

Dealerships

Distributors in Japan*1 are fulfilling their responsibilities through ongoing involvement in socially beneficial activities tailored to the needs of local communities.

Forest Protection, Local Beautification Activities, and Collection of Recyclables Environment Community

Objective: To contribute to environmental protection through forest protection, local beautification, the collection of plastic bottle caps, etc.

Initiatives/FY March 2017 Results:

- Forest protection and local beautification activities
Distributors are engaged in forest protection and environmental local beautification activities (regional cleanups, installation of flower beds, etc.) in their communities (19 companies).
- Collecting plastic bottle caps and other recyclable resources (corrugated cardboard, magazines, etc.)
Distributors made donations to facilitate programs for medical care in developing countries, and to help elementary schools purchase necessary items (11 companies).

Participation in Environmental Events Environment Community

Objective: To help raise environmental awareness through participating in environmental events and presenting booths at these events

Initiatives/FY March 2017 Results:

Participated in and exhibited a booth at a local environmental event (one company).

Raising Traffic Safety Awareness and Providing Support for Children Orphaned by Traffic Accidents Safety Community

Objective: To reduce the number of traffic accidents by cleaning convex traffic mirrors, raising traffic safety awareness, etc.

Initiatives/FY March 2017 Results:

- Cleaning convex traffic mirrors
All dealerships of Okayama Mazda participate in the cleaning of road signs and convex traffic mirrors as well as roads and sidewalks near the dealerships to contribute to the communities' traffic safety,*2 in conjunction with the prefectural residents' campaign to raise traffic safety awareness in every spring (a total of 179 employees participated in FY March 2017). Mazda Autozam Ito cleaned and inspected convex traffic mirrors, and reported the inspection results to the police. **a b**
- Activities to raise awareness of traffic safety
Hokkaido Mazda Sales*3 and other distributors implement activities to raise the awareness of traffic safety (standing guard, patrolling neighborhoods, participating in traffic safety parades and events, holding private vehicle inspection classes for women, donating traffic cones, distributing reflective materials, etc.) (13 companies).
- Making donations to support children who have lost their parents in traffic accidents
Nishi-Shikoku Mazda made donations according to the number of customers who took a test-ride.*4 Also, making voluntary contributions with employees, and donations according to the number of i-stop vehicles sold (four companies). **c**
- Providing part of the company premises as an area leading to a sidewalk or a bridge over a roadway (three companies).
- Removing snow on the school zone near the dealership (one company).

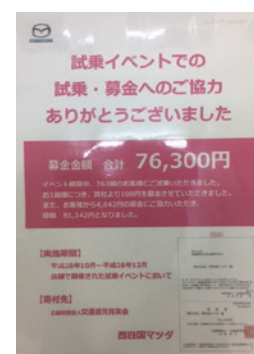
a Cleaning convex traffic mirrors near the dealership (Okayama Mazda)



b Cleaning convex traffic mirrors near the dealership (Mazda Autozam Ito)



c Poster reporting on the amount of donations made according to the number of test drives (Nishi-Shikoku Mazda)



*1 Hereinafter, the names of distributors are written in abbreviated form without "Co., Ltd.," "Inc.," etc. (see pp. 23-24)

*2 Activities in cooperation with the Okayama prefectural police and regional councils to promote traffic safety. Okayama Mazda received the Traffic Department Director's Award (Award for Excellence) of the Okayama Prefectural Police Headquarters.

*3 Participated in a human-wave activity calling for traffic safety sponsored by the Japan Automobile Dealers Association. The Association received a certificate of appreciation from the Hokkaido Police Headquarters.

*4 Received a "Daddy-Long-Legs" certificate of appreciation from the Foundation for Traffic Accident Orphans (Kotsuji Ikueikai).

