



FY2009 1st QUARTER RESULTS



Mazda Motor Corporation
July 30, 2009

PRESENTATION OUTLINE

- **Overview**
- **FY2009 1st Quarter Results**
- **In Summary**



OVERVIEW

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- Revenue was ¥428.2 billion, operating loss was ¥28.0 billion and net loss was ¥21.5 billion. Operating loss reduced by about 60% from the prior 4th quarter
- Initiatives such as Cost Innovation, fixed cost reduction and inventory adjustment steadily progressed
- Global sales volume was 263,000 units, down 26%, due to declines in demand in key mature markets. Sales in China were strong, achieving record high sales volume
- Globally introduced the new Mazda3/Axela. The model is receiving high acclaim
- Off to a good start in the 1st quarter to return to profitability in the 2nd half
- First half and full year projections remain unchanged



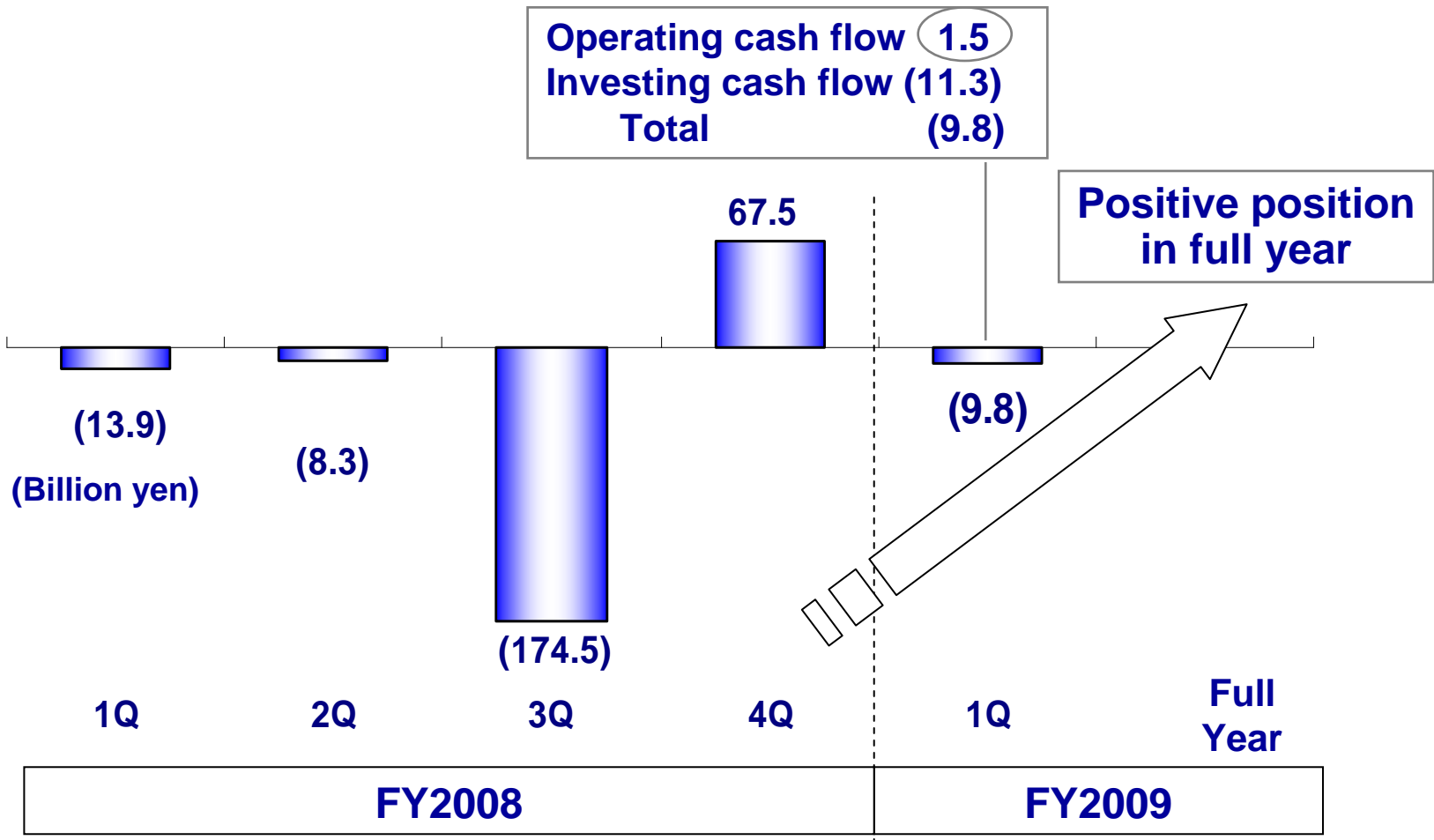
FY2009 1st QUARTER RESULTS

FY2009 1st QUARTER FINANCIAL METRICS

(Billion yen)	1st Quarter		Better/(Worse) than FY2008		
	1st Quarter		1st Quarter		4th Quarter
	<u>FY2009</u>	<u>FY2008</u>	<u>Amount</u>	<u>Pct.</u>	<u>Amount</u>
Revenue	428.2	771.8	(343.6)	(45) %	(19.8)
