners: reduce the use of hydrofluorocarbons (HFCs) by 20% or more from the FY1995 level.	Reduce the amount of HFCs by 10% or more from the FY1995 level.	Achieved reductions in all models.	Reduce the amount of HFCs by 10% or more from the FY1995 level.
Promote development and application of new alternative air-conditioner refrigerants less harmful than CFCs (HFC134a).	Promote development of new eco-friendly air-conditioner refrigerants.	Promoted development of new air-conditioner refrigerants.	Promote development of new eco-friendly air-conditioner refrigerants.
⑦ Reduction of amount of volatile organic compounds (VOCs) in vehicle cabins			
Meet indoor aerial concentration guideline values stipulated by the Japan Ministry of Health, Labour and Welfare in all new models.	Expand VOC reduction technologies to the Biante.	Met guidelines in Demio, Atenza, and Biante.	Expand VOC reduction technologies to new models.
⑧ Promoting vehicle recycling (in development)			
Promote the development and use of bioplastics that have suitable appearance, strength, and heat resistance to be adopted for interior parts.	<ul style="list-style-type: none"> Adopt in the Premacy Hydrogen RE Hybrid. Commence joint development among industry, government, and academia of materials made from non-food-based biomass. 	<ul style="list-style-type: none"> Adopted in the Premacy Hydrogen RE Hybrid. Commenced joint development among industry, government, and academia of materials made from non-food-based biomass. 	Develop an integrated production process for materials made from non-food-based biomass, and fabricate prototypes using such materials.
Develop state-of-the-art bumper recycling technology and promote the reuse of old bumpers as new vehicle parts.	Promote application of proprietary Bumper-to-Bumper recycling technology.	Established automation technology for recycling bumpers from end-of-life vehicles.	Promote expanded use of proprietary Bumper-to-Bumper recycling technology.
Promote the development of new vehicles that are easy to disassemble and recycle.	Promote the development of parts made from plastic and other materials that are easy to disassemble and recycle.	Improved ease-of-recycling for parts such as bumpers and instrument panels.	Promote the development of parts made from plastic and other materials that are easy to disassemble and recycle.

*1 Exempted parts: Lead solder, batteries, and free-cutting steel using lead; and liquid-crystal displays, discharge headlamps and other parts that use mercury.

FY2010 Targets	FY2008 Targets	FY2008 Results	FY2009 Targets
----------------	----------------	----------------	----------------

2. Corporate Activities to Conserve Resources and Energy

⑨ Reduction of waste substances			
Eradicate all landfill waste from the four principal domestic facilities.	Eradicate (reduce to zero tons/year) all landfill waste from the four principal domestic facilities.	Eradicated (reduced to zero tons/year) all landfill waste from the four principal domestic facilities.	Continue with zero landfill waste from the four principal domestic facilities.
Reduce the consumption of packaging and wrapping materials by 40% or more from the FY1990 level (initial target).	Reduce the consumption of packaging and wrapping materials by 39% from the FY1990 level.	Reduced the consumption of packaging and wrapping materials by 40.7% from the FY1990 level, meeting the initial target.	Further reduce the consumption of packaging and wrapping materials by 1.5% over FY2008 level to achieve a reduction of 42.2% from the FY1990 level.
⑩ Prevention of global warming			
Cut CO ₂ emissions from the four principal domestic facilities by 20% or more from the FY1990 level.	Cut CO ₂ emissions from the four principal domestic facilities by 20% or more from the FY1990 level.	Achieved a 40.2% CO ₂ emissions cut from the FY1990 level at the four principal domestic facilities.* ²	Cut CO ₂ emissions from the four principal domestic facilities by 40% or more from the FY1990 level.
Cut logistics operations' CO ₂ emissions by 20% from the FY1990 level (initial target).	Cut logistics operations' CO ₂ emissions by 19% from the FY1990 level.	Achieved 20% CO ₂ emissions cut from the FY1990 level in logistics operations.	Further reduce CO ₂ emissions 1.0% over FY2008 level to achieve a reduction of 21% from the FY1990 level.
⑪ Vehicle recycling promotion			
<ul style="list-style-type: none"> Promote further increases in the ASR recycling ratio and the total vehicle recycling ratio. ASR recycling ratio: 80% Actual vehicle recycling ratio: 96% 	<ul style="list-style-type: none"> ASR recycling ratio: 72% Actual vehicle recycling ratio: 95% 	<ul style="list-style-type: none"> Achieved an ASR recycling ratio of 75% and actual vehicle recycling ratio of 96%. 	<ul style="list-style-type: none"> ASR recycling ratio: 79% Actual vehicle recycling ratio: 96%
<ul style="list-style-type: none"> Collect waste bumpers from Mazda dealerships in Japan at a rate of 88,000 or more annually. 	<ul style="list-style-type: none"> Collect 77,000 or more bumpers annually. 	<ul style="list-style-type: none"> Collected 85,000 bumpers during the fiscal year. 	<ul style="list-style-type: none"> Collect 88,000 or more bumpers annually.

