

HISTORY OF MAZDA

1920

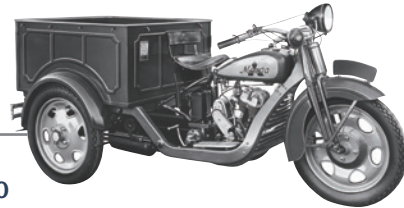
Corporate

Product*

- 1920.1 Toyo Cork Kogyo Co., Ltd is founded
- 1921.3 Jujiro Matsuda becomes president
- 1927.9 Company becomes Toyo Kogyo Co., Ltd



1920-



1931.10 Production of 3-wheel truck "Mazda-go DA model," Mazda's first automobile, begins

1930

- 1930.9 New plant is constructed in Hiroshima (Aki-gun, Fuchu-cho)
- 1932 Export of 3-wheel trucks begins
- 1936.4 Caravan of 3-wheeled trucks from Kagoshima to Tokyo (advertising campaign)
- 1936.4 New logo is introduced



1936.4-

1940

- 1945.8 Mazda loans part of Head Office building to Hiroshima prefectural government, court, news media, etc. Regarding the Hiroshima prefectural government all functions are temporarily transferred there (until July 1946)
- 1945.12 Production of 3-wheel trucks suspended since August 1945 resumes
- 1949.8 3-wheeled truck exports restart

1950

- 1951 New logo is introduced
- 1951.12 Tsuneji Matsuda becomes president
- 1959.7 New logo is introduced



1951-



1959.7-

1950.6 4-wheel light truck "CA model" is launched



1960

- 1961.7 Mazda enters into technical cooperation with NSU/ Wankel on rotary engines
- 1963.3 Cumulative domestic production reaches 1 million vehicles
- 1965.5 Miyoshi Proving Ground is completed
- 1966.11 Operations at new passenger car plant (Ujina) in Hiroshima begin
- 1967.3 Full-scale exports to the European market begin



1960.5 "R360 Coupe," Mazda's first passenger car is launched



1963.10 The first "Familia" is launched



1967.5 "Cosmo Sport (110s)" Mazda's first rotary engine vehicle is launched



1962.2 The first "Carol" is launched



1966.5 The first "Bongo" is launched



1966.8 The first "Luce" is launched



1970

- 1970.4 Exports to the U.S. begin
- 1970.11 Kouhei Matsuda becomes president
- 1975.1 New logo is introduced
- 1977.12 Yoshiki Yamasaki becomes president
- 1979.6 Cumulative domestic production reaches 10 million vehicles
- 1979.11 Ford Motor Company and Mazda enter into a capital tie-up



1975.1-

1970.5 The first "Capella (RX-2)" is launched



1975.10 The first "Cosmo" is launched



1971.8 The first "Titan" is launched



1971.9 The first "Savanna (RX-3)" is launched



1978.3 The first "Savanna RX-7 (RX-7)" is launched



1980

- 1981.12 Operations at Hofu Transmission Plant (Nakanoseki district) begin
- 1982.9 Operations of manufacturing passenger car at Hofu plant (Nishinoura district) begin
- 1984.5 Company is renamed as Mazda Motor Corporation
- 1984.10 Mazda Foundation is established
- 1984.11 Kenichi Yamamoto becomes president
- 1985.1 Mazda Motor Manufacturing (USA) Corporation (MMUC), now Auto Alliance International (AAI), is established(-2012.8)
- 1987.4 Cumulative domestic production reaches 20 million vehicles
- 1987.6 New research center is opened in Yokohama, Japan (the current Mazda R&D Center Yokohama)
- 1987.12 Norimasa Furuta becomes president
- 1988.4 Mazda Technical College is established
- 1988.5 Mazda Research and Development Center is established in Irvine, CA (U.S.)

1980.6 "Familia (GLC/323)" is fully redesigned (Receives the "1980-1981 Car of the Year Japan")



1982.9 "Capella (Telstar)" is fully redesigned (Receives the "1982-1983 Car of the Year Japan")



1989.9 The first "Roadster (MX-5)" is launched



1990

- 1990.1 Hokkaido Kenbuchi Proving Ground for cold-weather testing is completed
- 1990.5 European R&D Representative Office (MRE) is completed
- 1991.12 Yoshihiro Wada becomes president
- 1995.4 Cumulative domestic production reaches 30 million vehicles
- 1995.11 Mazda and Ford jointly establish Auto Alliance (Thailand) Company Limited (AAT), a joint venture production company
- 1996.3 Mazda website is opened
- 1996.6 Henry D.G. Wallace becomes president
- 1997.6 New logo is introduced
- 1997.11 James E. Miller becomes president
- 1999.12 Mark Fields becomes president

1991.6 Mazda 787B wins the 59th Le Mans 24-Hour Endurance Race, claiming the first ever victory for a Japanese automobile



1990.1 The first "MPV" is launched



1991.12 "RX-7" is fully redesigned (Receives the "1991-1992 RJC New Car of the Year")



