

LETTER FROM MAZDA

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All-New Mazda3 Premieres at Los Angeles Auto Show Redesigned model kicks off a new generation of Mazda cars



The redesigned Mazda3 (North American specifications)

The world premiere of the all-new Mazda3 took place at the Los Angeles Auto Show, held from November 30 through December 9 last year.

The all-new Mazda3 adopts a matured Kodo design language that aims to embody the essence of Japanese aesthetics. While the overall form presents a simple, single motion, subtle undulations bring the design to life through shifting light and reflections that glide over the body surface. The

result is a richer and more powerful expression of vitality than previous Kodo models. Despite sharing the Mazda3 moniker, the hatchback and sedan models have distinct personalities—the design of the hatchback is emotive, the sedan elegant.

The Mazda3 adopts Mazda's new Skyactiv-Vehicle Architecture, designed to enable people to make the most of their natural sense of balance. The powertrain lineup comprises the latest

Skyactiv-X, Skyactiv-G and Skyactiv-D engines, each of which provides responsive speed control in any driving situation. Based on its philosophy of designing the car around the human being, Mazda has dramatically enhanced the car's fundamental driving attributes such that accelerating, turning and braking feel completely natural.

The fully redesigned model will be rolled out to global markets starting from North America in early 2019.

Mazda CX-8 Wins Japan Automotive Hall of Fame's 2018-2019 "Car of the Year" Award



Mazda CX-8

The Mazda CX-8 was named the 2018-2019 "Car of the Year" by the Japan Automotive Hall of Fame. This marks the fourth time a Mazda vehicle

has won the award, following the compact convertible sports car Mazda Roadster's (MX-5) win in 2015.

The Hall of Fame called the CX-8 a "stylish three-row SUV" and praised its "superior dynamic performance, efficient use of interior space, reduced operating load and advanced preventative safety technology."

In the expanding three-row SUV market in Japan, the CX-8 was the top-

selling model in the first half of 2018. The model also earned a five-star rating with the highest score from the Japan New Car Assessment Program's (JNCAP) collision safety performance assessment in 2017. The CX-8 attained the highest rank, ASV++, in the same assessment for having outstanding safety performance, from decreasing accident risk to collision damage mitigation.

Connected Mobility Service Real-World Testing Begin in Miyoshi

In coordination with the people of Miyoshi and the Hiroshima Prefecture and Miyoshi City governments, Mazda began testing a mobility service that uses connectivity technology. The tests are part of Mazda's model for future social contribution through mobility services, such as ridesharing, to provide unrestricted, safe transportation to people living in rural areas, thereby fostering local revitalization and enriching people's lives.

These days, insufficient mobility, especially for the elderly and disabled, due to widening gaps in public transportation systems in mountainous areas is becoming a serious issue. Mazda hopes to address problems like this by using connected cars to forge new bonds between locals and drivers from both inside and outside the community as they help each other.

Mazda is developing operation systems and smartphone applications to

reduce the amount of labor necessary to operate local mobility services. Additionally, effective operation systems and enhanced applications will add value to local revitalization through encouraging people to participate in the services. Data accumulated through the tests taking place in Miyoshi will contribute to the development of ridesharing services paired with the next generation of connectivity and autonomous driving technologies.

Mazda Foundation Decides 2018 Research Grants

The Mazda Foundation has decided on its research grant recipients for fiscal year 2018 from among 440 applications. Thirty-one grants were awarded for Promotion of Science and Technology, totaling ¥33 million, and six were awarded for Sound Development of Young People, totaling ¥4 million.

In the field of Promotion of Science and Technology, selected research included an innovative technological development in "Light energy conversion using light-harvesting

antenna and its application to artificial photosynthesis" (Osaka University). Mazda Research Grants were awarded



Chairman Kogai (back row, third from the left) presents grants to researchers.

to four young researchers, including Hiroshima University's Masataka Yamamoto.

In the field of Sound Development of Young People, unique research that will be useful to parents, "Support for nurturers as they confront early childhood anger and rebellion" (Seigakuin University), was among those selected for grants.

The Mazda Foundation has now awarded 2,210 grants, totaling nearly ¥1.73 billion.

Mazda CX-5 and CX-8 Updated Models Released

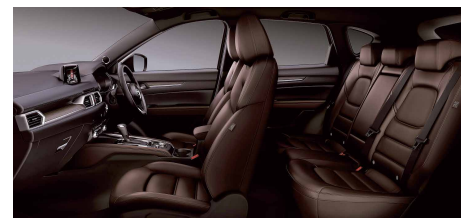
Updated models of the crossover SUVs Mazda CX-5 and Mazda CX-8 went on sale in November of last year. Along with enhancing Mazda's lineup of gasoline engines, the updated models feature improvements in steering stability, comfort and both interior and exterior materials.

The CX-5 uses Mazda's 2.5-liter inline-four direct-injection turbocharged gasoline engine Skyactiv-G 2.5T. The car's natural acceleration response is

faithful from low revs through the mid-range and up to the highest rpms; it's a powerful and high quality drive that makes drivers want to get behind the wheel again soon. The special edition "Exclusive Mode," whose highest-grade, carefully selected materials create a look of warmth and modernity, also went on sale.

The CX-8, which can now be fitted with the Skyactiv-G 2.5T and the naturally aspirated 2.5 liter direct-

injection gasoline engine Skyactiv-G 2.5, in addition to its original diesel engine, offers drivers the pleasure of choosing the seat and engine combination most appropriate to their lifestyle.



Mazda CX-5 XD Exclusive Mode (special edition)