

SAFETY INITIATIVES

For Mazda, improving safety performance is a cornerstone of automotive manufacturing, and the Company is working to develop and improve its technologies and equipment. We are also taking the lead in public education about safe driving to help build a safe driving society.

Basic Approach to Safety

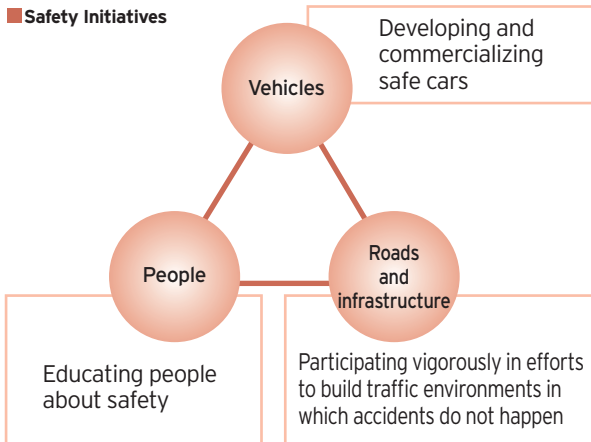
Mazda is working to deliver a steady stream of technologies and solutions to achieve a safe, accident-free automotive society.

There is no denying the numerous benefits modern society derives from the automobile. Yet the concomitant problems, such as environmental and safety issues, are just as real. In Japan in 2008, a total of 5,155 people lost their lives in traffic accidents, and a further 945,504 people suffered injuries.

In January 2009, the Japanese government published a policy document with a new target for road safety: to reduce traffic fatalities by 50% from 2008 levels within 10 years. This national target underscores the need for resolute steps toward the achievement of a truly accident-free automotive society.

Mazda frames its basic concept on safety in its Safety Policy. This policy calls on the Company to develop and commercialize safe cars, educate people about safety issues and participate vigorously in efforts to build traffic environments in which accidents do not happen. These issues are approached from three perspectives: vehicles, people, and roads and infrastructure.

Safety Initiatives



Mazda Safety Policy

Based on an awareness that striving for safe cars is one of the foundations of a worry-free life, Mazda is committed to:

1. Researching the ways in which customers use our cars and the traffic environment in which they are being used
2. Deepening research into safety technology and reflecting the results of this research in our products in a way that offers our customers the best available and appropriate technology
3. Contributing to the creation of safe societies through safety communication (products, technologies and safety education)

Passive Safety Technologies

Passive safety technologies are used to mitigate injury to people in an accident. In this regard, Mazda does much more than simply comply with the laws of each country and region. We also conduct tests for various types of impacts possible on the road, making steady progress in developing passive technologies for the protection of passengers and drivers. Seatbelts, airbags, active headrests that reduce neck strain from rear impacts, and the Mazda Advanced Impact-energy Distribution and Absorption System that dissipates impact energy throughout the vehicle are all passive safety systems being steadily improved by Mazda.

TOPICS

Mazda6 Wins the Highest Rating in European Safety Performance Evaluation

The Mazda6 (European model) released in January 2008 earned a five-star safety rating in 2009 from Euro NCAP^{*1}, the famously strict European general safety review organization for newly released vehicles. Euro NCAP was adjusted in 2009 to make its comprehensive safety-performance evaluation even more severe than before, focusing on four aspects of safety: protection for adult passengers, protection for child passengers, protection for pedestrians and safety support. The Mazda6 was the first vehicle to receive the five-star rating under the new evaluation system. This milestone was not Mazda's first recognition from Euro NCAP.

The European models of the Mazda5 and Mazda2 received five-star ratings in the "protection for adult passengers" category, in 2005 and 2007, respectively. These awards confirm Mazda's solid leadership with the world's highest levels of impact safety.



Euro NCAP



Mazda6

Active Safety Technologies

Active safety technologies are designed to help prevent traffic accidents from occurring.

Mazda's active safety technologies include the Mazda Pre-Crash Safety System^{*2} and the Rear Vehicle Monitoring System, which provides blind spot information and effectively warns the driver.

These and other active technologies are steadily being applied in a wide range of Mazda vehicles. Research and development in safety is continuing at Mazda from every conceivable angle. Our R&D efforts include advanced anti-skid technologies, field-of-view support, peripheral monitoring systems, technologies that guide the driver's line of sight in emergencies, features that monitor driving conditions and alert the driver of danger, and an information network linking people, cars and roads together to help prevent accidents.