Operating profit	(28.0)	28.3	(56.3)	-	36.9
Ordinary profit	(32.7)	22.9	(55.6)	-	38.1
Profit before tax	(33.5)	22.6	(56.1)	-	67.7
Net income	(21.5)	15.0	(36.5)	-	78.9
Operating ROS	(6.5) %	3.7 %	(10.2) Pts	-	8.0 Pts
EPS (Yen/Share)	(16.4)	10.6	(27.0)	-	60.1

FREE CASH FLOW

- Off to a good start to achieve positive cash flow in the full year
- Achieved positive operating cash flow in the 1st quarter of FY2009



KEY DATA

	1st Quarter		Change
	FY2009	FY2008	From FY2008
Global sales volume (000)			
Japan	41	54	(13)
North America	74	109	(35)
<i>USA</i>	47	76	(29)
Europe	59	93	(34)
China	41	33	8
Other	48	69	(21)
Total	263	358	(95)
Exchange rate			
Yen / U.S. Dollar	97	105	(8)
Yen / Euro	133	163	(30)

MARKET

➤ Japan

New Axela was off to a good start, receiving 7,600 initial orders, which are 3.8 times more than monthly sales plan (2,000 units). About a half of the sales is i-stop model

➤ North America

Inventory adjustment was completed in the US. Launches of the new Mazda3 started, receiving high acclaim. Sales of the new Mazda3 were strong in Canada. Achieved record market share in Mexico

➤ Europe

Inventory adjustment was completed. Sales of Mazda2 were strong due to the effect of the scrapping incentive

