

SPECIAL FEATURE

TOPIC 2 — CONNECTIONS WITH A WIDE RANGE OF CUSTOMERS

ESTABLISHMENT OF THE BRAND EXPERIENCE PROMOTION DIVISION

BACKGROUND AND GOALS OF ESTABLISHMENT

Some may wonder what exactly the idea of brand experience entails. For Mazda, brand experience is the concept of communicating, through experiences, the image a company seeks to evoke for its brand in order to deepen an understanding of how this brand differs from those of its rivals.

In its 2030 Vision, Mazda declares its intent to “To be a car-loving company that creates moving experiences through the ‘joy of driving.’”

To this realize this vision, it is imperative for the Company to provide customers with uplifting experiences that communicate the fact that Mazda is a brand for people who enjoy cars, not only to car enthusiasts but also to a wide range of other customers. Mazda thereby aims to engage in communication from a place that is psychologically close to customers via non-dealership touch points.

The Brand Experience Promotion Division was established in November 2023 with the goal of fostering recognition among customers with regard to how Mazda is a brand for people who enjoy cars by providing uplifting experiences that give people positive experiences of the fun of driving and of car ownership.

With a team of individuals assembled from relevant internal divisions, the division goes about this through mutual utilization of the insight and assets of customers, dealerships, and associate companies to co-create customer experiences that exemplify the Mazda brand together with these partners. The division’s initiatives will begin in Japan and, after having accumulated the necessary experience and insight, then be deployed to other areas of the world. The Brand Experience Promotion Division is thereby anticipated to propel the transformation of Mazda brand experiences across the globe.

INITIATIVES AND PROGRESS

Grass-Roots Motorsports Activities and Mazda Driving Academy Events

Mazda is engaged in grass-roots motorsports activities and also arranges Mazda Driving Academy events to provide opportunities for customers to experience the joy of driving. Our involvement in grass-roots motorsports activities entails the organization of competitions using actual vehicles as well as esports events to offer opportunities to enjoy racing in both physical and digital spaces. Meanwhile, we celebrated the 10th anniversary of the launch of the Mazda Driving Academy in 2024. Mazda began organizing these events with the goal of making everyday driving easier and more enjoyable for customers. The Mazda Driving Academy will continue to be an area of focus going forward.



Event for new employees joining in 2024

DISCOVER with MAZDA

DISCOVER with MAZDA is an experience-oriented event program designed to combine driving with the hobbies and interests of customers. Through these events, Mazda endeavors to help customers make



Photograph commemorating Shigaraki ware ceramics workshop

new findings pertaining to their hobbies and interests while also encouraging various discoveries via the provision of useful driving information and experiences based on the event concept of supporting more uplifting and enjoyable lifestyles and vehicle ownership experiences. The first such event, which was held in FY March 2024, featured a Shigaraki ware ceramics workshop as well as lectures on driving postures and techniques that can reduce the burden on the driver. Participants voiced high opinions of the ceramics workshop as well as how the driving lectures made the drive home easier. The event also proved to be a valuable opportunity for Mazda’s staff as it enabled them to gain insight pertaining to customer demographics with which contact had previously been limited. For example, it was learned that, while customers do not view their cars as the main factors in their enjoyment of their hobbies, cars are still an important part of these activities. This newfound understanding contributed to a higher sense of motivation among staff members. The Company aims to cultivate DISCOVER with MAZDA into opportunities to investigate how its vehicles are contributing to more uplifting lifestyles for customers, so that its employees can go

about vehicle creation with greater confidence, as well as opportunities for providing uplifting experiences.

Going forward, the scope of DISCOVER with MAZDA events will be expanded to provide experiences in a more diverse range of genres.

Mazda Fan Festa

The Mazda Fan Festa is an event that features a wide range of opportunities for new discoveries and encounters and uplifting experiences designed to be enjoyed by customers of all ages. The Company held the Mazda Fan Festa in three locations in 2024, and the number of participants in these events totaled roughly 25,000.

Employees involved in the events have expressed opinions including the following:

“Being able to see the smiles on the faces of customers really made me feel what I am working for.”

“The event really hit home how we are supported by our customers.”

“I want to provide products and services that bring event greater joy to our customers.”

“I enjoyed being able to work in a team with members from different divisions.”

“The event gave me a greater sense of confidence in my work.”

Going forward, these connections with customers will be utilized to heighten employee desire to participate in the planning and organizing of employee-driven events. It is our

hope that dealership staff and other Mazda Group members will direct such events to share experiences with customers while exploring the spirit of *Omotenashi*.

In addition, input regarding merchandise designed based on the Mazda aesthetic will be gathered from a wide range of customers, including both drivers and non-drivers, in order to enhance lineups and otherwise evolve our offerings.

Through such initiatives, the Company aims to help a wider range of people experience the fun of car ownership to foster an increasing number of car lovers and ultimately Mazda lovers.

FUTURE OUTLOOK AND SHORT-TERM GOALS

In the future, Mazda will continue to expand the scope of brand experiences it offers to customers. These will not be limited to the aforementioned in-person events, but will also include events that merge esports and other digital experiences with in-person experiences. These experiences will be used to observe changes in customer sentiments and behavior and to track these changes in the form of data. The insight and data obtained through such events will be utilized to drive improvements in customer satisfaction and operational efficiency in dealership sales and other existing business areas.



Mazda Fan Festa event collage

OMOTENASHI