Supporting Students' Learning and Workplace Experience, Dispatching Employees as Lecturers and Accepting Students for Internship Programs Human resources Community

Objective: To provide students with opportunities to think about the importance and joy of working

Initiatives/FY March 2017 Results:

- Offering a study program to elementary school children
Tokyo Mazda Sales has provided a study program through which elementary school children can learn about the environment and safety issues during the summer vacation every year since FY March 2014, aiming at letting children know the fun of learning science.
The program in FY March 2017 was focused on environment and safety themed "Let's compare new car and old car - Enjoy learning about environmental and safety performance"*1 (24 participants). d
- Accepting students' field trips and visits for workplace experience
Kanto Mazda accepts field trips from local elementary schools and junior high school students' visits for workplace experience every year. In FY March 2017, two dealerships accepted field trips of around 60 students from elementary schools, and five dealerships accepted visits by around 15 junior high school students for workplace experience. They observed showrooms and automobile inspection and service at plants, and experienced the work of car washing. e
In addition, 27 dealerships accepted field trips, workplace experience and internships (for students of local elementary, junior high and high schools, universities, vocational schools and special support schools), dispatched lecturers, held seminars and visiting lectures, etc.
- Donating a newspaper for elementary schoolchildren to local elementary schools for learning support (one company).
- Setting a scholarship system that supports the acquisition of mechanic qualifications (two companies).
- Holding lectures on school education (e.g., a lecture on prevention of drug abuse*2) at neighborhood elementary schools (one company).
- Donating goods to elementary schools through collection of Bell-Mark products (one company).

d Environmental education program "Let's compare new car and old car" (Tokyo Mazda Sales)



e Workplace tour (Kanto Mazda)



Support for Community Revitalization Community

Objective: To contribute to community revitalization through opening facilities for community events, participation in community events, blood donation campaigns, etc.

Initiatives/FY March 2017 Results:

- Contributing to local communities by providing dealership facilities as evacuation areas in emergency
Dealerships registered their facilities as evacuation areas in emergency situations and cooperated in their communities' evacuation drills (two companies).
- Registering and participating in activities concerning child rearing and children's safety*3 (nine companies).
- Six dealerships of Kanto Mazda supported and participated in various local events. 11 companies provided support for local events, by cosponsoring or giving donations to community festivals and opening dealerships' facilities (parking lots, bathrooms, etc.). f
- Supporting the 35th Mazda Cup Junior Soccer Competition in Yamaguchi (held over two days) (one company).
- Installing AEDs*4 and registering as a facility that makes AEDs available for public use (four companies).
- Participating in blood donation campaigns (including the opening of parking lots and other facilities for the campaign) (11 companies).
- Exhibiting posters and distributing PR brochures to promote cancer screening, and cooperating in applying for the Peace Poster Competition (three companies).
- Patrolling the town for local disaster prevention (one company).
- Helping the reconstruction of areas affected by the Great East Japan Earthquake (through volunteer activities, donations to the Japanese Red Cross Society, provision of vehicles, invitation of children's baseball teams to Mazda All-Star Games, and tree-planting) (four companies).
- Helping the reconstruction of areas affected by the Kumamoto Earthquake (through provision of relief supplies, and donations to the Japanese Red Cross Society) (four companies).
- Helping the reconstruction of areas affected by the Central Tottori Earthquake (through support of fund-raising activities by a newspaper company) (one company).
- Making donations and loaning vehicles for various purposes (academic and educational activities, support for training of guide dogs, sports events, local events, etc.) (13 companies).

f Support for a local event (Kanto Mazda)



*1 A program developed and provided by Mazda Motor Corporation (editorial supervisor: Japan Science Foundation/Science Museum).

*2 With cooperation with the Pharmaceutical Affairs Department of Hiroshima Prefecture.

*3 Registering as "Kids 110 Houses (shops serving as a shelter for children in the case of crime or emergency)," as a "baby care station" in Ueda City, as a member of the network supporting child rearing called Iku-chan Service in Hiroshima Prefecture, etc. The baby care station is a place where parents can change their babies' diapers and breast-feed their babies. As part of the efforts to create a child care environment where children can be nurtured at ease by the community, Ueda City has installed the station at around 70 locations so that parents can go out without anxiety with their babies.

*4 An AED (automated external defibrillator) is a medical device that sends an electric shock to the heart that will restore normal heart rhythm to a victim whose heart has suddenly lost the function to pump blood.