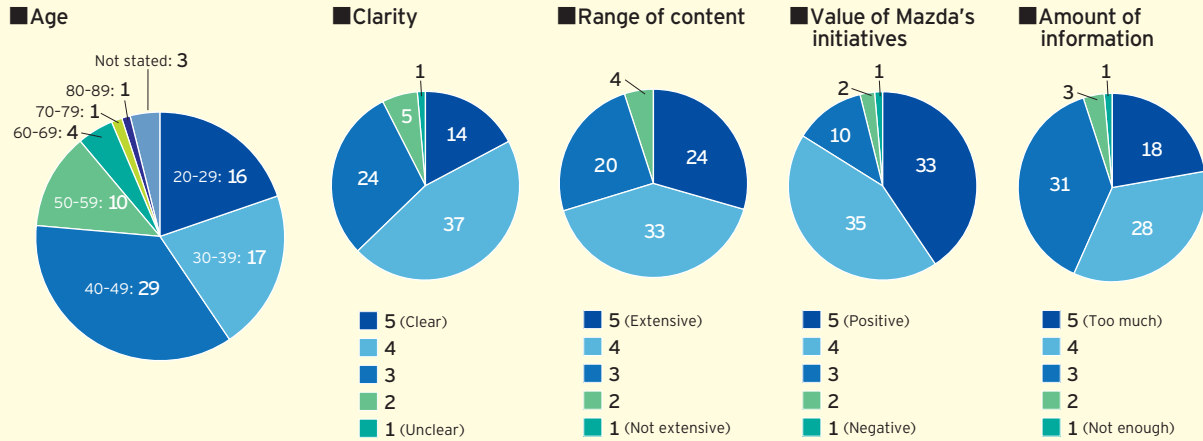


Mazda Social & Environmental Report 2008 Questionnaire Results (81 responses)

Thank you for taking part in the Mazda Social & Environmental Report 2008 Questionnaire. Your valued opinions and impressions will inform our conduct in future activities and preparation of future reports.



Opinions and Impressions Received from Stakeholders and Replies from Mazda

- "Does Mazda have any ideas about electric vehicles?"
(Mazda user, male, 50s)

At Mazda, we do not limit our environmental efforts to specialist, eco-vehicles, such as electric vehicles, that make up only a small section of the market. Our automobile manufacturing is underpinned by a basic policy of delivering excellent environmental performance along with the joy of driving to all our customers. As such, we are pouring efforts into thoroughly overhauling our internal combustion engines in terms of efficiency and weight, to improve the fuel efficiency of our entire range of vehicles.

Of course, we have an eye on the future as well. In 2009 we established a new department tasked with the development of electric device technologies. We intend to accelerate the development of hybrid engines and electric device technologies, widely recognized as medium-term solutions to improve fuel efficiency. (See pp. 31-34)

- "I was impressed at the range of efforts Mazda is enthusiastically undertaking to contribute to society, such as efforts to prevent the spread of HIV in Thailand and preserve the natural environment in South Africa."
(Mazda Group employee, male, 30s)
- "I'd like to hear more about what Mazda is doing to integrate with each region."
(Person residing close to a Mazda office, male, 40s)

In FY2009, we established a new policy on activities to contribute to global society. Going forward, we will conduct an exciting range of activities that contribute to the many regions on which the growth of Mazda depends. This year, to ensure a deeper public understanding of the activities of the Mazda Group, we expanded our reporting of global social contribution activities. (See pp. 62-67)

- "I'd like to see more pictures and illustrations, so that anyone can read and understand the booklet."
(Mazda Group employee, male, 20s)

The pages on safety technology are especially difficult for the layperson to understand, so we designed this section to center on illustrations, particularly diagrams. We will continue making efforts to improve the readability of the report. (See pp. 60-61)

- "A lot of difficult words are used. Some explanations would be helpful."
(Business partner, male, 60s)

We tried as much as possible to use simple expressions, and to provide notes at the bottom of each page explaining abbreviations and other difficult terms. We are continuing to make improvements.

- "Doesn't printing this booklet waste resources and money?"
(Mazda Group employee, male, 40s)
- "I visited the Web site, but the booklets are easier to understand."
(Other, male, 20s)

Some people voiced the opinion that our report should have been published in electronic format only. The reason we decided to publish a paper version of the report was to obtain the understanding of as wide a group of stakeholders as possible. We have adopted ways of reducing the page count, such as publishing detailed data on our Web site. We are committed to using a wide range of methods to raise awareness of Mazda's CSR activities among the maximum number of people.