*1 Euro NCAP: European New Car Assessment Programme. An independent body that has been in place since 1997, comprising traffic-related authorities from European countries.

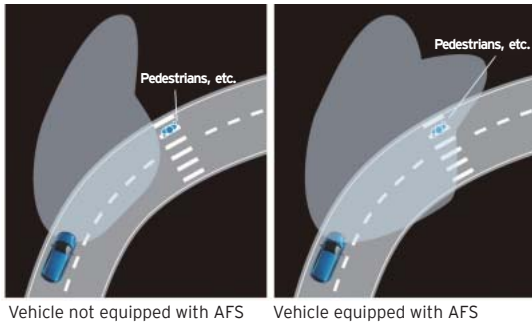
*2 This system detects potential front-end collisions and supports the vehicle to avert danger and minimize damage if a collision occurs.

Safety Initiatives

AFS Directs Headlights in the Direction of the Car's Motion

Mazda's Adaptive Front Lighting System (AFS) automatically adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed. When negotiating curves or approaching intersections at night, the beam of the headlights illuminates the area the car will actually follow, thereby enhancing driver safety.

How AFS Works



ESS Provides Warning to Following Vehicles

If the driver suddenly brakes when traveling at high speeds (50 km/h or over), the Emergency Signal System (ESS) automatically triggers hazard lamps that blink at high speed, warning the following vehicle of danger. This system is highly effective in helping to prevent rear-end collisions.

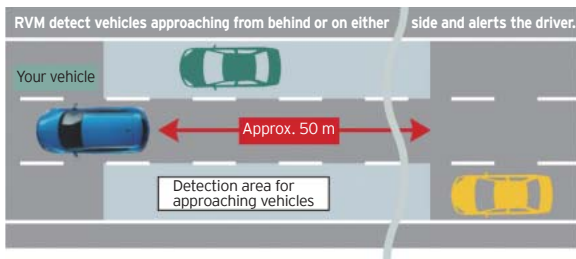
How ESS Works



RVM Alerts Drivers of Vehicles Approaching from Behind

When traveling at high speeds, the Rear Vehicle Monitoring system (RVM) uses radar to detect vehicles approaching from behind on either side. Warning signals alert the driver if he or she attempts to change lanes when there is a risk of collision.

How RVM Works



Building Cars that Support Accurate Recognition, Judgment and Operation

A key goal at Mazda is to build cars that accurately detect and judge driving conditions and inform the driver so that he

or she can respond correctly. One effort in this direction is our research and development on human-machine interfaces (HMIs).

Through this research, we explore ways of optimizing the movement of the driver's line of sight and the placement of various devices. By designing the cockpit so as to support concentration on driving, Mazda enables drivers to detect and assess the driving and traffic environment even more quickly and accurately and take appropriate operation.



Developing cockpits with improved HMIs

Intelligent Transport System (ITS)

Mazda Participates in a Wide Range of Projects

Intelligent Transport System (ITS) is intended to offer solutions to traffic accidents, congestion and other road transportation problems by using the latest information and communication technology to connect drivers, roads and vehicles through a data network. Spearheaded by the Japanese Ministry of Land, Infrastructure and Transport and the National Police Agency, the industry, academia and government are conducting various research and development activities to make this system a reality.

Mazda actively participates in many of these projects as it seeks to achieve a sustainable future for traffic environments. ITS-supporting onboard navigation systems and improved HMIs for navigation system information delivery are the ITS technologies Mazda is endeavoring to develop and improve.

TOPICS

Participation in ITS-Safety 2010, a Joint Test-Drive

Mazda is a proud participant in ITS-Safety 2010. Sponsored by the ITS Promotion Committee, ITS-Safety 2010 is a joint program to test-drive Intelligent Transport System (ITS) technology to support safe driving. At a public demonstration in February 2009 at Odaiba, Tokyo, two Mazda vehicles, the MPV and Mazda6, were shown to the public. Each vehicle was fitted with advanced safe driving support systems developed by Mazda.

With the goal of building the world's safest traffic society, the testing was part of a major public-private partnership to prepare the way for commercialization of ITS technologies currently under development by 2010. The rigorous tests checked for consistency in the infrastructure technology installed along public roads, the ability of ITS systems built by different manufacturers to communicate with each other, and the overall effectiveness of the system itself. The ITS-Safety 2010 tests were a vital step toward full-scale commercialization of ITS systems.



ITS-supporting navigation system



Participation in ITS-Safety 2010