

Product Names

Passenger Cars

Japan market model name	Meaning	Launch year	Origin	Overseas market model name
Demio	Mine (adapted from Spanish)	1996	Coined from the Spanish phrase "de mio", meaning "mine", the name expresses Mazda's wish for owners to enjoy themselves in the Demio with their own style.	Mazda Demio Mazda2
Verisa	True fulfillment (Mazda-coined word)	2004	Combining the Italian word "verita," meaning "truth," with the English word "satisfaction," it depicts an ideal relationship between style and practicality.	—
Axela	Youthful exhilaration and driving pleasure with infinite possibilities (Mazda-coined word)	2003	This name is taken from the English words "accelerate," "accelerator" and "excellent" with "x" representing infinite possibilities.	Mazda3
Atenza	Attention (Mazda-coined word)	2002	This name expresses Mazda's desire for this model to gain strong public attention as it is the first model of Mazda's new generation products under the Zoom-Zoom concept.	Mazda6
RX-8	—	2003	R and X stands for "rotary engine" and "future." The name expresses Mazda's desire to create a new genre of sports cars with the all-new rotary engine, RENESIS.	Mazda RX-8
Roadster	Two-seat open-top vehicle	1989	"Roadster" is a term used for the particular body style and has a similar meaning to "cabriolet," and "convertible."	Mazda MX-5 *1
Premacy	Supreme (Mazda-coined word)	1999	The name is coined from the English word, "supreme." Achieving high-level quality and functionality at the same time, Mazda is confident that the vehicle will earn the trust of consumers and establish a unique presence. The name expresses this confidence.	Mazda Premacy Mazda5
Biante	Surrounding, environment (Mazda-coined word)	2008	Coined from the English word, "ambient," the name expresses Mazda's wish that the vehicle will become an important part of their customers' lives and provide an enjoyable and comfortable in-car experience for all the occupants.	—
MPV	Multi purpose vehicle	1988	The vehicle was named after the acronym of the phrase "multi purpose vehicle", when it was launched in the U.S. market.	Mazda MPV Mazda8
Tribute	Tribute (English)	2000	Combining Mazda's creativity and technological expertise, the Tribute is intended to complement active lifestyles.	Mazda Tribute
CX-7	—	2006	CX refers to Mazda's crossover lineup.	Mazda CX-7
CX-9	—	2007	CX refers to Mazda's crossover lineup.	Mazda CX-9
Carol	Birdsong, joyous song (English)	1962	"Carol" was used for Mazda's micro-mini models until 1970. The name was reinstated after market research showed young females found the name cute, fun and catchy.	—
AZ-Wagon	—	1994	AZ is an acronym of Autozam.	—
AZ-Offroad	—	1998	AZ is an acronym of Autozam.	—

*1 Also called "Miata" in North America.

Commercial Vehicles

Japan market model name	Meaning	Launch year	Origin	Overseas market model name
Bongo	Bongo, forest antelope (English)	1966	The name compares Mazda's cab-over one-box van to a majestic and powerful bongo.	Mazda E-Series
Bongo Brawny	Dynamic, energetic (English)	1983	Mazda intended to give a more muscular image to this larger derivation of the Bongo.	Mazda E-Series
Titan / Titan Dash	Titan (English)	1971	Intended to express the strength of Mazda's commercial truck, the name comes from a family of giants in Greek mythology.	Mazda T-Series
BT-50	—	2006	BT is derived from the previous model, "B-series truck." The number "50" means this model is half the size of a one-ton truck.	Mazda BT-50
Familia van	Family (Spanish)	1964	Mazda intended the Familia to become the top family car model during Japan's period of motorization.	—
Scrum	Interlocking shoulders (English)	1989	Inspired by a rugby term, "Scrum" represents Mazda's wish for cooperation and teamwork between Mazda, its customers and the Mazda group companies.	—