



FISCAL YEAR ENDING MARCH 2011 THIRD QUARTER FINANCIAL RESULTS



**Mazda5
(North American specification)**

**Mazda Motor Corporation
February 3, 2011**

PRESENTATION OUTLINE

- **Highlights**
- **Fiscal Year Ending March 2011
First Nine Months Results**
- **In Summary**





HIGHLIGHTS

HIGHLIGHTS (1)

- **In the first nine months, revenue was ¥1,717.9 billion, up 11% year-over-year, and operating profit was ¥13.2 billion. Net income was also positive at ¥2.8 billion**
- **Continue positive operating profit under tough business environment such as continued strong yen and material price hikes**
- **Global sales volume was 957,000 units, up 93,000 units or 11% year-over-year thanks to sales growth in major markets**
- **Launching the new Premacy/Mazda5 globally following on from Japan to contribute to further sales growth**
- **In the US, achieved sales growth while holding down incentives. And posted record high share based on non-fleet sales in the last ten years. Achieved record high sales volume and share in Mexico**

HIGHLIGHTS (2)

- **Achieved record high sales volume in China thanks to strong sales of Mazda6 and Mazda3 (while production was transferred to Nanjing). Enhanced the product lineup by Mazda8/MPV introduction in December**
- **Achieved record high sales volume and share in the last ten years in emerging countries such as Thailand, Indonesia and Malaysia, due to well-received AAT-produced Mazda2. Also achieved record high sales volume and share in the last ten years in Australian market**
- **Continued to enhance brand value in major markets through new products and residual value improvements**
- **Next-generation technologies SKYACTIV are highly acclaimed by media both in Japan and overseas**
- **Continue the strategic alliance with Ford**
- **Full year forecast remains unchanged**



FISCAL YEAR ENDING MARCH 2011 FIRST NINE MONTHS RESULTS

FY ENDING MARCH 2011 FINANCIAL METRICS

(Billion yen)	Nine Months Total		Change	
	FY Ending March 2011	FY Ending March 2010	Amount	YOY(%)
Revenue	1,717.9	1,547.9	170.0	11
Operating profit	13.2	(11.0)	24.2	-
Ordinary profit	23.1	(18.9)	42.0	-
Profit before tax	18.7	(21.4)	40.1	-
Net income	2.8	(16.4)	19.2	-
Operating ROS	0.8 %	(0.7) %	1.5 Pts	-
EPS (Yen/Share)	1.6	(11.3)	12.9	-

CASH FLOW AND NET DEBT

(Billion yen)	<u>Nine Months Total</u>		<u>FY Ending</u>	<u>Improvement / (Deterioration)</u>	
	<u>FY Ending</u>	<u>FY Ending</u>	<u>March 2010</u>	<u>from</u>	<u>from Prior</u>
	<u>March 2011</u>	<u>March 2010</u>	<u>Full Year</u>	<u>Prior Year</u>	<u>FY End</u>
Free Cash Flow	(40.0)	25.4	67.4	-	-
Net Debt	(424.4)	(418.4)	(375.8)	(6.0)	(48.6)
Net Debt-to-equity Ratio	86 %	84 %	74 %	(2) Pts	(12) Pts

KEY DATA

	Nine Months Total		Change	
	FY Ending March 2011	FY Ending March 2010	Volume	YOY (%)
Global sales volume (000)				
Japan	153	150	3	2
North America	257	228	29	13
<i>USA</i>	174	154	20	13
Europe	155	176	(21)	(12)
China	186	142	44	31
Other Markets	206	168	38	23
Total	957	864	93	11
Exchange rate				
US\$ / Yen	87	94	(7)	
€/ Yen	113	133	(20)	

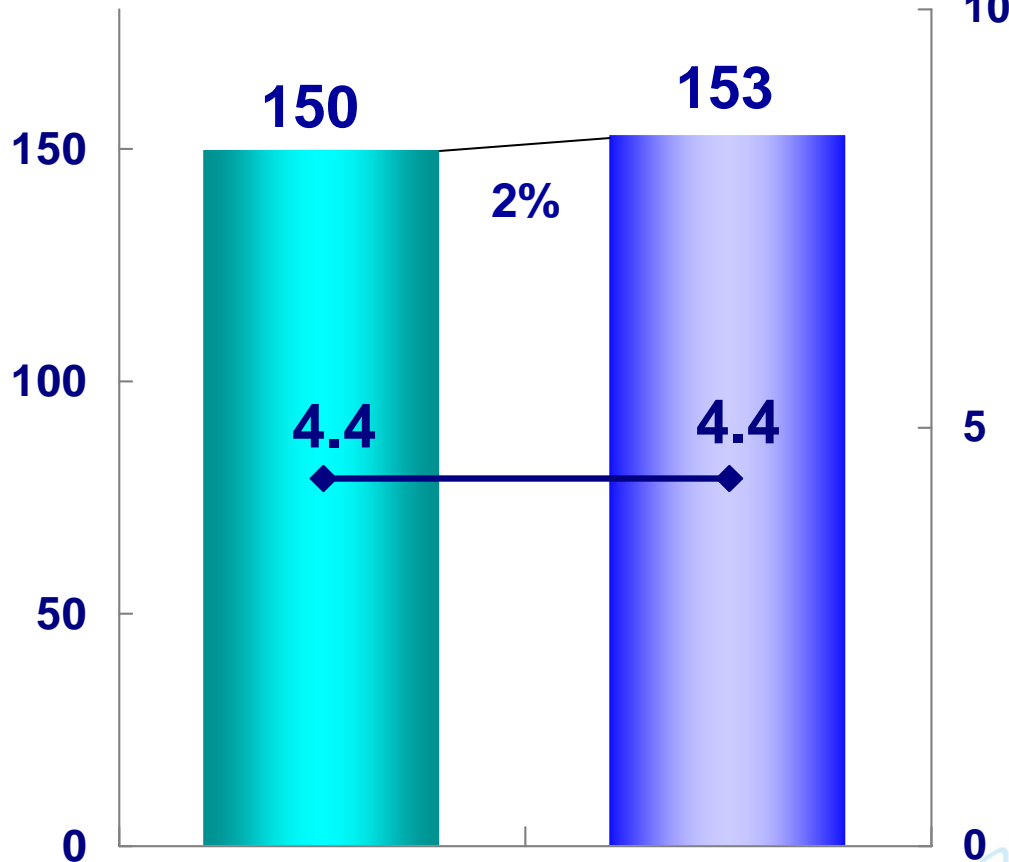
JAPAN

Nine Months Sales Volume

(000)

