

## 9. Brand Management Strategy

Since 1998, brand strategy has been one of Mazda's most important management strategies. Based on Mazda's long company history that began in 1920, "World Wide Brand Positioning" (WWBP) was established in April 1998 to define the Mazda brand and clarify the direction Mazda should aim at in the future. WWBP is the foundation of Mazda's brand management strategy that has been promoted in the markets all over the world since its inception in February 1999 .

The WWBP clearly defines the positioning of the Mazda brand as follows:

- The brand promise is, "Zoom-Zoom," which succinctly expresses the Mazda brand.
- The "Mazda Brand DNA" summarizes Mazda's characteristics in two categories, <Personality> and <Product>.
- "Target Customers" describes people who feel empathy towards Mazda.

Mazda introduced the Mazda6 to major markets around the world in 2002, and followed it progressively with the Mazda2, RX-8, Mazda3, Mazda5, MX-5, and CX-7. These models have been acclaimed throughout the world and have earned many awards from major global media. Additionally, Mazda began to communicate its brand promise, "Zoom-Zoom," in 2001, and gradually expanded its use until it was adopted in all Mazda's markets around the world. In combination with Mazda's highly-acclaimed products, Zoom-Zoom has contributed considerably to the penetration of the Mazda brand and the improvement of the brand image among customers.

We will continue this strategy and react appropriately to changing demands from society in order to deepen and advance the Mazda brand.

<b>Worldwide Brand Positioning (WWBP)</b>	
<b>Brand Message: Zoom-Zoom</b>	
Mazda's creativity and innovation continuously delivers fun and exhilarating driving experiences to customers who remember the emotion of motion first felt as a child.	
<b>Brand DNA:</b>	
<b>&lt;Personality&gt;</b> Stylish Insightful Spirited	<b>&lt;Product&gt;</b> Distinctive Design Exceptional Functionality Responsive Handling and Driving Performance
<b>Target Customers:</b>	
Those individuals who stay young, have a good capability to express themselves, always keep passion and are self-confident in their choices.	