➤ China

Achieved record sales volume of 41,000 units

➤ Other

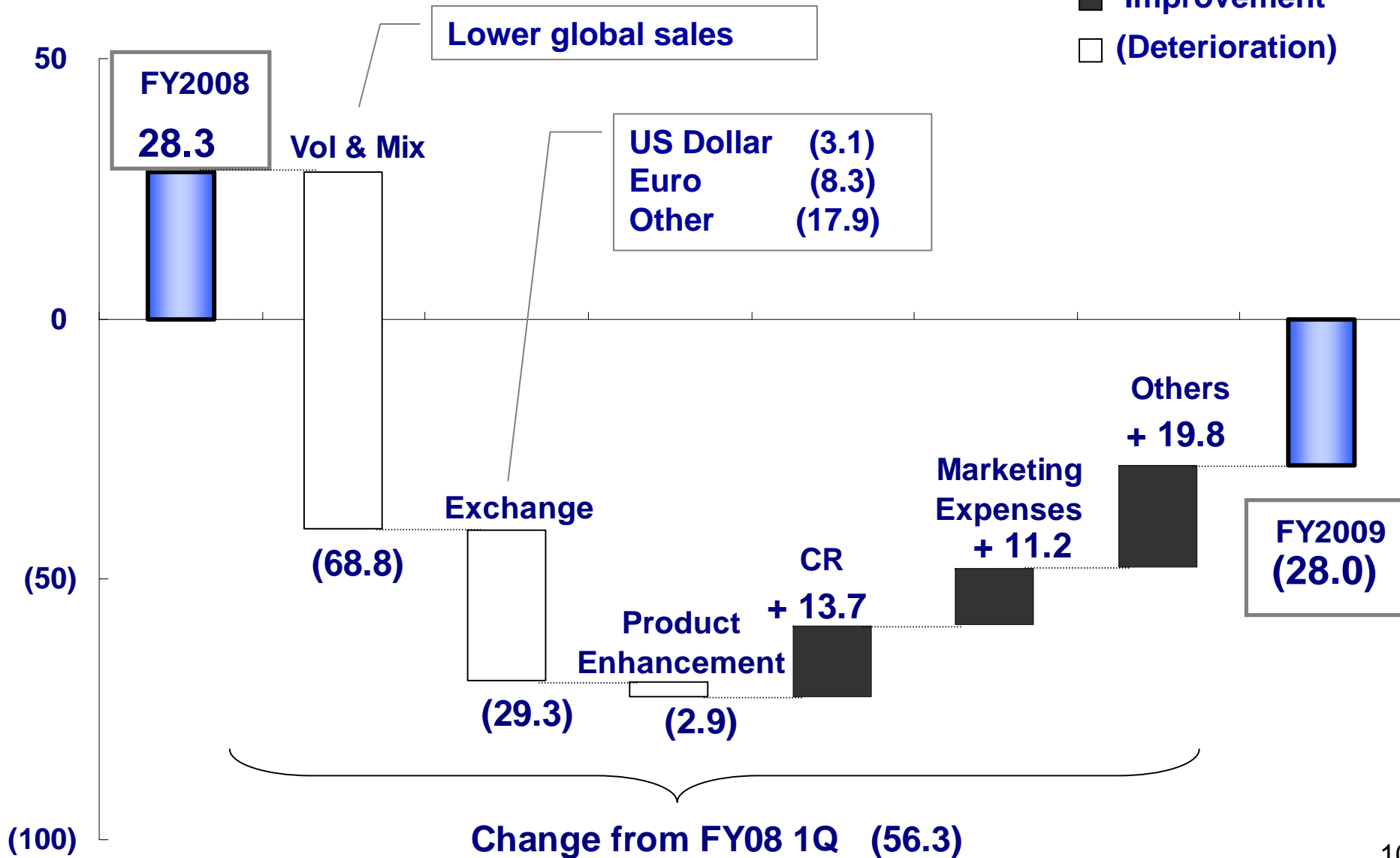
Achieved record market share of 8.1% in Australia

OPERATING PROFIT CHANGE

FY2009 1st Quarter Compared With FY2008 1st Quarter

(Billion yen)