1996.8 The first "Demio (Mazda2)" is launched (Receives the "1996-1997 RJC New Car of the Year")



1999.4 The first "Premacy (Mazda5)" is launched



1997.6-

* Launching date is based on Japanese market

2000

Corporate	
2000.11	Mid-term plan "Millennium Plan" is announced
2002.1	Nakasatsunai Proving Ground is completed
2002.4	New brand statement "Zoom-Zoom" is introduced
2002.6	Lewis Booth becomes president and CEO
2003.1	Production of "Mazda6" commences at FAW Car Company in China
2003.8	Hisakazu Imaki becomes president and CEO
2004.11	Mid-term plan "Mazda Momentum" is announced
2005.8	China Engineering Support Center is opened
2006.5	Mine Proving Ground is completed
2007.3	Mid-term plan "Mazda Advancement Plan" is announced
2007.3	Long-term vision for technology development: "Sustainable Zoom-Zoom" is announced
2007.4	Changan Ford Mazda Engine Co., Ltd. (CFME) in China commences operation
2007.7	Cumulative domestic production reaches 40 million vehicles
2007.10	Changan Ford Mazda Automobile Nanjin Co., Ltd. (CFMA, now CMA) commences operation
2008.11	Takashi Yamanouchi becomes president and CEO

Product*		
2000.7	"Roadster (MX-5)" is recognized by the Guinness Book of Records as the world's largest production of lightweight open two-seater sports car	
2002.5	The first "Atenza (Mazda6)" is launched (Receives the "2003 RJC Car of the Year")	
2003.4	"RX-8" is launched (Receives the "2004 RJC Car of The Year")	
2003.10	The first "Axela (Mazda3)" is launched	
2005.8	"Roadster (MX-5)" is fully redesigned (Receives the "2005-2006 Car of the Year Japan")	
2006.2	Leasing of hydrogen vehicle, "RX-8 Hydrogen RE", is started	
2006.3	Global presentation of the first "BT-50" at Bangkok International Motor Show	
2006.10	Production of the first "CX-9" commences	
2006.12	"CX-7" is launched	
2007.7	"Demio (Mazda2)" is fully redesigned (Receives the "2008 RJC Car of the Year" and the "2008 World Car of the Year")	
2008.7	"Biante" is launched	
2009.3	Leasing of hydrogen vehicle, "Premacy Hydrogen RE Hybrid", is started	

2010

2010.4	"Framework for Medium- and Long-term Initiatives" is announced
2012.2	"Structural Reform Plan" is announced
2012.9	Mazda and Sollers establish Mazda Sollers(MSMR), a joint venture production company in Russia
2012.9	Mazda and Bermaz establish Mazda Malaysia(MMSB), a joint venture company
2013.1	Business agreement is concluded for the development and production of Fiat brand two-seater convertible sports car
2013.6	Masamichi Kogai becomes president and CEO
2014.1	Operations at the production facility Mazda de Mexico Vehicle Operation (MMVO) a joint venture with Sumitomo Corporation in Mexico are started
2015.1	Operations at transmission plant in Thailand, Mazda Powertrain Manufacturing (Thailand) (MPMT) are started
2015.4	"Structural Reform Stage 2" is announced
2015.4	New Corporate Vision is established
2017.8	Agreement is entered into with Toyota on business and capital tie-up
2017.8	Long-term vision for technology development "Sustainable Zoom-Zoom 2030" is announced
2018.3	Mazda and Toyota establish a joint-venture company "Mazda Toyota Manufacturing U.S.A"
2018.5	Cumulative domestic production reaches 50 million vehicles
2018.6	Akira Marumoto becomes president and CEO

2010.10	Next-generation SKYACTIV TECHNOLOGY is announced	
2012.2	"CX-5" is launched (Receives the "2012-2013 Car of the Year Japan")	
2012.11	"Atenza (Mazda6)" featuring a series of the advanced safety technologies i-ACTIVSENSE is fully redesigned (Receives the "2014 RJC Car of the Year")	
2013.6	Commenced public road test of leased hydrogen vehicles, "Premacy Hydrogen RE Range Extender EV"	
2013.11	"Axela (Mazda3)" is fully redesigned	
2014.9	"Demio (Mazda2)" is fully redesigned (Receives the "2014-2015 Car of the Year Japan")	
2015.2	"CX-3" is launched	
2015.5	"Roadster (MX-5)" is fully redesigned (Receives the "2015-2016 Car of the Year Japan," the "2016 World Car of the Year," and the "2016 World Car Design of the Year")	
2015.7	"Mazda BT-50" is fully redesigned and production commences in Thailand	
2016.2	"CX-9" is fully redesigned and production commences	
2016.4	"CX-4" makes its world debut	
2016.7	A series of Mazda's new-generation vehicle motion control technologies "SKYACTIV-VEHICLE DYNAMICS" is announced	
2016.11	Retractable hardtop model "Roadster (MX-5) RF" is unveiled	
2016.12	"CX-5" is fully redesigned	
2017.8	Next-generation engine "SKYACTIV-X" is announced	
2017.12	"CX-8" is launched	

2018

* Launching date is based on Japanese market