

Corporate Vision*

**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.**

1. Brighten people's lives through car ownership.
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.

* Mazda revised its Corporate Vision in April 2015, with the following objectives, aiming to be recognized as a corporate group gaining sincere trust of its stakeholders.

- 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.

The Origin and Meaning of "Mazda"

The Company's name, "Mazda," derives from Ahura Mazda, a god of the earliest civilizations in western Asia. The Company has interpreted Ahura Mazda, the god of wisdom, intelligence, and harmony, as a symbol of the origin of both Eastern and Western civilizations, and also as a symbol of automotive culture. It incorporates a desire to achieve world peace and the development of the automobile manufacturing industry. It also derives from the name of the Company's founder, Jujiro Matsuda.

Mazda Brand Symbol

The brand symbol expresses Mazda's dedication to continuous growth and improvement. It is a symbolic development of the Mazda "M," and shows the Company stretching its wings as it soars into the future (Established in June 1997).



Mazda Corporate Mark

Mazda developed its corporate mark as a symbol for Mazda's communications in 1975. It was later positioned as an easy-to-read corporate mark, in line with the establishment of the brand symbol in 1997 (Established in January 1975).

Mazda has adopted blue as the corporate color, thinking the color of blue is "expressing the corporate attitude as an automobile manufacturer, fulfilling the social responsibility for the environment and safety, and also evoking a sense of quality and technological competence."

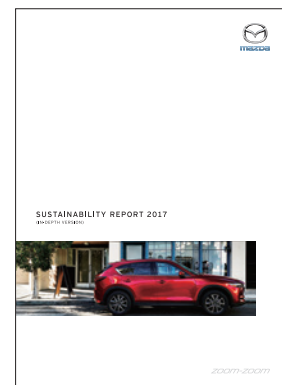


Mazda Brand Slogan, "Zoom-Zoom"

Mazda's creativity and innovation continuously delivers fun and exhilarating driving experiences to customers who remember the emotion of motion first felt as a child (Announced in April 2002).



About the Title Page

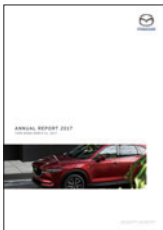


The title page presents new CX-5 fully redesigned in February 2017. Under the slogan "an SUV all customers will enjoy," Mazda refined every element of its design and technology to produce this Crossover SUV, contributing to the realization of a beautiful earth with affluent people and society.

Other Information

Annual Report

<http://www.mazda.com/en/investors/library/annual/>



Company Profile

<http://www.mazda.com/en/about/profile/outline/>



Official websites

	URL	Content
CSR	http://www.mazda.com/en/csr/	Mazda's CSR initiatives and other general information
Investor relations	http://www.mazda.com/en/investors/	Financial and governance information
Company	http://www.mazda.com/en/about/	Overview and business/production bases of the Mazda Group
Brand	http://www.mazda.com/en/innovation/	Information on brand, technologies
News	http://www.mazda.com/en/news/	News releases, SNS, animations
Sales/Customer service	http://www.mazda.com/en/about/d-list/ *	Information on products and others to customers before/after purchase

* Choose the country/area to be searched.

Mazda Technical Review

<http://www.mazda.com/ja/innovation/technology/gihou/>
(For English, Summary is available)

