Vision of Mazda

CONTENTS

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2. Offer cars that are sustainable with the earth and society to more people.
3. Embrace challenges to seek to master the Doh ("Way" or "Path") of creativity.

We love cars and want people to enjoy fulfilling lives through cars.

We envision cars existing sustainably with the earth and society, and we will continue to tackle challenges with creative ideas.

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- Clarify the attributes of the Mazda brand, and make concerted efforts across the Mazda Group to realize the Corporate Vision.
- Promote the Group-wide dialogue process to share, understand and agree the goal of the Corporate Vision through the continuous thorough discussions.
- Closely link the Corporate Vision to our daily business activities.
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It all begins with Driving Celebration

More than a means of transportation, cars that satisfy the heart and mind.

People have been holding on to one dream since ancient times. They want to travel to distant unknown lands. With time, this overwhelming desire led to the invention of various means of transportation. To horse-drawn carriages, trains, ships, airplanes and, of course, automobiles. In order to go further and quicker. Numerous technical innovations have led to the automobile becoming an intimate part of a great many peoples’ lives.

Moreover, persons who were not satisfied merely by the ability to move around selected a destination of their own choosing, discovering many things along the roads they took to pioneer new worlds that provided personal satisfaction. In this manner, the automobile evolved from a simple means of transportation to becoming a presence in our lives that provides contentment to both the heart and mind.

Mazda’s concept of driving pleasure is not about the adrenalin and acceleration one might experience on a roller coaster. It is a product of the car’s ability to accelerate, turn and brake exactly as you intend in common driving situations – on your daily commute, going to the store and on longer trips with your family. A Mazda feels like a tool you’ve been using for years, and the interaction makes you want to keep on driving. And because it’s engineered to match people’s sensitivities, the car’s movements feel natural to passengers, who can enjoy the ride in comfort and with peace of mind. The car is breathtaking at first glance and its look changes with the scenery and the light, holding your gaze and igniting your desire to drive again. Owning, driving and living with such a car provides a deep sense of emotional fulfillment. That is Mazda’s driving pleasure.
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More than a means of transportation, cars that satisfy the heart and mind.
Inherited DNA

There is something deeply ingrained into Mazda’s car-making philosophy: An unyielding spirit of challenge, cultivated in Hiroshima. It is the same intrepid spirit that empowered the people of Hiroshima to rebuild after the devastation of the war and drove them to continually take on new challenges in the hope of a brighter future. As a company rooted in the community of Hiroshima, Mazda has undoubtedly inherited this spirit.

One example representative of our constant desire to take on challenges is the development of the rotary engine, known as the “Dream Engine”. Although the common feeling at the time was that it was an impossible task, Mazda was not held captive to this so-called common sense, but rather forged on through repeated trial and error until finally becoming the world’s first automaker to successfully mass-produce a vehicle with a two-rotor rotary engine in 1967. Moreover, a Mazda vehicle won the Le Mans 24-Hour endurance race in 1991, marking not only the first time a Japanese-made vehicle won but also the first time win for a rotary-engine car. The proof of solid results from Mazda’s unyielding spirit to take on any challenge is seen in the development of our revolutionary Skyactiv technology, the establishment of the Kodo — Soul of Motion design philosophy filled with vitality and emotion, and similar efforts.

We dare to take on challenges that others consider to be difficult, or even impossible, and we don’t mind doing things differently from others in our quest to discover the essence. Our deeply held belief that new technology can only be created by persistently taking on any challenge is the source of the pride in craftsmanship that imbues all of Mazda’s automobile design and manufacturing efforts.
An unyielding spirit of challenge that spurns conventional wisdom in a quest to discover the essence

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Now and into the Future

Zoom-Zoom. Through the past and into the future. Cars that enrich your life.

That joy you felt as a child running fast and free as the wind. The feeling of excitement from watching that sleek-driving car of your dreams. Zoom-Zoom. That is a pleasure that no one tires of experiencing. More than anything, Mazda hopes to provide cars to our customer that purely and simply embody driving pleasure.

Our ideal is to create an emotional tie between the driver and the car by imitating the bond between the rider and their favorite horse. The "oneness between car and driver" gives you a sense of unity, as if the car became a part of you. We want to create attractive vehicles that will take car design to the realm of art and inspire their drivers. Achieving this goal will make Mazda stand out as a brand like no other. Moreover, Mazda maintains a solemn promise with our customers to give maximum consideration to the environment and safety. By creating a long-term vision and continuing to produce cars in harmony with the Earth, society, and people, we are convinced we can build an exciting future for everyone.

This is because our customers share their precious time driving our cars daily. We want to deepen the bonds with our customers and enrich their lives each time they get into and drive our cars. This has been and will continue to remain our philosophy forever. At Mazda, we are devoted to the art and science of vehicle manufacturing without compromising as we constantly and directly take on the challenge of providing our customers across the globe with exciting and satisfying cars.
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