/ Share

(%)



**FY Ending
March 2010**

**FY Ending
March 2011**



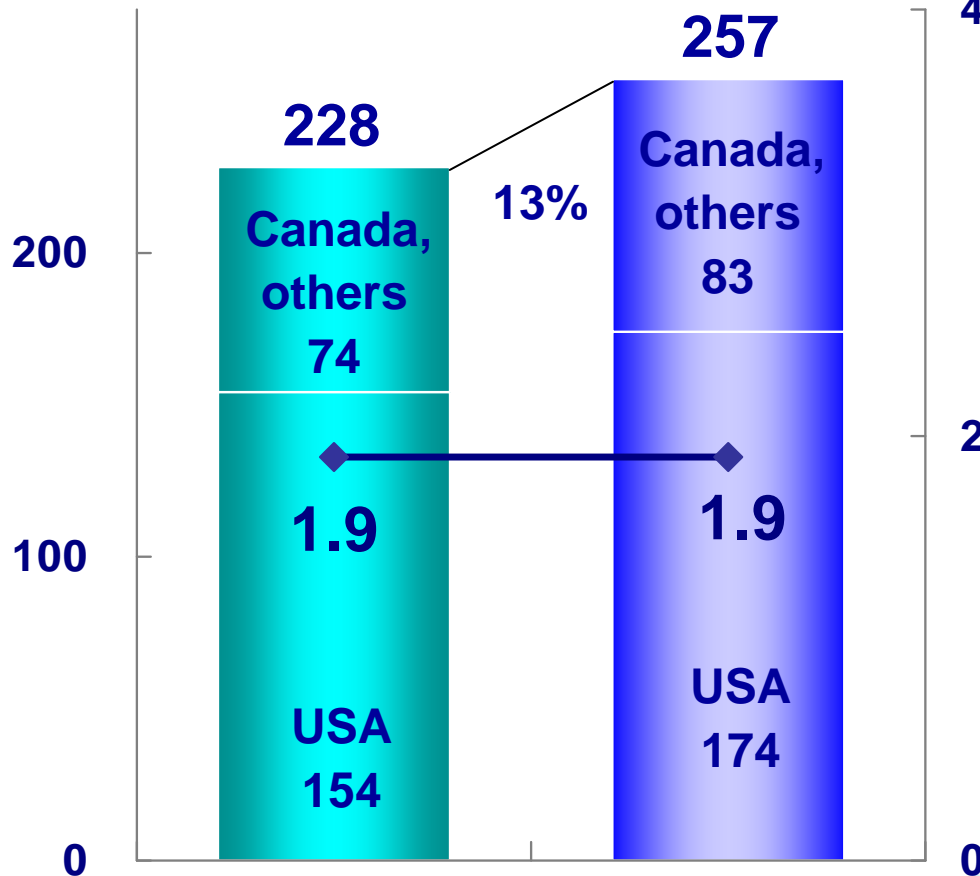
New Premacy

- Achieve 153,000 units sales, up 2% from the prior year
- Successful launch of the New Premacy and special edition versions contributed to sales growth
- Maintained the sales at the same level as the prior year
- In CY2010, achieved 224,000 units sales, up 9.5% from the prior year. Share rose 0.1 point

NORTH AMERICA

Nine Months Sales Volume / US Share

(000) / US Share (%)



