



FISCAL YEAR ENDING MARCH 2012 FIRST QUARTER FINANCIAL RESULTS



New MAZDA Demio 13-SKYACTIV

Mazda Motor Corporation
July 29, 2011

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PRESENTATION OUTLINE

- **Highlights**
- **Fiscal Year Ending March 2012
First Quarter Results**
- **In Summary**



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mazda

HIGHLIGHTS

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HIGHLIGHTS

- Revenue was ¥408.1 billion, operating loss was ¥23.1 billion, and net loss was ¥25.5 billion
- Due to the impact of the earthquake, global sales volume was down 11% year-over-year to 281,000 units
- Introduced the New Demio in Japan, our first product incorporating SKYACTIV TECHNOLOGY. Achieved orders exceeding the plan, for a good start
- Improved to 5th rank position in 2011 US IQS*
- Achieved record sales or share in Australia, China, Thailand, Mexico, Indonesia and Malaysia, continuing strong sales mainly in emerging markets
- Recovered normalized production at plants in Japan and overseas as planned from the latter half of the 1st quarter
- 1st quarter results on schedule to achieve full year operating profit of ¥20 billion. No change to 1st half and full year forecast

* J.D. Power and Associates 2011 U.S. Initial Quality StudySM

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FISCAL YEAR ENDING MARCH 2012 FIRST QUARTER RESULTS

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FY ENDING MARCH 2012 FINANCIAL METRICS

(Billion yen)	First Quarter		Change	
	FY Ending March 2012	FY Ended March 2011	Amount	YOY (%)
Revenue	408.1	578.0	(169.9)	(29)
Operating profit	(23.1)	6.4	(29.5)	-
Ordinary profit	(25.8)	4.1	(29.9)	-
Profit before tax	(30.6)	0.8	(31.4)	-
Net income	(25.5)	(2.1)	(23.4)	-
Operating ROS	(5.7) %	1.1 %	(6.8) pts	-

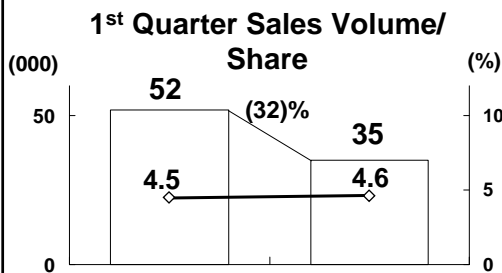
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KEY SALES DATA

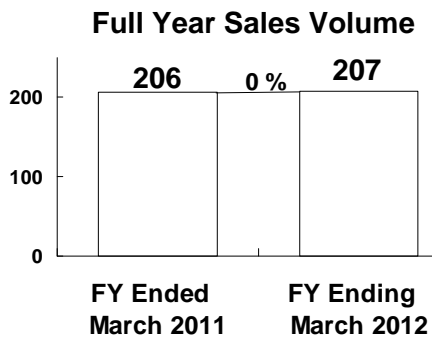
	First Quarter		Change	
	FY Ending March 2012	FY Ended March 2011	Volume	YOY(%)
Global sales volume (000)				
Japan	35	52	(17)	(32)
North America	86	90	(4)	(4)
USA	58	60	(2)	(3)
Europe	44	54	(10)	(19)
China	53	53	0	0
Other Markets	63	68	(5)	(8)
Total	281	317	(36)	(11)
Wholesales (000)	186	268	(82)	(31)
Domestic production (000)	178	221	(43)	(20)
Exchange rate				
US\$ / Yen	82	92	(10)	
€ / Yen	117	117	0	

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JAPAN



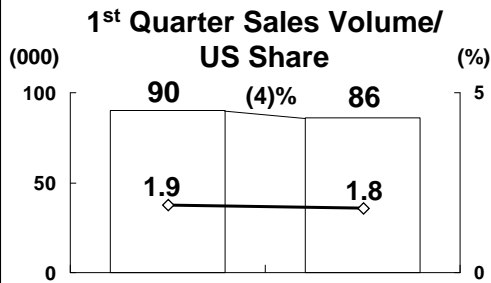
New Mazda Demio 13-SKYACTIV



- 1st quarter sales volume was 35,000 units. Share increased 0.1 point from the prior year to 4.6%
- New Demio achieved orders exceeding the plan, for a good start
- Sales ratio of SKYACTIV-G exceeded the plan, securing a good reputation
- Full year forecast at prior year level of 207,000 units