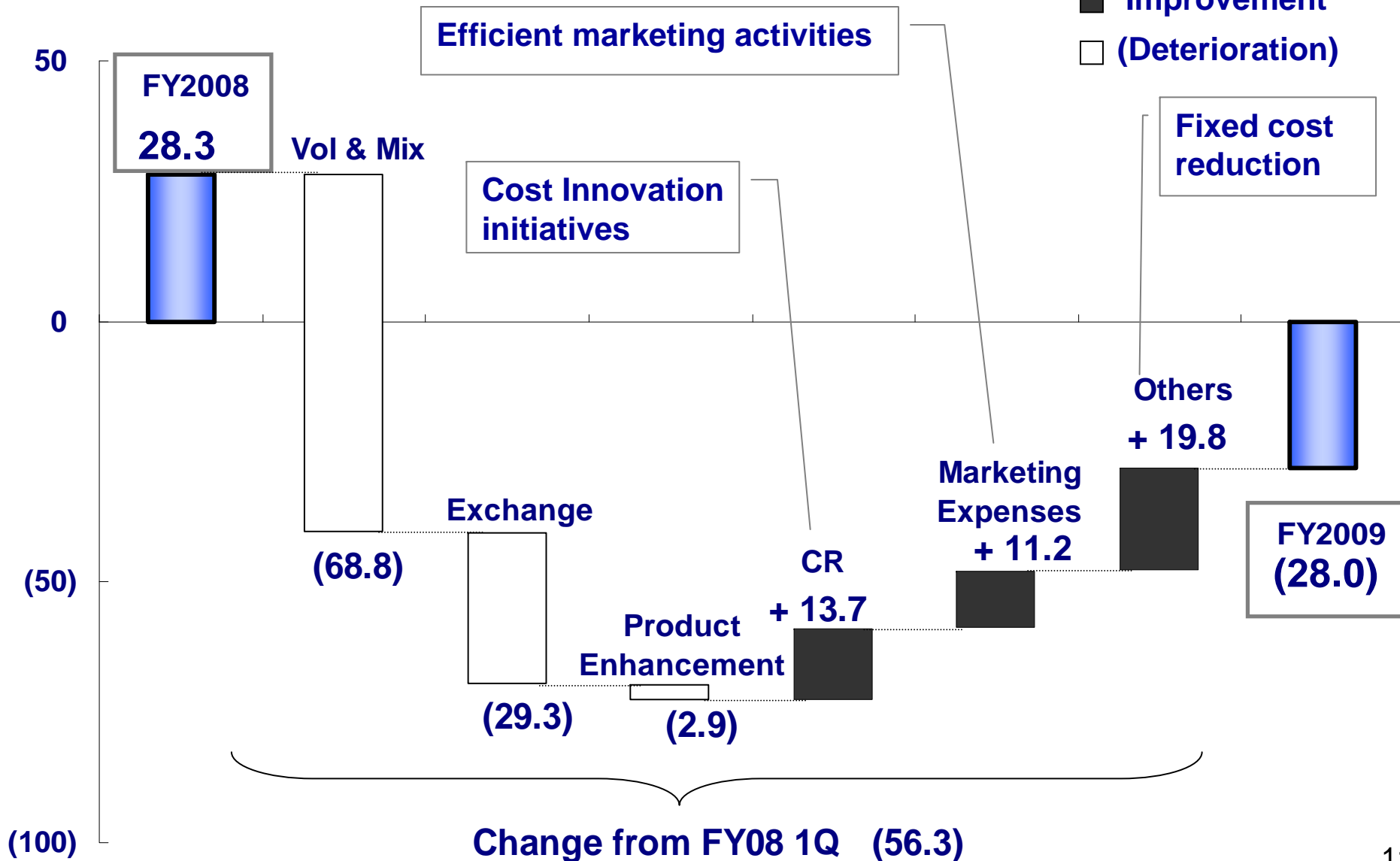
- Improvement
- (Deterioration)