*2 Calculated according to the Act on Promotion of Global Warming Countermeasures.

3. Corporate Activities in Pursuit of a Clean Environment

⑫ Reduction of VOC emissions			
Reduce VOC emissions to 30 g/m ² or less for coated surfaces.	Reduce VOC emissions to 33 g/m ² for coated surfaces.	Reduced VOC emissions to 32.4 g/m ² for coated surfaces.	Reduce VOC emissions to 32 g/m ² for coated surfaces.

4. Working with Business Partners to Create a Better Environment

⑬ Promotion of cooperative activities with suppliers			
Promote the establishment of environmental management systems (EMS) at suppliers, and maintain and improve EMS for suppliers.	<ul style="list-style-type: none"> Maintain the 100% ratio of environmental management systems (EMS) establishment at major suppliers. Expand EMS establishment at local secondary suppliers. 	<ul style="list-style-type: none"> Established EMS at 100% of major suppliers. Joined local cooperative associations and laid groundwork for establishment of EMS at almost all companies Mazda does business with directly or indirectly. 	<ul style="list-style-type: none"> Maintain the 100% ratio of environmental management systems (EMS) establishment at major suppliers. Expand EMS establishment at local secondary suppliers.
⑭ Promotion of environmental protection activities by sales companies			
Establish EMS in consolidated dealers (18 companies) from FY2007; progressively extend EMS to other Mazda and Mazda Infiniti dealerships.	Commence introduction of Eco Action 21 at all consolidated dealerships.	Commenced introduction of Eco Action 21 at all consolidated dealerships.	Progressively commence introduction of Eco Action 21 at Mazda, Mazda Infiniti, and Mazda Autozam dealerships.
⑮ Promotion of environmental protection activities with parts dealers			
<ul style="list-style-type: none"> Introduce Mazda EMS at all Mazda parts dealers (4 companies). Note: Owing to consolidation among dealerships, the total number of companies where EMS was introduced from April 2009 was 4.	<ul style="list-style-type: none"> Prepare for introduction of EMS at parts dealers. 	<ul style="list-style-type: none"> Nearly completed preparation for introduction of EMS at parts dealers. 	<ul style="list-style-type: none"> Commence introduction of EMS at consolidated Mazda Parts Sales Co., Ltd.
⑯ Promotion of environmental education activities			
<ul style="list-style-type: none"> Vigorously disseminate environmental information to raise employees' environmental awareness. Host in-house environmental events. Hold environmental events involving Group companies. 	<ul style="list-style-type: none"> Vigorously disseminate environmental information to raise employees' environmental awareness. Host in-house environmental events. Hold environmental events involving Group companies. 	<ul style="list-style-type: none"> President's Message Promoted "Cool Biz" (casual summer business apparel). Made efforts to conserve energy in the summer and winter months 	<ul style="list-style-type: none"> Vigorously disseminate environmental information to raise employees' environmental awareness. Host in-house environmental events. Hold environmental events involving other Group companies.

5. Creating a Better Environment in Cooperation with Local Communities and Society

⑰ Promotion of communication with society			
<ul style="list-style-type: none"> Host and actively participate in environmental events. 	<ul style="list-style-type: none"> Publicize environmental initiatives outside the Company. Host and actively participate in environmental events. 	Participated in the following events: Environmental and Safety Technology Forum 2008 (Yokohama), Yamaguchi Iki-iki Eco Festa, Kids Engineer 2008, Stop Global Warming! Fair, Eco Products 2008, and Hiroshima Flower Festival.	<ul style="list-style-type: none"> Publicize environmental initiatives outside the Company. Host and actively participate in environmental events.
⑱ Promotion of social contribution activities			
<ul style="list-style-type: none"> Participate actively in voluntary neighborhood clean-up activities. Dispatch lecturers for environmental education. 	<ul style="list-style-type: none"> Participate actively in voluntary neighborhood clean-up activities. Dispatch lecturers for environmental education. 	<ul style="list-style-type: none"> Implemented a variety of volunteer activities under the sponsorship of the Mazda Volunteer Center (36 activities in which 135 persons participated). A total of 5,000 persons participated in volunteer work. Dispatched personnel to local events and schools to deliver a total of 88 lectures on new technologies and environmental initiatives. 	<ul style="list-style-type: none"> Expand active participation in voluntary neighborhood clean-up activities. Expand dispatching of lecturers for environmental education at schools. Expand positive involvement in environmental activities involving Group companies.