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NORTH AMERICA



Mazda3

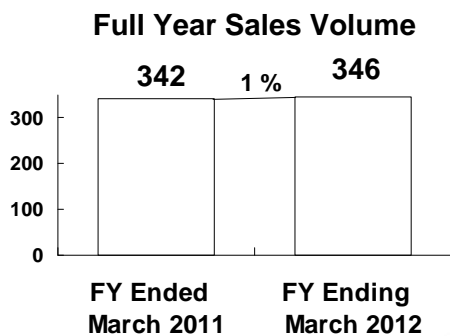
→ 1st quarter sales volume was 86,000 units

→ In the US, Mazda3 and CX-9 maintain the top residual value in their respective segments

→ Improved to 5th rank position in 2011 US IQS*

→ Continued the strong sales in Mexico, achieving record sales volume and record share of 3.2%

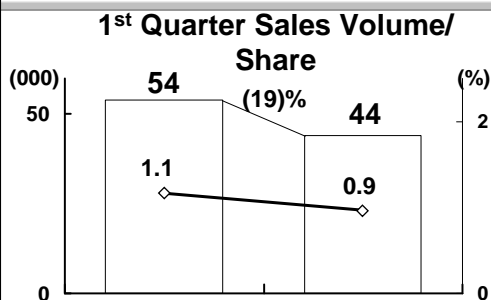
→ Full year forecast is 346,000 units, representing growth of 1%



* J.D. Power and Associates 2011 U.S. Initial Quality StudySM

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EUROPE

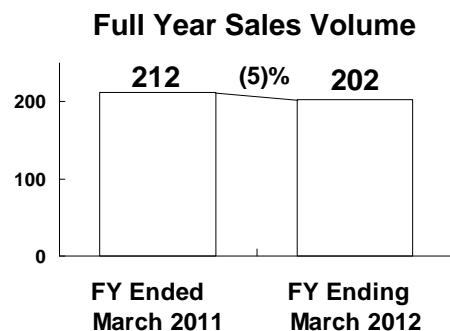


Mazda5

→ 1st quarter sales volume was 44,000 units

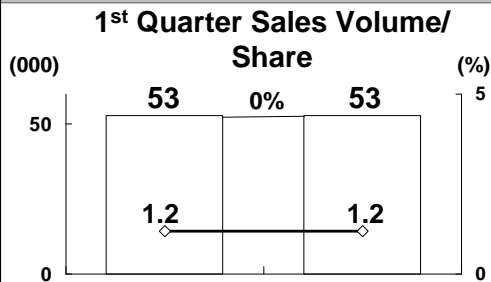
→ Due to strong demand and our strong brand in Russia, doubled sales volume YOY and increased share by 0.4 points to 1.2%

→ Full year forecast is 202,000 units

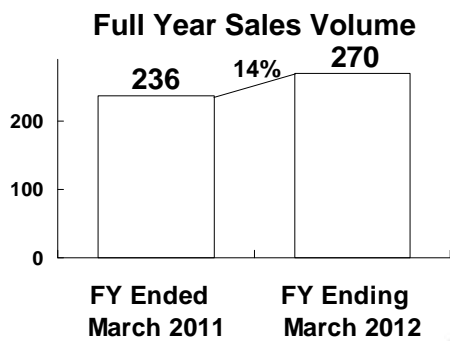


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CHINA



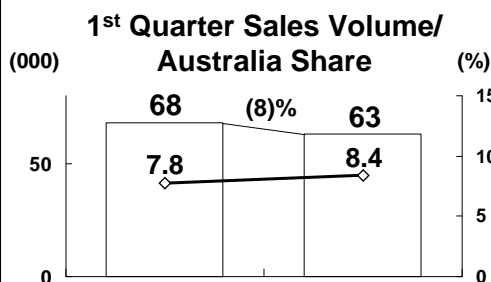
Mazda6



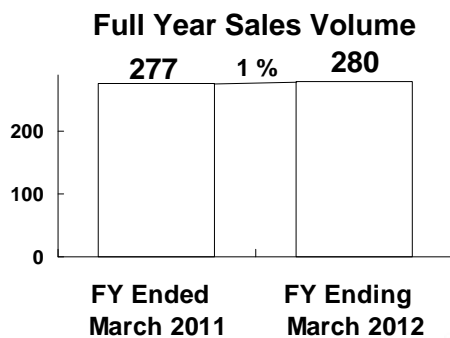
- ➔ Achieved record sales volume of 53,000 units
- ➔ Share remained at prior year level of 1.2%
- ➔ Steady progress to build sales network, with 323 dealer outlets opened
- ➔ Full year forecast is 14% growth to 270,000 units

