

ENVIRONMENTAL COMMUNICATION

Under the Mazda Global Environmental Charter, Mazda carries out a wide variety of environmental protection activities related to products and technologies; manufacturing, logistics, and office operations; and social contributions. The Company appropriately discloses information on each of these activities, and ensures opportunities for dialogue with the stakeholders concerned, thereby striving to respond promptly and appropriately to social problems.*1

Participation in Environmental Exhibits and Events

Mazda actively participates in various environment-related exhibitions and events, for the purpose of gaining stakeholders' understanding regarding its environmental initiatives and hearing their broad range of opinions. Mazda adopts a wide range of approaches to communicate about the environment, such as introducing its advanced environmental technologies at motor shows all over the world and offering test-drives of its vehicles equipped with SKYACTIV TECHNOLOGY at various events held in and outside Japan.

In FY March 2017, Mazda explained its wide variety of environment-related initiatives by presenting the Aqua-Tech Paint System, an eco-friendly painting technology, and a bio-based engineering plastic, which requires no painting and features a high-quality finish and that can be used for exterior vehicle parts. **a**

Reducing Environmental Impact Generated by Communication Activities

Mazda has been working to reduce the environmental impact generated by its communication activities.

Environmental considerations in event operation

- Reusing/recycling booth decorating items
- Decreasing the amount of handouts to reduce CO₂ emissions
- Implementing carbon offsetting by calculating CO₂ emissions from event activities

Environmental considerations in publishing materials

- Adopting FSC-certified paper, waterless printing, and vegetable oil ink
- Implementing carbon offset by calculating CO₂ emissions from the printing and bookbinding processes

Use of Website and Publishing Materials

Mazda ensures environmental communication in a wide variety of ways in consideration of matters of interest that each stakeholder may have and media that he/she may frequently use.

Mazda uses images and computer graphics on its website in order to provide easy-to-understand explanations of environmental technologies. Reinforcing the use of social media, the Company disseminates information in a timely manner, and uses the comments provided to the Company for its daily operations.

For the Mazda Sustainability Report, the Company has prepared in-depth/social contribution/digest versions, as well as PDF/Website/booklet versions, in consideration of stakeholders' needs regarding the edition method/media to be used. The results of the collected questionnaires and the number of visitors to the website are provided to the executive officer in charge of related affairs, as well as to production members, as feedback, and used for planning the next fiscal year's version.

a Environment-Related Events in Japan that Mazda Joined in FY March 2017 (Mazda Unconsolidated)

Event	Sponsor	Dates
Eco & Safety Kobe Car Life Festa 2016*	Ministry of the Environment, Kobe City, Japan Automobile Federation (JAF)	May 14, 15, 2016
Automotive Engineering Exposition 2016 in Yokohama	Society of Automotive Engineers of Japan	May 25-27, 2016
Hiroshima Environment Day	Hiroshima Prefecture	June 5, 2016
Automotive Engineering Exposition 2016 in Nagoya	Society of Automotive Engineers of Japan	June 29- July 1, 2016
Clean Diesel Test-Drive Event*	Clean Diesel Promotion Association	July 2, 3, 2016
"How Far Does a Dragonfly Fly?" project	Yokohama Environmental City Building Collaborative Project	August 1-3, 2016
Kankyo Hiroba Sapporo 2016*	Kankyo Hiroba Sapporo 2016 Executive Committee	August 5-7, 2016
Kitakyushu Eco-Life Stage 2016*	Kitakyushu Eco-Life Stage Executive Committee	October 8-9, 2016
Tech Biz Expo 2016*	Nagoya International Trade Fair Commission	November 16-18, 2016
EcoPro 2016	Japan Environmental Management Association for Industry, Nikkei Inc.	December 8-10, 2016

* Participated as a member of the Clean Diesel Promotion Association.

*1 Refer to Sustainability Report 2017 (Social Contribution Version) for social contribution activities regarding environmental communications by Mazda group. (Refer to <http://www.mazda.com/en/csr/download/>)

TOPICS

EcoPro 2016

At the EcoPro 2016 event in December 2016, Mazda presented the Aqua-Tech Paint System, a painting technology with low environmental impact, which received the Chairperson's Award from the Eco-products Awards Steering Committee, and a bio-based engineering plastic featuring a high-quality finish that can be applied to exterior vehicle parts without the need for painting.