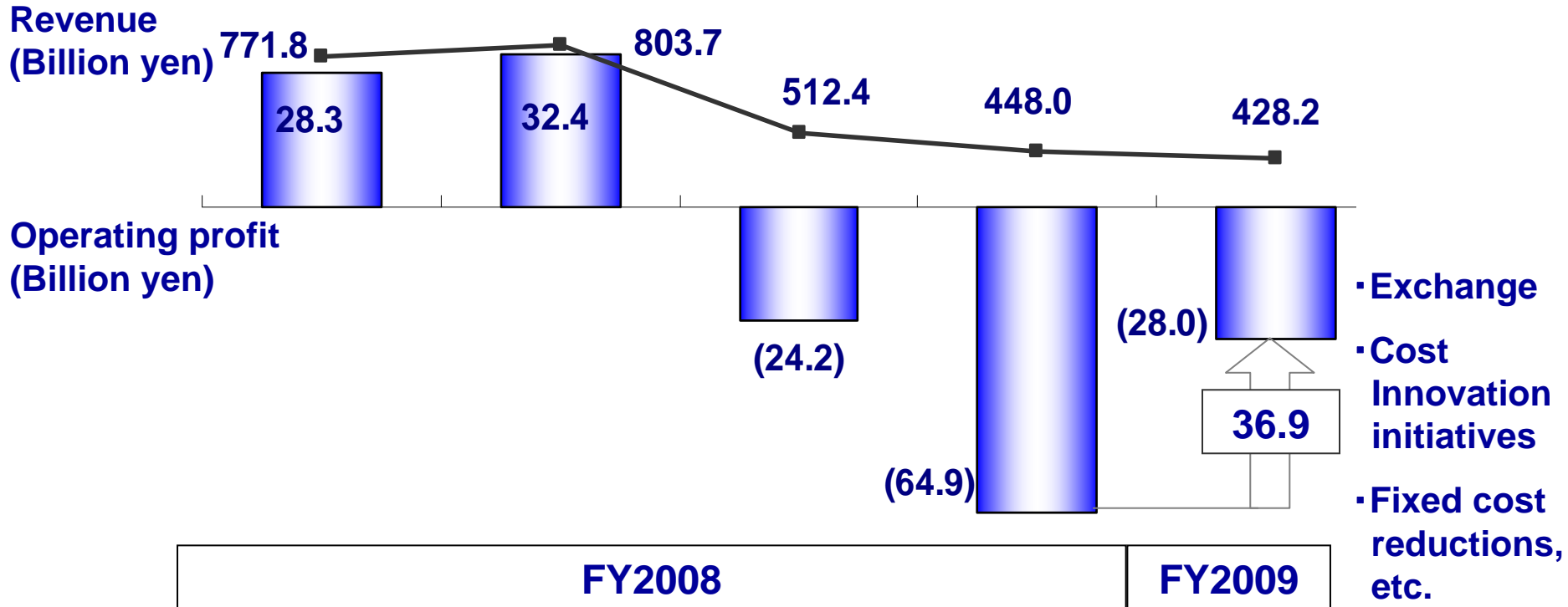
OPERATING PROFIT CHANGE

FY2009 1st Quarter Compared With FY2008 1st Quarter

(Billion yen)



REVENUE AND PROFIT TREND



	FY2008				FY2009
(000)	1Q	2Q	3Q	4Q	1Q
Global sales volume	358	343	263	297	263
Global production volume	353	352	302	172	235
Consolidated wholesales	318	330	243	225	181

TOPICS

- **Successfully developed the new Aqua-tech Paint System, which has the world's lowest environmental impact of water-based paint systems, and introduced it to Ujina Plant No.1**



- **Mazda RX-8 Hydrogen RE vehicle with Norwegian specifications took part in ceremonies marking the official opening of HyNor's hydrogen filling stations held in Oslo**



IN SUMMARY

IN SUMMARY

- **Off to the good start to return to profitability in operating profit in the 2nd half**
- **Operating loss reduced by about 60% (¥36.9 billion) from the prior 4th quarter due to Cost Innovation initiatives, fixed cost reductions, etc.**
- **Inventory adjustment was completed in Europe and USA**
- **Full contribution of new Mazda3/Axela. Production/wholesales are projected to increase and improvements in volume and mix are expected from the 2nd quarter**
- **Introduced “i-stop” in Japan and Europe to reinforce sales and environmental areas**
- **First half and full year projections remain unchanged**