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OTHER MARKETS



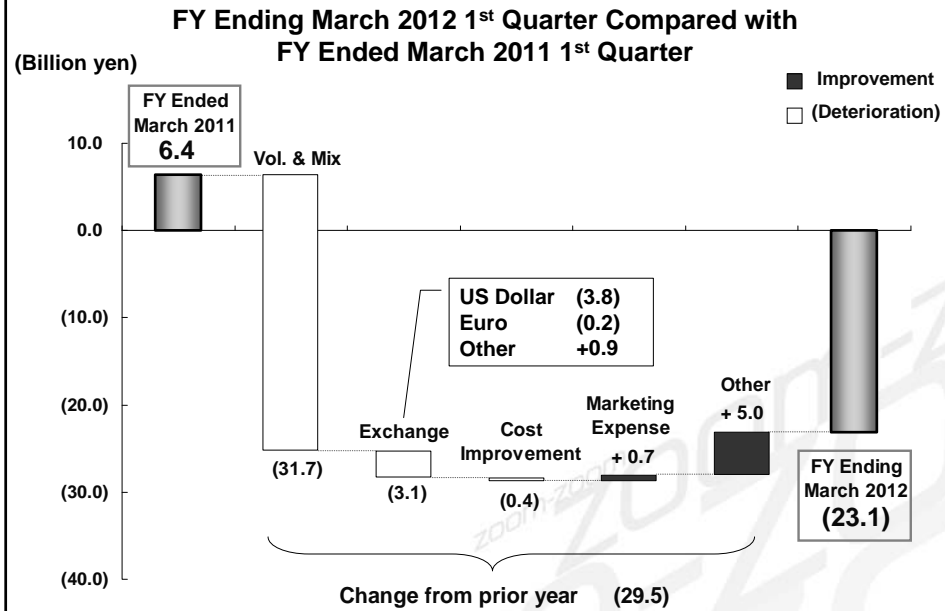
AAT-produced Mazda2



- ➔ Sales in other markets were 63,000 units
- ➔ Increased share in Australia by 0.6 points to achieve record share of 8.4%
- ➔ Record sales volume achieved in Thailand. Record sales and share also achieved in Indonesia and Malaysia – strong performance in ASEAN continues
- ➔ Full year forecast is 1% growth of 280,000 units

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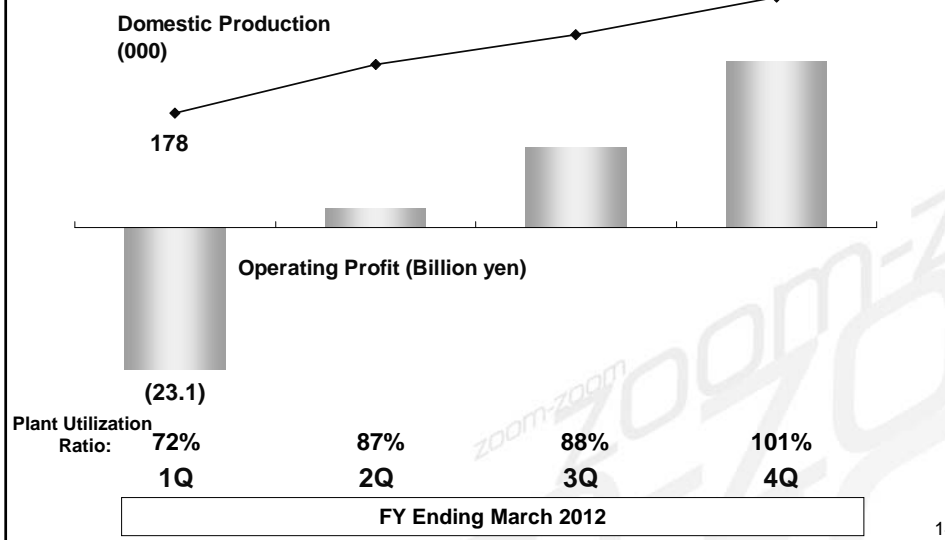
OPERATING PROFIT CHANGE



