

FY March 2015 First Quarter Financial Results Announcement Main Q&A

- 1. What are the main factors for year-on-year improvement of operating profit by ¥19.9 billion for the first quarter?**
 - A. The main factors for the operating profit improvement include volume and mix improvements due to new Mazda3 sales increase, which has been introduced globally, in addition to strong sales of CX-5 and Mazda6, and cost improvements effects.

- 2. What is the production status at Mexico plant?**
 - A. Production volume was 10,000 units in the fourth quarter of FY March 2014 and 15,000 units in this first quarter. The production volume is increasing steadily and progressing as planned. To ensure quality of products, we continue to work with suppliers.

- 3. What is your view on impact of consumption tax on sales in Japan?**
 - A. Sales in Japan were down 21% year-on-year as the current Demio, which is the volume selling model, is reaching the end of its model life, in addition to consumption tax impact. We try to make a recovery in sales volume by reinforcing advertisements to communicate Mazda brand value and introduction of new Demio in this autumn, while continuing to manage appropriate inventory levels and sales at right price.

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