

## Hokkaido Kenbuchi Proving Ground (Hokkaido)

The Hokkaido Kenbuchi Proving Ground is located in Kenbuchi-cho, Kamikawa-gun, Hokkaido. At this comprehensive vehicle-proving ground, automotive cold-weather testings are conducted from January to February. Since its opening in 1990, the Hokkaido Kenbuchi Proving Ground has participated in socially beneficial activities with particular focus on community contributions, by supporting activities to develop Kenbuchi as a "picture book town,"\*1 and promoting initiatives taking advantage of the unique features of the proving ground.

### The 28th Hokkaido Kenbuchi Proving Ground Open Facility Event

#### Community

**Objective:** To get to know people in the community and convey the Company's gratitude

**Initiatives:** Every year since 1990, the Mazda staffs thank the people of Kenbuchi-cho, who warmly welcome the staff each winter, by opening the Kenbuchi Proving Ground to the public and inviting local residents to attend a community event.

#### FY March 2017 Results:

In February, Mazda held a community event. FY March 2017 marked the 30th anniversary of the establishment of the Kenbuchi-cho Association to Promote Friendly Relationship with Mazda.\*2 The event in that commemorative year attracted around 500 people, the largest-ever number from Kenbuchi-cho. The event programs included the following:

- Winter activities (including a gymkhana race, practical experience of Mazda vehicles' safety technologies, an air board race, and a pitching and batting game)
- Bingo game (Winners were presented with prizes.)

#### a Bingo game



\*1 Mazda supports the Kenbuchi Picture Town Award and the Kenbuchi Exhibition of Original Paintings for Picture Books held in the Picture Book Museum, which serves as the center for the activities to develop Kenbuchi as a "picture book town."  
\*2 The Association was formed by the people of Kenbuchi-cho to welcome Mazda testing staff in 1986 in advance of the opening of the cold-weather proving ground.