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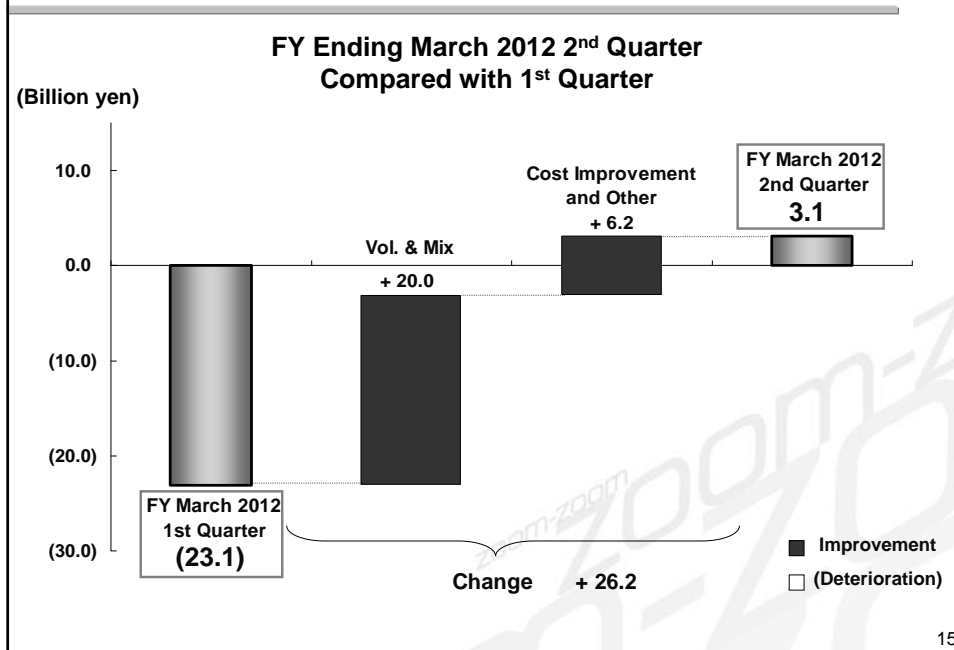
OPERATING PROFIT AND DOMESTIC PRODUCTION TREND

- Full year domestic production volume forecast: 900,000 units
- Full year operating profit forecast: ¥20 billion



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OPERATING PROFIT CHANGE



IN SUMMARY (1)

- ➔ With the impact of the earthquake and other factors, revenue was ¥408.1 billion, operating loss was ¥23.1 billion and net loss was ¥25.5 billion
 - ➔ Plan to turn around to profitability from the 2nd quarter. 1st quarter results on schedule to achieve full year operating profit of ¥20 billion
 - ➔ Introduced the New Demio in Japan, our first product incorporating SKYACTIV TECHNOLOGY. Achieved orders exceeding the plan, for a good start
 - ➔ Achieved record sales or share in Australia, China, Thailand, Mexico, Indonesia and Malaysia, continuing strong sales mainly in emerging markets
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IN SUMMARY (2)

- ◆ Starting with the New Demio launched in Japan, the launch of models with new generation SKYACTIV TECHNOLOGY is proceeding according to plan
 - Introduce the New Mazda3 with SKYACTIV-G and SKYACTIV-Drive in major markets in the latter half of FY Ending March 2012
 - In 2012, the new CX-5, fully equipped with SKYACTIV TECHNOLOGY, will be launched globally
- ◆ Implementation of growth strategy in emerging markets and expansion of local production
 - Central and South America
 - Decided to start sales in Brazil from FY Ending March 2013, and production in Mexico from FY Ending March 2014
 - ASEAN
 - Accelerate the local production and exports from the region centering on AAT, expansion of sales in Indonesia, Malaysia and Vietnam
 - China
 - Expand the production capacity aiming for capacity to sell 400,000 units