**FY Ending
March 2010**

**FY Ending
March 2011**

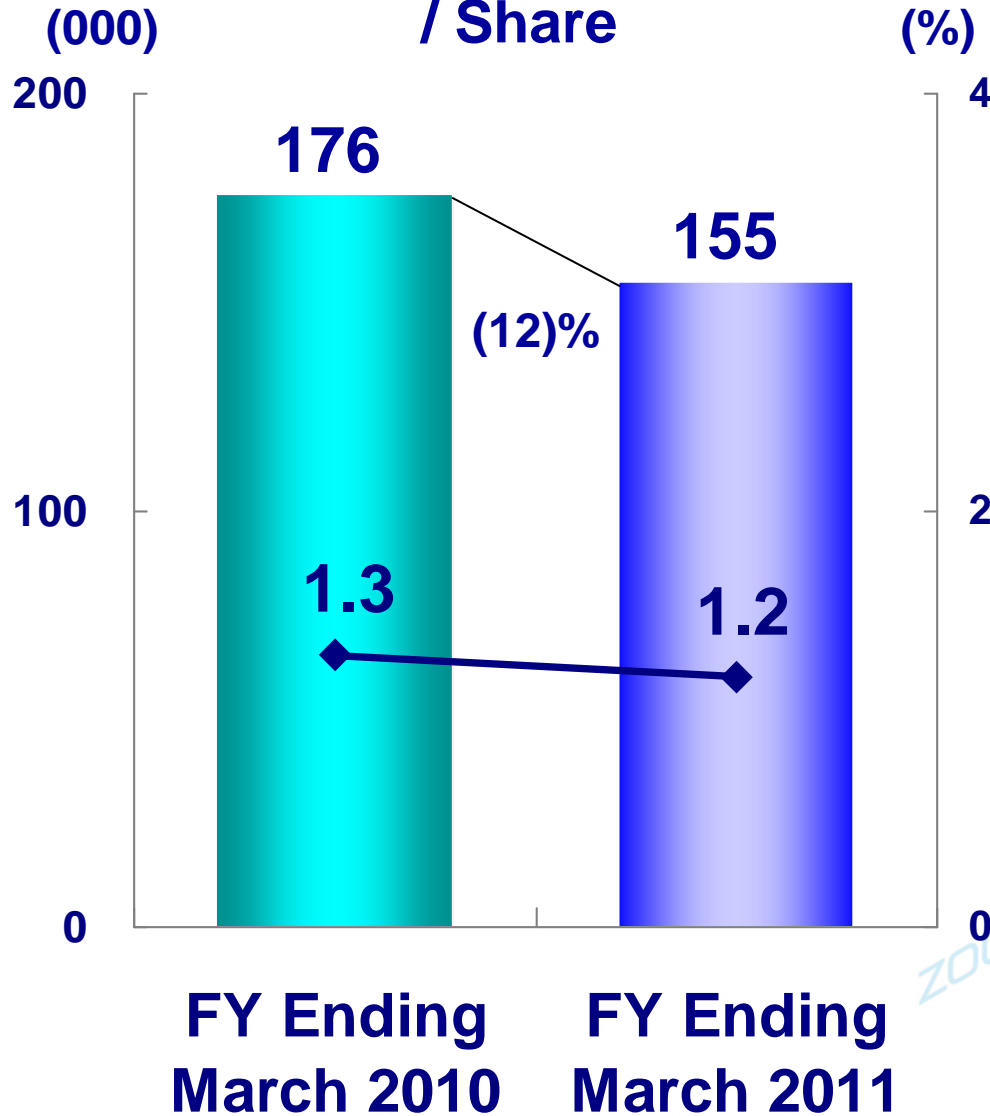


Mazda3

- Sales increased by 13% from the prior year to 257,000 units thanks to brisk sales of Mazda3, CX-7 and CX-9
- Achieved the highest share of 1.8% in the US based on non-fleet sales in the past ten years
- Continued policy of brand value enhancement as Mazda3 and CX-9 achieved the top residual value in their respective segments by holding down incentives
- Achieved record high sales volume and share in Mexico

EUROPE

Nine Months Sales Volume / Share

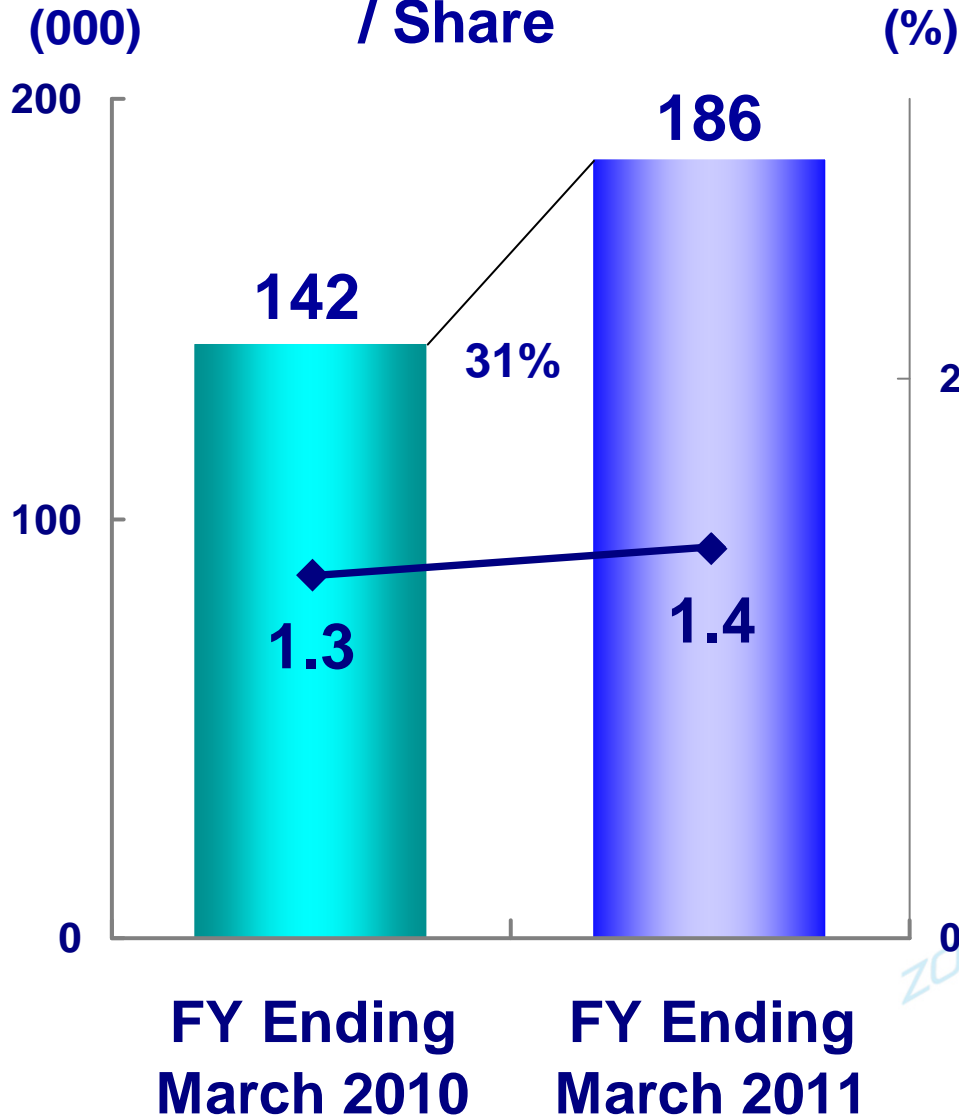


Mazda CX-7

- Due to total industry decline, sales decreased 12% from the prior year to 155,000 units
- Launched the New Mazda5 in October following on from Japan
- Achieved sales increase of 14% from the prior year in Russia due to demand recovery in addition to strengthened product lineup
- Share increased 0.1 point in Germany thanks to strong sales of CX-7 and dealer network improvement strategy