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APPENDIX

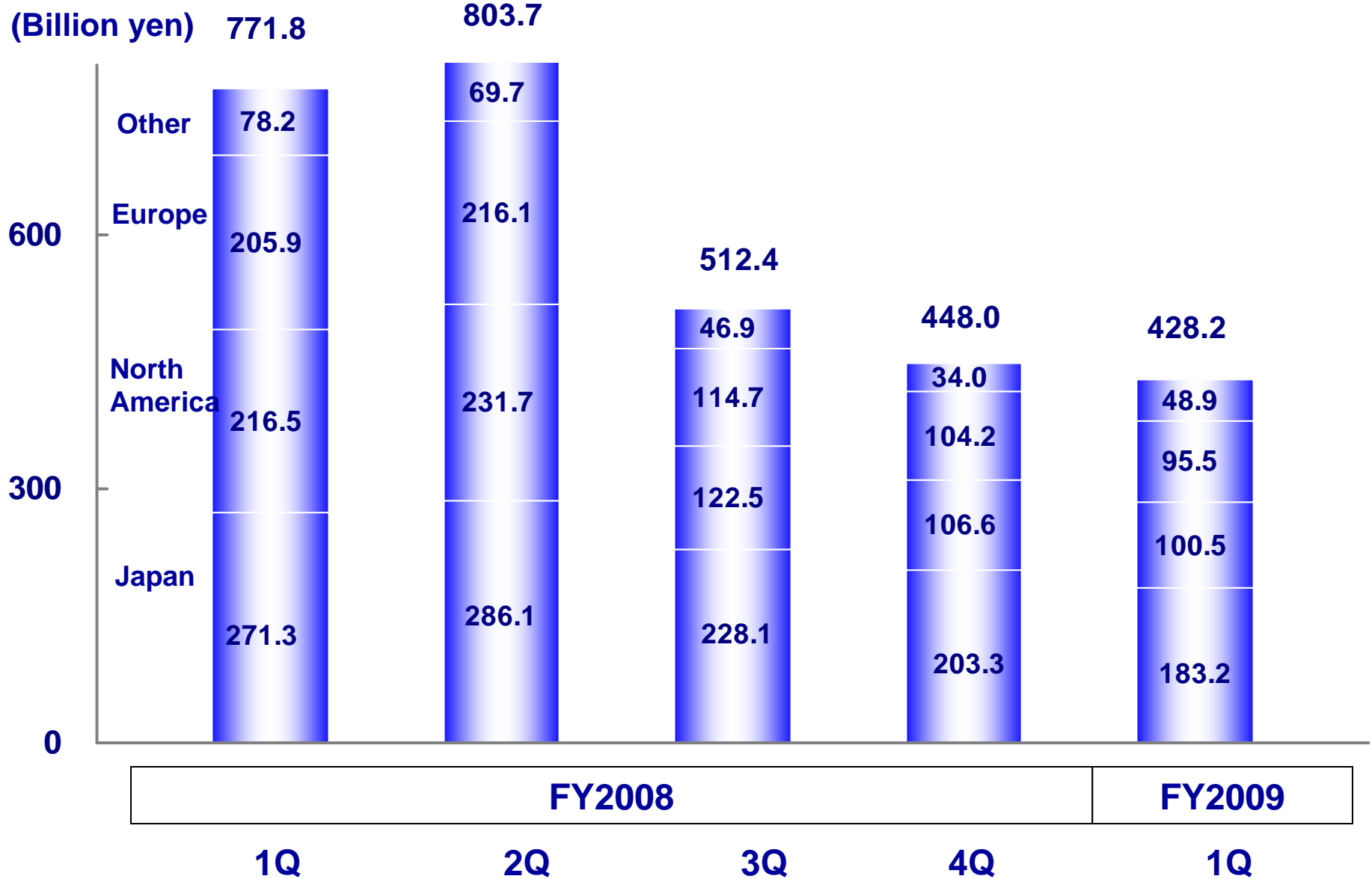
FY2009 FORECAST FINANCIAL METRICS

(Billion yen)	FY2009 Forecast		
	<u>1st Half</u>	<u>2nd Half</u>	<u>Full Year</u>
Revenue	930.0	1,100.0	2,030.0
Operating profit	(60.0)	10.0	(50.0)
Ordinary profit	(67.0)	7.0	(60.0)
Profit before tax	(69.0)	4.0	(65.0)
Net income	(50.0)	0.0	(50.0)
Operating ROS	(6.5) %	0.9 %	(2.5) pts
EPS (Yen/Share)	(38.1)	0.0	(38.1)

