








Major External Evaluations/Awards for FY March 2017*

| Category | Time | Evaluated/Awarded by | Evaluated/Award name | Evaluated/Award target | Country |
|----------------------------------|---|--|---|--|----------|
| Mazda CSR | (See p. 24) |        | | | |
| | | | (See p. 42) | | |
| Customer Satisfaction (Quality) | April 2017 | Ministry of Education, Culture, Sports, Science and Technology | Commendation for Science and Technology 2017 by the Minister of Education, Culture, Sports, Science and Technology: Prize for Creativity | Invention of a system that simplifies the body sealant application process | Japan |
| | May 2017 | Japan Society of Corrosion Engineering | 2017 Japan Society of Corrosion Engineering Technology Award | Development of a corrosion resistance quick evaluation method that innovates anti-corrosion technologies for vehicles, and putting the method into practical use | Japan |
| Customer Satisfaction (Products) | April 2016 | Japan Society of Mechanical Engineers (JSME) | JSME Medal for New Technology for 2015 JSME Young Engineers Awards for 2015 | New-generation 4WD system "i-ACTIV AWD" Research on steering wheel characteristics suited to human sensibility | Japan |
| | May 2016 | Hosted by the Japan Marketing Association and supported by the Ministry of Economy, Trade and Industry | The 8th Japan Marketing Awards: Grand Prize | Marketing Activities of Mazda Motor Corporation | Japan |
| | June 2016 | Society of Automotive Engineers of Japan (JSAE) | The 66th JSAE Awards: Technological Development Award The 66th JSAE Awards: Asahara Award of Merit in Technology | New-generation 4WD system "i-ACTIV AWD" Long-Term Achievements in Research and Development on Vehicle Interior Design Based on Vehicle Aerodynamic Technology and Sensibility Engineering | Japan |
| | November 2016 | Chinese Automotive Media Chief Editors' Club (C-Club) and PRIME Research & Consulting (Shanghai) Ltd. | 2017 China Car Design of the Year | CX-4 | China |
| | December 2016 | Japan Fashion Color Association (JAFCA) | Auto Color Awards 2016: Grand Prize | Machine Gray Premium Metallic, and the interior color "Auburn (reddish brown)" | Japan |
| | December 2016 | Japan Society for the Promotion of Machine Industry | Minister's Prize, from the Ministry of Economy, Trade and Industry of the 14th New JSPMI Prizes | Natural Sound Smoother | Japan |
| | March 2017 | iF International Forum Design GmbH | Gold Award in the packaging category of the iF Design Award 2017 | SOUL of MOTION perfume that symbolizes the KODO Design (a perfume developed by Shiseido Company, Limited (Shiseido) to express Mazda's design concept) | Germany |
| | March 2017 | Thai Automotive Journalists Association (TAJA) | Thailand Car of the Year 2016 | CX-3 | Thailand |
| | April 2017 | Design Zentrum Nordrhein Westfalen | 2017 Red Dot product design award "Red Dot: Best of the Best" | MX-5 RF (Roadster RF) | Germany |
| | April 2017 | Ministry of Education, Culture, Sports, Science and Technology | Commendation for Science and Technology 2017 by the Minister of Education, Culture, Sports, Science and Technology: Prizes for Science and Technology (Development Category) | New-generation 4WD system "i-ACTIV AWD" | Japan |
| May 2017 | Society of Automotive Engineers of Japan (JSAE) | The 67th JSAE Awards: Technological Development Award | New-generation highly efficient clean diesel engine SKYACTIV-D 1.5 | Japan | |
| | | The 67th JSAE Awards: Outstanding Technical Paper Award | Natural Sound Smoother | | |
| April 2016 | Japan Society of Mechanical Engineers (JSME) | JSME Young Engineers Awards for 2015 | Emergency steering assist technology | Japan | |
| June 2016 | Society of Automotive Engineers of Japan (JSAE) | The 66th JSAE Awards: Technological Development Award | Lightweight body with high rigidity SKYACTIV-BODY | Japan | |
| August 2016 | Kids Design Association | The 10th Kids Design Award (Category of Designs to Contribute to the Safety and Security from Children's Viewpoints) | New-generation vehicle motion control technology "G-Vectoring Control (GVC)" and collision avoidance and damage reduction support technology "Advanced Smart City Brake Support (SCBS)" | Japan | |
| — | JNCAP | (see p. 46) | — | Japan | |
| — | US-NCAP | (see p. 46) | — | U.S. | |
| — | IIHS | (see p. 46) | — | U.S. | |
| — | Euro-NCAP | (see p. 46) | — | Europe | |
| Environment | April 2016 | Ministry of Education, Culture, Sports, Science and Technology | Commendation for Science and Technology 2016 by the Minister of Education, Culture, Sports, Science and Technology: Prizes for Science and Technology (development team) | Brake Energy Regeneration System "i-ELOOP" | Japan |
| | May 2016 | Japan Institute of Invention and Innovation | 2016 Imperial Invention Prize | New-generation highly efficient clean diesel engine SKYACTIV-D | Japan |
| | November 2016 | United States Environmental Protection Agency | Light Duty Fuel Economy Trends Report: Manufacture Adjusted Fuel Economy (First place ranking) | Manufacturer Adjusted Fuel Economy for the 2015 model year | U.S. |
| | November 2016 | Eco-products Awards Steering Committee | Chairperson's Award from the Eco-products Awards Steering Committee | Aqua-Tech Paint System | Japan |
| Respect for People | — | Skills | (see p. 92) | | |
| | February 2017 | Ministry of Economy, Trade and Industry, and Nippon Kenko Kaigi (Japan Health Council) | (see p. 100) | Mazda Motor Corporation | Japan |

*Including some evaluations/awards after April 2017