CHINA

Nine Months Sales Volume / Share

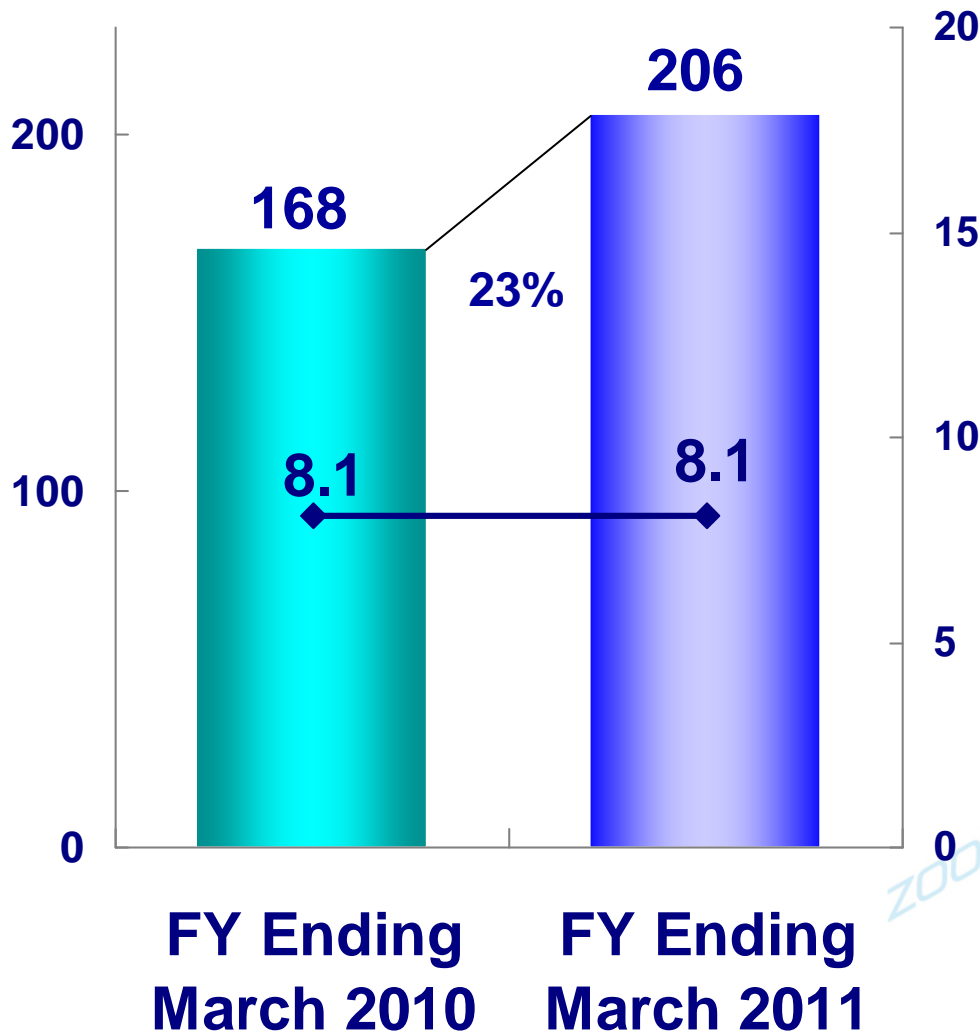


Mazda8

- ➔ Achieved the highest sales of 186,000 units, up 31% from the prior year thanks to strong sales of main models including Mazda3 and Mazda6
- ➔ Share increased 0.1 point from the prior year to 1.4%
- ➔ In CY2010, achieved the highest sales of 240,000 units
- ➔ Enhanced product lineup with the launch of Mazda8 in December
- ➔ Expanded the number of outlets to 312 by the end of 2010, overachieving the initial plan of 300 outlets

OTHER MARKETS

**Nine Months Sales Volume
(000) / Share in Australia (%)**



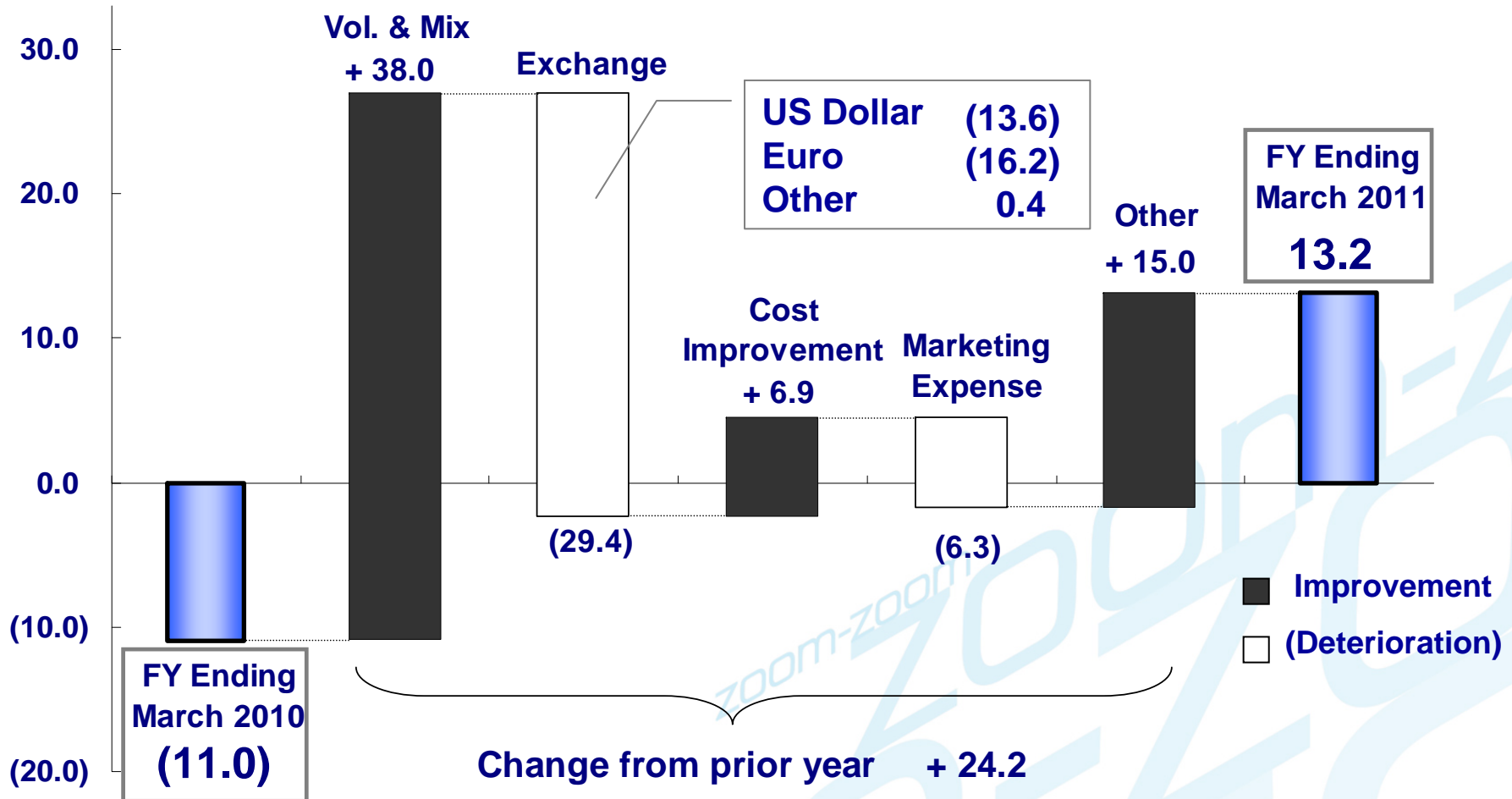
AAT-produced Mazda2

- Total sales in other markets increased 23% from the prior year to 206,000 units
- AAT-produced Mazda2 substantially contributed to strong sales performance in ASEAN countries, etc.
- Achieved the highest sales volume and share in the past ten years in Australia, Thailand, Indonesia and Malaysia
- In CY2010 in Israel, achieved the top selling volume (for 15 consecutive years)