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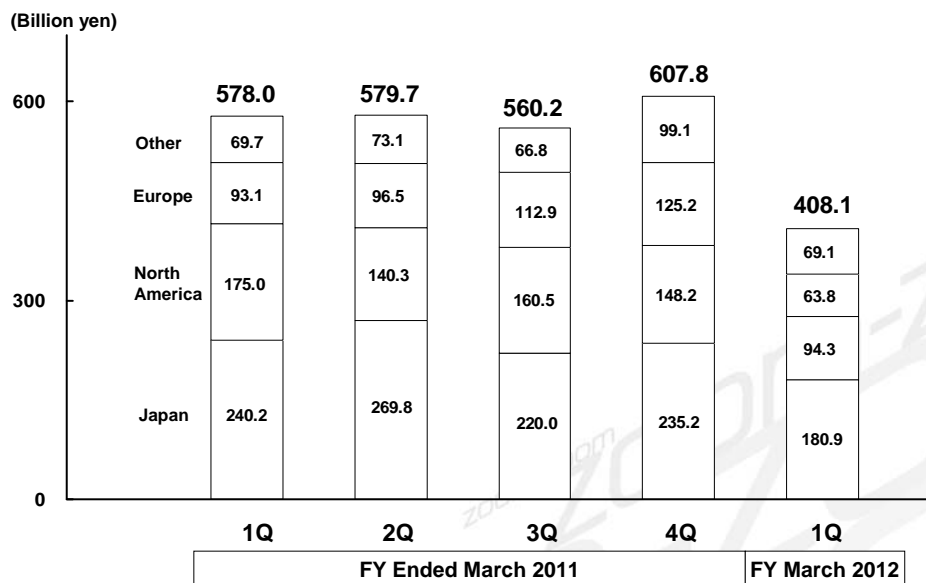


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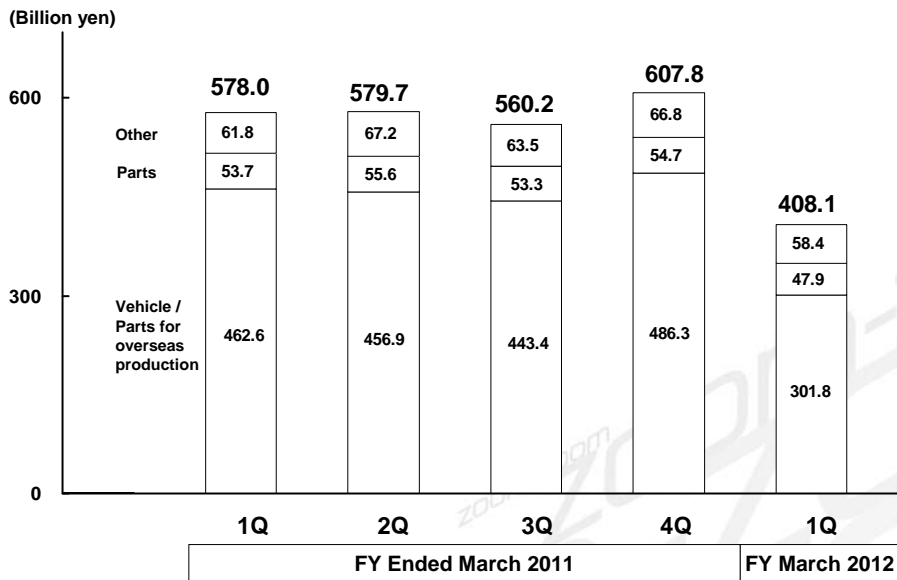