The Mazda Roadster RF (released in December 2016), which incorporates these technologies to realize both "driving pleasure" and "outstanding environmental and safety performance" was on display at the Mazda booth. The Company also held an environmental education quiz show for elementary and junior high school students, and gave a presentation for the general public, providing an easy-to-understand explanation of the Aqua-Tech Paint System, a painting technology that has succeeded in curbing CO₂ emissions while reducing VOC (volatile organic compound) emissions.



In-House Awareness-Raising Activities

To raise environmental awareness among its employees, Mazda conducted a wide range of activities in FY March 2017 including the following.

Eco Walk Commuting Program

In order to raise employees' environmental consciousness and encourage them to take better care of their health, employees who walk two kilometers or more as part of their daily commute to work are rewarded with an addition of 1,500 yen per month to their commuting allowance.

Lunchtime Lighting Halved

Efforts to reduce lighting in Mazda offices and plants during lunch breaks to half the normal levels have continuously been promoted.

Light-Down Campaign

- CO₂ Reduction/Light-Down Campaign (Light-Down Japan 2016) promoted by the Ministry of the Environment

Mazda and its domestic Group companies participated in the CO₂ Reduction/Light-Down (i.e., lights-off) Campaign promoted by the Ministry of the Environment. They turned off the lights at each of their sites in Japan, thereby saving around 120 thousand kWh of electricity, equivalent to around 67 tons of CO₂ emissions (from 8 p.m. to 10 p.m. on June 21 and July 7, 2016, estimated figures).

Mazda Motor Corporation shut off the lighting of its signboards and indoor lighting every night from the summer solstice in June to Tanabata, the Star Festival (July 7) (15 sites).

Nation-wide 736 production/business sites of 90 Mazda Group companies in Japan participated in the campaign (On the summer solstice and Tanabata).

- WWF's Earth Hour 2017

Mazda and its domestic Group companies participated in the Earth Hour 2017 event organized by the World Wildlife Fund (WWF).

They turned off the lighting of their signboards and indoor lighting at each of their sites in Japan (from 8 p.m. to 10 p.m. on March 25, 2017).

Mazda Motor Corporation shut off the lighting of its signboards and indoor lighting (13 sites).

Nationwide, a total of 708 production/business sites of 80 Mazda Group companies in Japan shut off the lighting of their signboards and indoor lighting.

- Employees' private participation in the Light-Down campaign

Mazda also encouraged its employees and their family members to privately participate in activities involving turning off their lights in conjunction with the CO₂ Reduction/Light-Down Campaign promoted by the Ministry of the Environment.

A total of around 30,800 employees and their family members of Mazda and its Group companies in Japan turned off their lights from 8 p.m. to 10 p.m. on both the summer solstice and Tanabata.

President's Messages during Environment Month

The president transmitted messages to the entire Company during Environment Month (June), emphasizing the importance of thinking about and taking action for the environment. In FY March 2017, the president placed a special focus on raising employees' awareness of the importance of the conservation of biodiversity and forests. The president's message was also disseminated to Group companies in Japan and overseas.

Environmental Education during Environment Month

To encourage every employee to think about and take action for the environment, educational programs regarding general environmental issues, the importance of biodiversity, Mazda's environmental initiatives, and environmental conservation activities in the workplace have been implemented, in coordination with basic education on ISO 14001.