OPERATING PROFIT CHANGE

FY Ending March 2011 Nine Months Compared with FY Ending March 2010 Nine Months

(Billion yen)



FUTURE ACTIONS

- **Sales and Marketing – Continue policy to improve brand value and globally implement “Tsunagari Innovation”**
 - **Japan:** Expand sales by enhancing advertisement and communications, and introducing special-edition models
 - **North America:** Reinforce sales of volume-selling Mazda3 and strong-selling CX-7 and CX-9. Launch the new Mazda5 to expand customer base. Continue to reduce incentives
 - **Europe:** Increase sales in the 4th quarter from the prior year by introducing the new Mazda5 and increasing sales of the popular CX-7, as well as growing sales in Russia where we will offer enhanced products
 - **China:** Expand sales of core models including best-selling Mazda6, and Mazda3 which are eligible for subsidies for fuel efficient vehicles. Expand customer base with Mazda8
 - **Other Markets:** Increase sales with key models such as AAT-built Mazda2 in ASEAN counties, and Mazda2 and Mazda3 in Australia
- **Cost – Continue and reinforce cost improvements in all areas**

IN SUMMARY (1)

- **The first nine months' revenue is up by 11% and profits in all categories are positive**
- **Achieved sales increase in major markets due to strong sales of core models such as Mazda2/Demio, Mazda3, Mazda6 and CX-7**
- **Achieved record high sales volume and share in emerging countries such as China, Mexico, Thailand, Indonesia and Malaysia. Achieved record high sales volume and share in Australia as well**
- **Full year forecast remains unchanged**



IN SUMMARY (2)

- **Next-generation technologies SKYACTIV are highly acclaimed by media in Japan and overseas**
 - “Revolutionary internal combustion engines. Improvement of engine performance does realize sustainable society”
 - “A vehicle with an engine, transmission, body and suspension which advance about 2 steps compared with the current model”
 - (Prominent motor journalists)
- **Launch Demio powered by SKYACTIV engine, which will achieve fuel economy of 30km/L (10-15 mode), in Japan in the first half of 2011. Successively introduce products equipped with SKYACTIV technologies globally**
- **Accelerate study for entry into new markets to grow global volume and reform business structure**
- **The year 2011 is the first year of SKYACTIV, and we will establish strong base for further growth in the future**



mazda

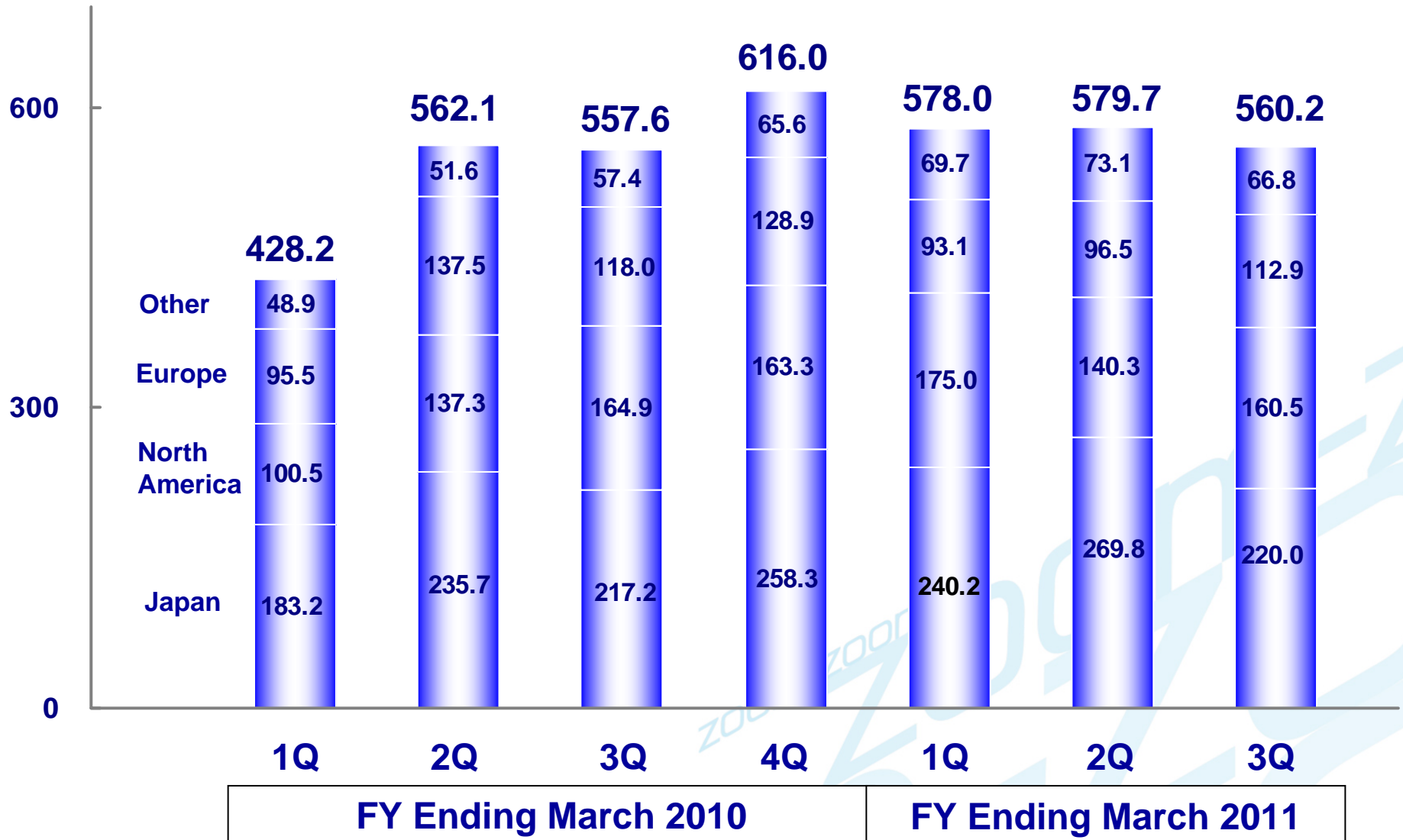
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APPENDIX