APPENDIX

REVENUE BY GEOGRAPHIC AREA



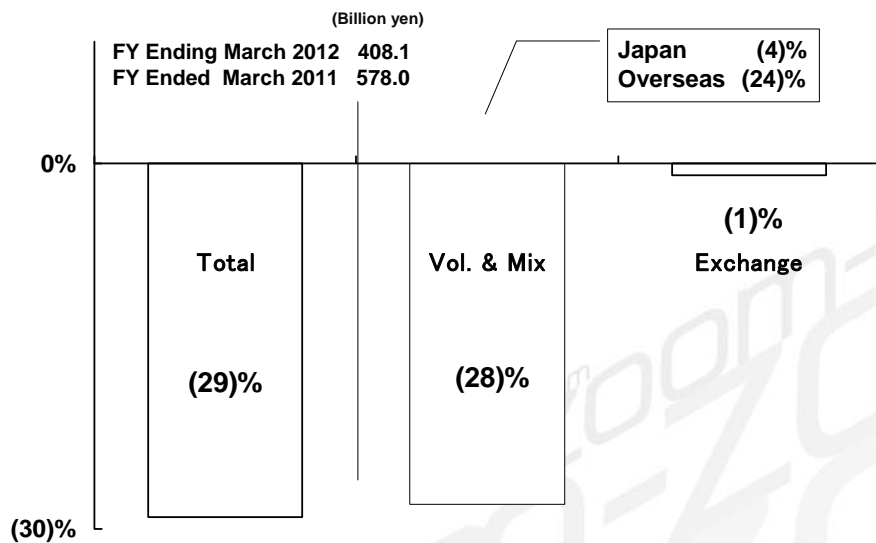
REVENUE BY PRODUCT



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REVENUE CHANGE

FY Ending March 2012 1st Quarter Compared with
FY Ended March 2011 1st Quarter



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KEY SALES DATA

	First Quarter		Change	
	FY Ending	FY Ended	Volume	YOY(%)
	March 2012	March 2011		
Consolidated wholesales (000)				
Japan	43	54	(11)	(20)
North America	59	94	(35)	(38)
Europe	27	44	(17)	(39)
China	3	6	(3)	(55)
Other Markets	54	70	(16)	(22)
Total	186	268	(82)	(31)

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KEY SALES DATA

	Full Year		Change	
	FY Ending	FY Ended	Volume	YOY(%)
	March 2012	March 2011		
Global sales volume (000)				
Japan	207	206	1	0
North America	346	342	4	1
USA	240	238	2	1
Europe	202	212	(10)	(5)
China	270	236	34	14
Other	280	277	3	1
Total	1,305	1,273	32	3
Exchange rates				
US\$ / Yen	83	86	(3)	
€/ Yen	113	113	0	

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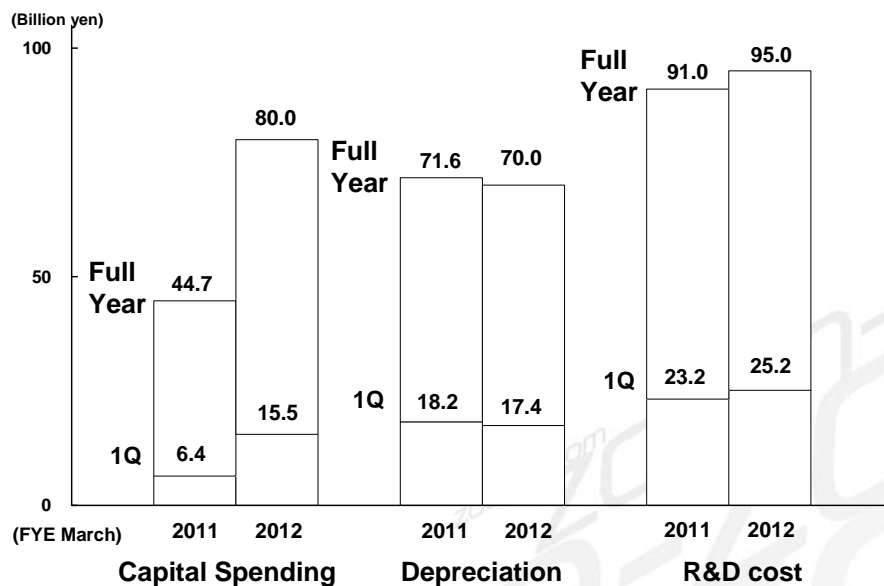
FY ENDING MARCH 2012 FINANCIAL METRICS

(Billion yen)	FY Ending March 2012			FY March	Full Year Change
	1st half	2nd half	Full year	2011 Full year	
Revenue	960.0	1,230.0	2,190.0	2,325.7	(135.7)
Operating profit	(20.0)	40.0	20.0	23.8	(3.8)
Ordinary profit	(25.0)	40.0	15.0	36.9	(21.9)
Profit before tax	(30.0)	40.0	10.0	16.1	(6.1)
Net income	(35.0)	36.0	1.0	(60.0)	61.0
Operating ROS	(2.1) %	3.3 %	0.9 %	1.0 %	(0.1) pts
(000)					
Wholesales	450	595	1,045	1,100 *	(55)

* Consolidated wholesales volume for FY March 2011 includes 16,000 units, the impact of 15-month results at overseas subsidiaries as they changed their fiscal period.

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KEY DATA



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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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