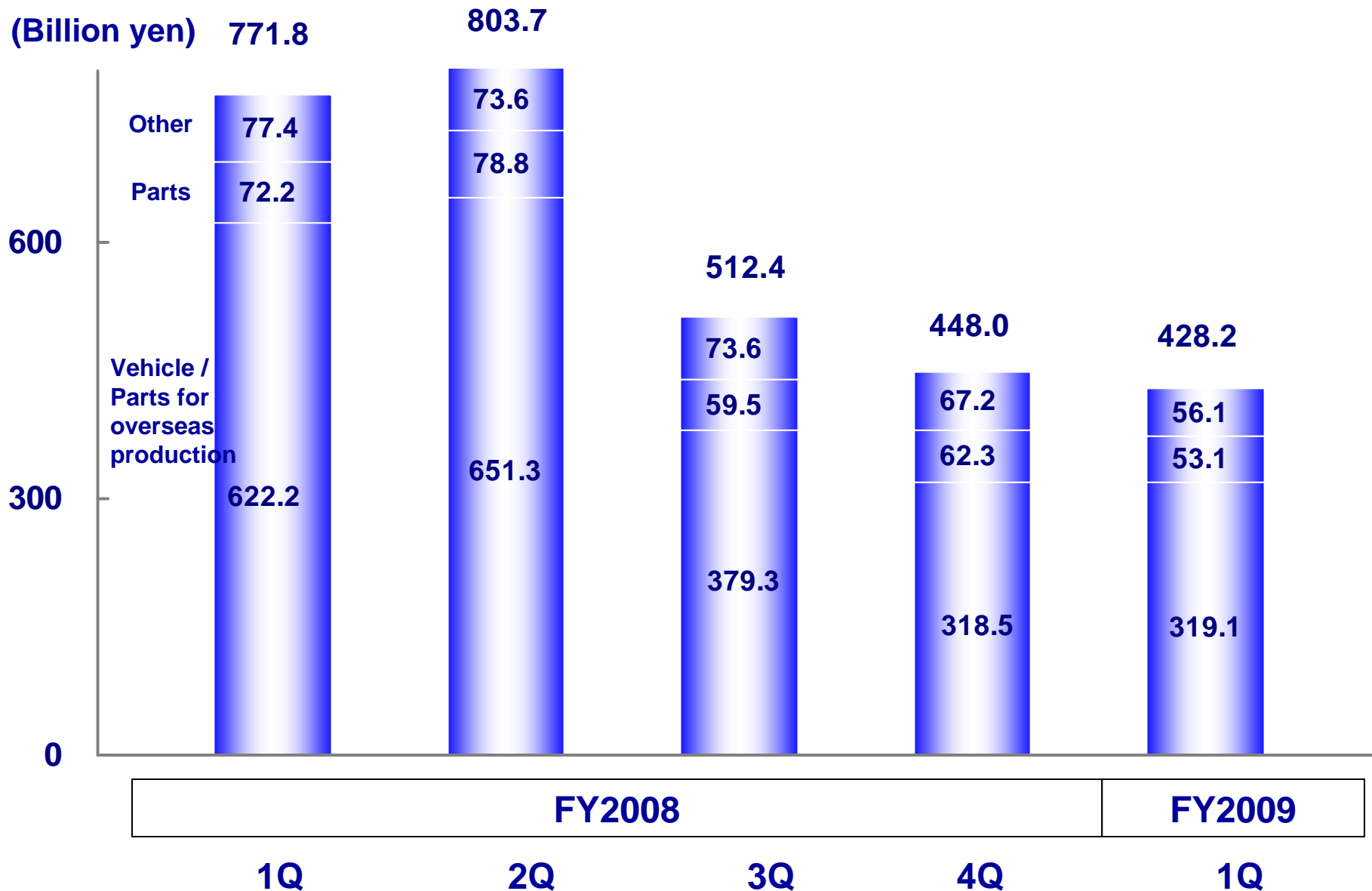
KEY DATA

(000)	1st Quarter		
	<u>FY2009</u>	<u>FY2008</u>	<u>Change</u>
Consol. Wholesales			
Japan	42	56	(14)
North America	53	102	(49)
Europe	43	83	(40)
China	2	6	(4)
Other	41	71	(30)
Total	<u>181</u>	<u>318</u>	<u>(137)</u>

REVENUE BY GEOGRAPHIC AREA



REVENUE BY PRODUCT



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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