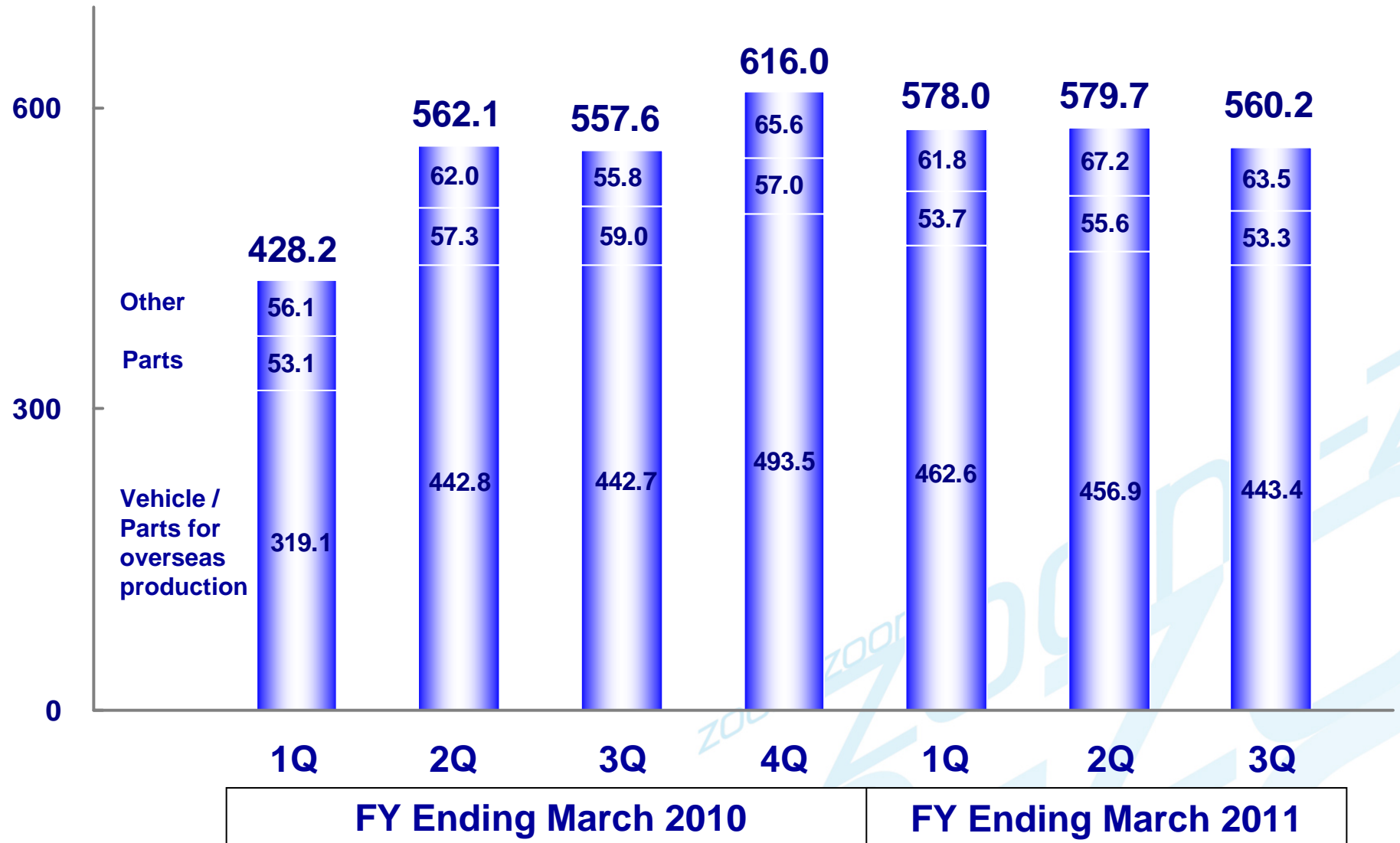
REVENUE BY GEOGRAPHIC AREA

(Billion yen)



REVENUE BY PRODUCT

(Billion yen)



FY ENDING MARCH 2011 FINANCIAL METRICS

(Billion yen)	Third Quarter		Change	
	<u>FY Ending March 2011</u>	<u>FY Ending March 2010</u>	<u>Amount</u>	<u>YOY (%)</u>
Revenue	560.2	557.6	2.6	1
Operating profit	1.0	11.1	(10.1)	(90)
Ordinary profit	2.3	10.7	(8.4)	(79)
Profit before tax	1.8	10.2	(8.4)	(82)
Net income	(2.7)	4.4	(7.1)	-
Operating ROS	0.2 %	2.0 %	(1.8) Pts	-
EPS (Yen/Share)	(1.5)	2.7	(4.2)	-