b Companies that Participated in the Light-Down Campaign

1. Mazda Motor Corporation	61. Chiba Mazda Co., Ltd.
2. Mazda Ace Co., Ltd.	62. Eunos Horie Co., Ltd.
3. Mazda Engineering & Technology Co., Ltd.	63. Kyoto Mazda Co., Ltd.
4. Mazda Logistics Co., Ltd.	64. Kobe Mazda Co., Ltd.
5. Kurashiki Kako Co., Ltd.	65. Yamaguchi Mazda Co., Ltd.
6. Yoshiwa Kogyo Co., Ltd.	66. Mazda Autozam Shizugawa
7. Mazda Processing Chugoku Co., Ltd.	67. Mazda Autozam Tatebayashi
8. Niitech Co., Ltd.	68. Mazda Autozam Nagaoka-Nishi
9. Toho Industrial Co., Ltd.	69. Mazda Autozam Yamato
10. Hakodate Mazda Co., Ltd.	70. Mazda Autozam Kashiwa
11. Tohoku Mazda Co., Ltd.	71. Mazda Autozam Kashiwanoha-Campus
12. Fukushima Mazda Co., Ltd.	72. Mazda Autozam Edogawa-Higashi
13. Koshin Mazda Co., Ltd.	73. Mazda Autozam Susono
14. Kanto Mazda Co., Ltd.	74. Mazda Autozam Mineyama
15. Shizuoka Mazda Co., Ltd.	75. Mazda Autozam Kuse
16. Tokai Mazda Sales Co., Ltd.	76. Mazda Autozam Bizen
17. Hokuriku Mazda Co., Ltd.	77. Mazda Autozam Bairin
18. Keiji Mazda Co., Ltd.	78. Mazda Autozam Iizuka
19. Kyushu Mazda Co., Ltd.	79. Mazda Autozam Kanoya
20. Minami-Kyushu Mazda Co., Ltd.	80. Mazda Autozam Kitami
21. Mazda Chuhan Co., Ltd.	81. Mazda Autozam Nakashibetsu
22. Aomori-Mazda Automobile Corporation	82. Mazda Autozam Toki
23. Mazda Enfini Aomori Corporation	83. Mazda Autozam Minato
24. Mazda Odawara Co., Ltd.	84. Mazda Autozam Kuwana
25. Shonan Mazda Co., Ltd.	85. Mazda Autozam Kaita
26. Okayama Mazda Co., Ltd.	86. Mazda Autozam Yasufuruichi
27. Tottori Mazda Co., Ltd.	87. Mazda Autozam Isahaya
28. Hiroshima Mazda Co., Ltd.	88. Mazda Autozam Fuchu
29. Enfini Hiroshima Co., Ltd.	89. Mazda Autozam Ojima
30. Nagasaki Mazda Co., Ltd.	90. Mazda Autozam Kyohoku
31. Mazda Autozam Isumi	91. Mazda Autozam Tomobe
32. Mazda Autozam Tonami	92. Mazda Autozam Miyoshi
33. Mazda Autozam Nikko-Toyama	93. Mazda Autozam Ishikawa
34. Mazda Autozam Katsuragi	94. Mazda Autozam Tateyama
35. Mazda Autozam Matsue	95. Mazda Autozam Kamogawa
36. Mazda Autozam Ohda	96. Mazda Autozam Yamamoto-Ninohe
37. Mazda Autozam Tsuyama	97. Mazda Autozam Yamamoto-Aoba
38. Mazda Autozam Mihara	98. Japan Climate Systems Corporation
39. Mazda Autozam Hofu-Chuo	99. Maps Co., Ltd.
40. Mazda Autozam Sapporo-Kita	100. Nishikawa Rubber Co., Ltd.
41. Mazda Autozam Kesennuma	101. Kawada Corporation
42. Mazda Autozam Omiya	102. Hiroshima Seimitsu Co., Ltd.
43. Mazda Autozam Ueda	103. Kansai Mazda Co., Ltd.
44. Mazda Autozam Nichido-Funabashi	104. Tokyo Mazda Sales Co., Ltd.
45. Mazda Autozam Funabashi-Kita	105. Eunos Sansho Co., Ltd.
46. Mazda Autozam Hokusou	106. Nara Mazda Co., Ltd.
47. Mazda Autozam Sena	107. Mazda Autozam Ebestu
48. Mazda Autozam Shimizu	108. Mazda Autozam Obihironada
49. Mazda Autozam Takehara	109. Mazda Autozam Higashi
50. Mazda Autozam Kusunoki	110. Mazda Autozam Chichibu-Nishi
51. Mazda Autozam Kyosai	111. Mazda Autozam Mobara
52. Mazda Autozam Kurashiki-Chuo	112. Mazda Autozam Ichihara-Kita
53. Mazda Autozam Geibi	113. Mazda Autozam Hokushin
54. Mazda Autozam Omuta	114. Mazda Autozam Sugito
55. Mazda Autozam Ogaki-Higashi	115. Mazda Autozam Teine
56. Mazda Parts Co., Ltd.	116. Mazda Autozam Kikugawa
57. Mazda Parts Sales Hiroshima Co., Ltd.	117. Mazda Autozam Tanabe
58. Mazda Parts Sales Yamaguchi Co., Ltd.	118. Mazda Autozam Toyohashi-Tobu
59. Kitakanto Mazda Co., Ltd.	119. Mazda Autozam Tottori-Chuo
60. Okinawa Mazda Sales Co., Ltd.	120. Mazda Parts Sales Chiba Co., Ltd.

* Companies No. 59 to 97 participated only in the CO₂ Reduction/Light-Down Campaign by the Ministry of the Environment. Companies No. 98 to 120 participated only in the WWF's Earth Hour 2017.