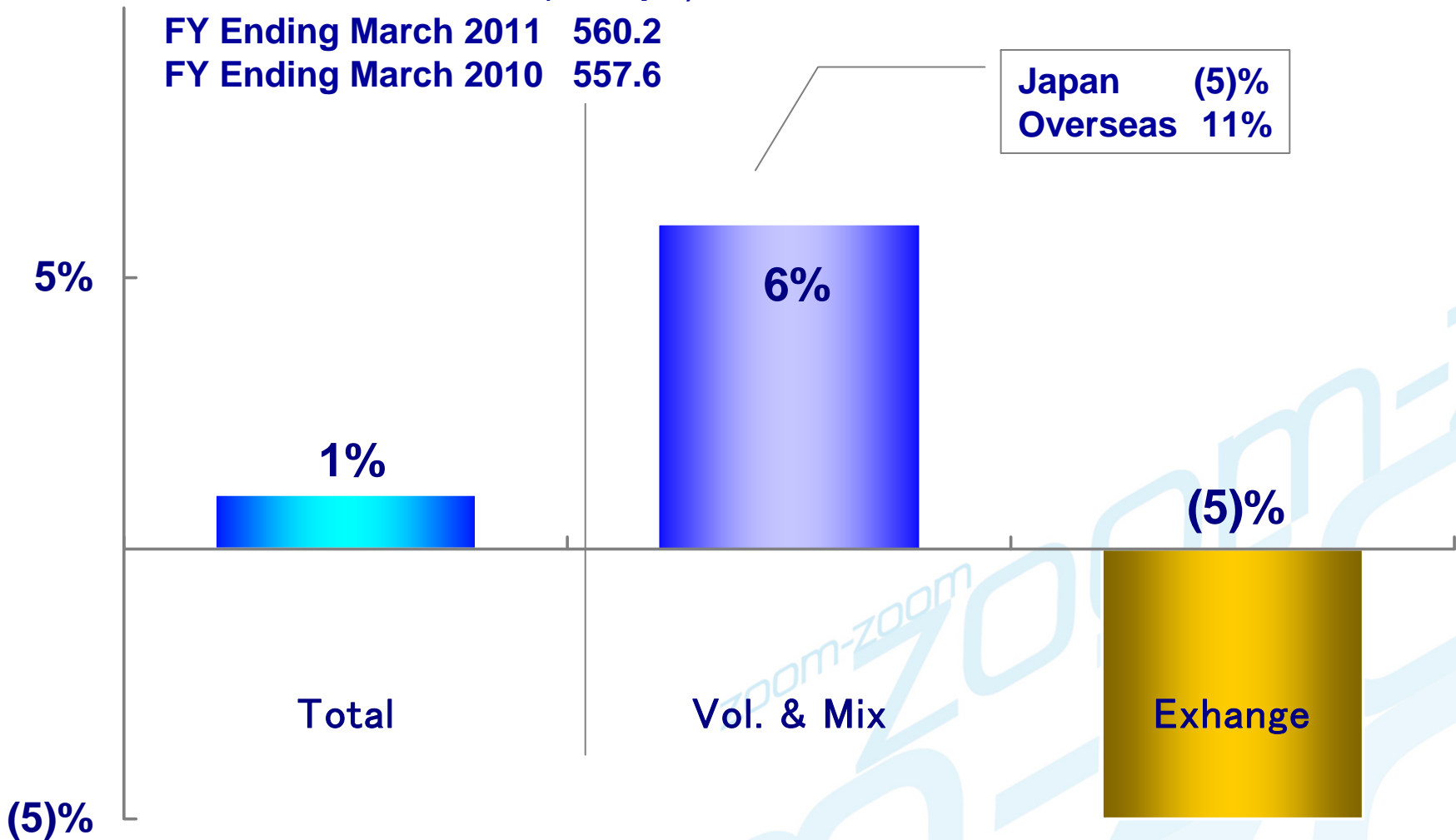
REVENUE CHANGE

FY Ending March 2011 3rd Quarter Compared with
FY Ending March 2010 3rd Quarter

(Billion yen)

FY Ending March 2011 560.2
FY Ending March 2010 557.6

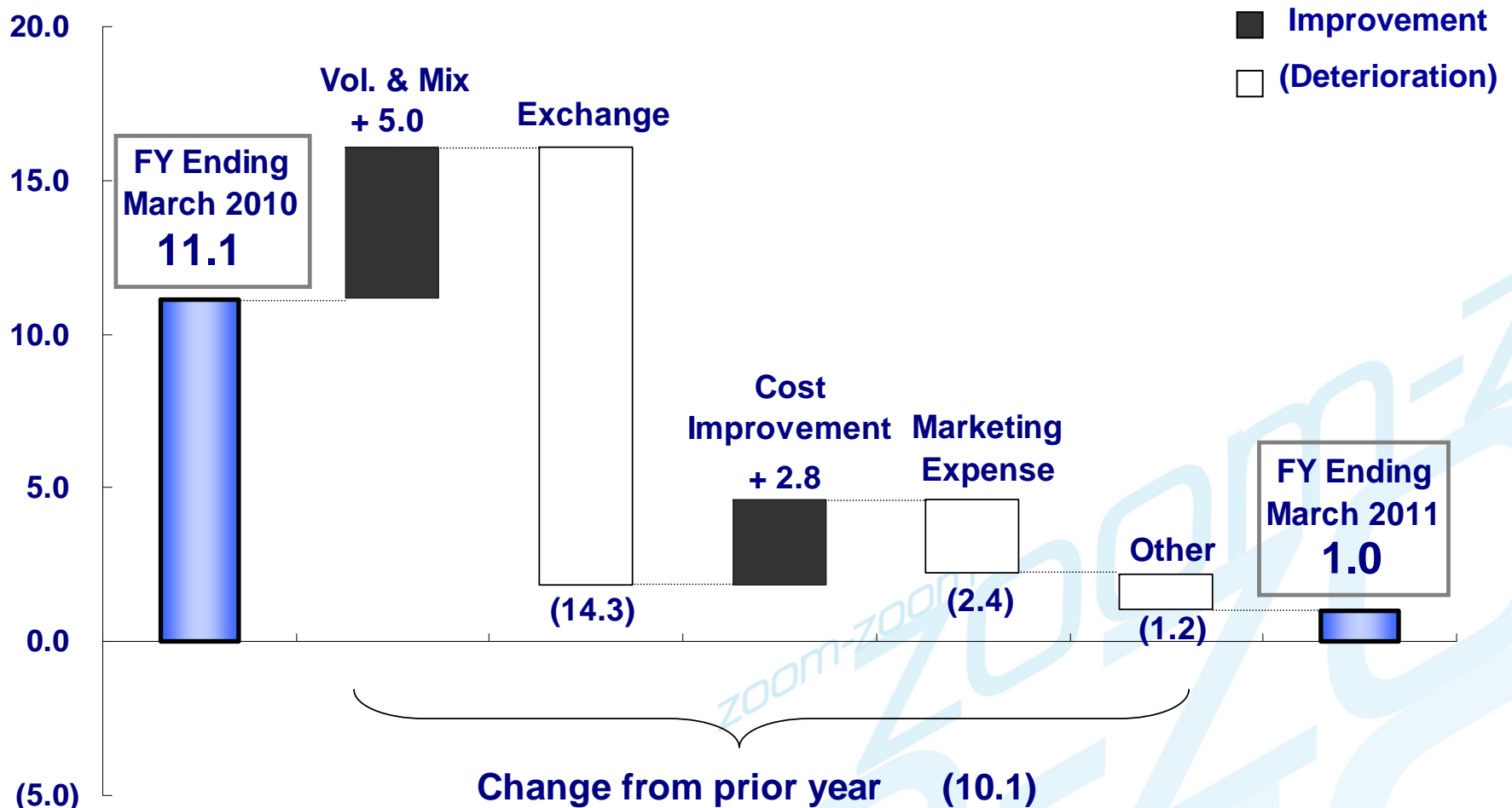
Japan (5)%
Overseas 11%



OPERATING PROFIT CHANGE

FY Ending March 2011 3rd Quarter Compared with
FY Ending March 2010 3rd Quarter

(Billion yen)



KEY DATA

	<u>FY Ending March 2011</u>		<u>Change from Prior Year</u>	
	<u>Third Quarter</u>	<u>Nine Months</u>	<u>Third Quarter</u>	<u>Nine Months</u>
Global sales volume (000)				
Japan	28	153	(17)	3
North America	80	257	10	29
Europe	47	155	(6)	(21)
China	74	186	17	44
Other Markets	69	206	7	38
Total	298	957	11	93
Consolidated wholesales (000)				
Japan	30	155	(15)	5
North America	97	278	10	65
Europe	56	146	2	(17)
China	4	16	1	8
Other Markets	73	215	19	75
Total	260	810	17	136
Exchange rate				
US\$ / Yen	83	87	(7)	(7)
€/ Yen	112	113	(21)	(20)

FY ENDING MARCH 2011 FINANCIAL METRICS

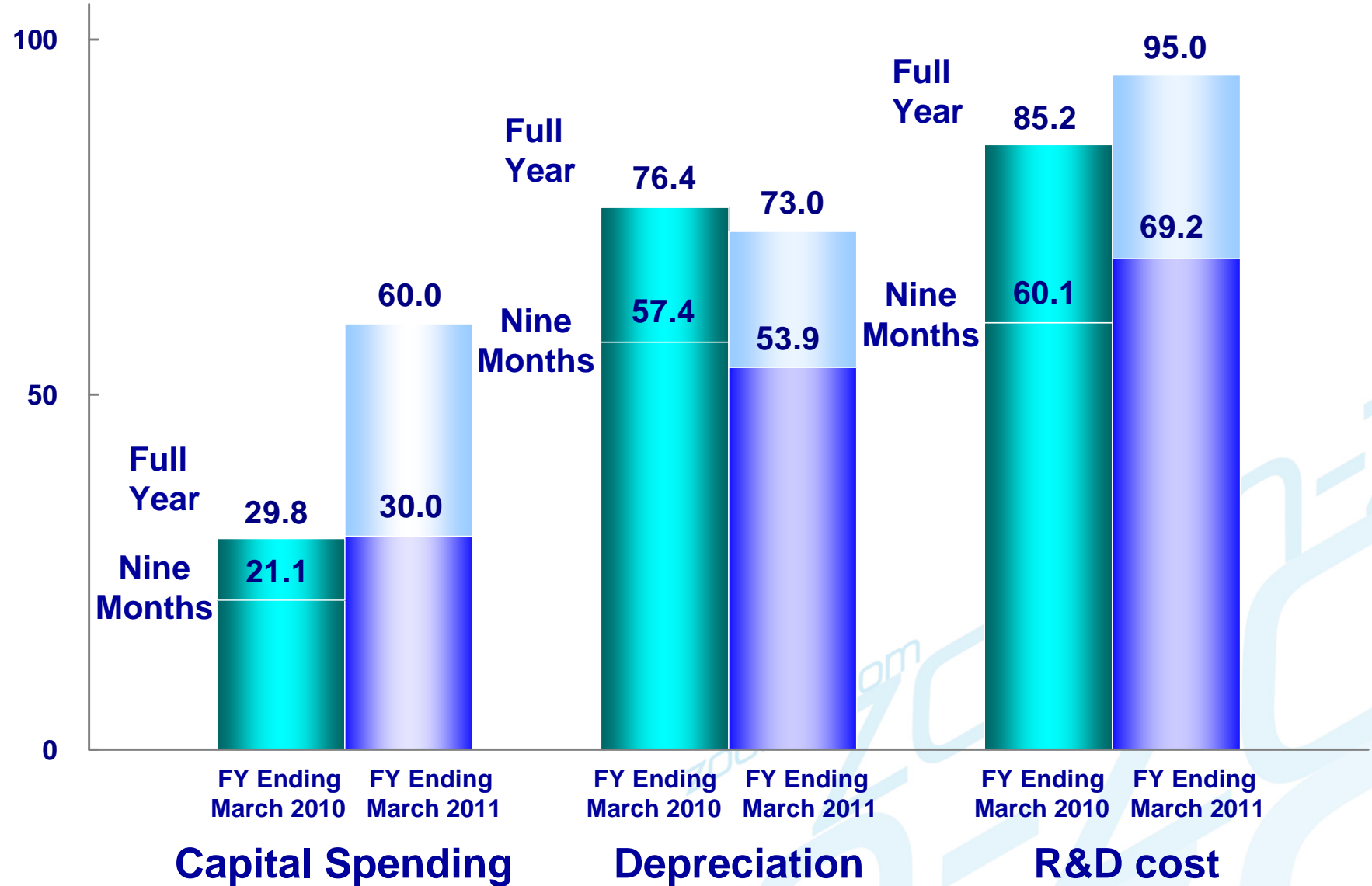
(Billion yen)	Full Year		Change	
	<u>FY Ending March 2011</u>	<u>FY Ending March 2010</u>	<u>Amount</u>	<u>YOY(%)</u>
Revenue	2,300.0	2,163.9	136.1	6
Operating profit	25.0	9.5	15.5	164
Ordinary profit	36.0	4.6	31.4	675
Profit before tax	27.0	(7.3)	34.3	-
Net income	6.0	(6.5)	12.5	-
Operating ROS	1.1 %	0.4 %	0.7 pts	-
EPS (Yen/Share)	3.4	(4.3)	7.7	-

KEY DATA

	FY Ending March 2011			Change from Prior Year		
	1st Half	2nd Half	Full year	1st Half	2nd Half	Full year
Global sales volume (000)						
Japan	125	90	215	20	(26)	(6)
North America	177	181	358	19	32	51
Europe	108	110	218	(15)	(6)	(21)
China	112	140	252	27	29	56
Other Markets	137	140	277	31	16	47
Total	659	661	1,320	82	45	127
Consolidated wholesales (000)						
Japan	125	91	216	20	(23)	(3)
North America	181	202	383	55	24	79
Europe	90	112	202	(19)	(6)	(25)
China	12	10	22	7	0	7
Other Markets	142	137	279	56	25	81
Total	550	552	1,102	119	20	139
Exchange rate						
US\$ / Yen	89	82	85	(7)	(8)	(8)
€/ Yen	114	115	114	(19)	(14)	(17)

KEY DATA

(Billion yen)



DISCLAIMER

The projections and future strategies shown in this presentation are based on various uncertainties including without limitation the conditions of the world economy in the future, the trend of the automotive industry and the risk of exchange-rate fluctuations.

So, please be aware that Mazda's actual performance may differ substantially from the projections.

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