

1920

HISTORY OF MAZDA

Corporate

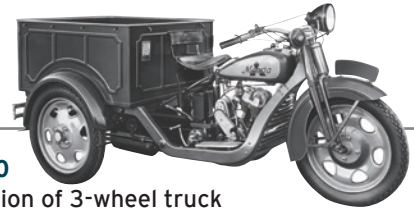
Product*

1930

- 1920.1 Toyo Cork Kogyo Co., Ltd is founded
- 1921.3 Jujiro Matsuda becomes president
- 1927.9 Company becomes Toyo Kogyo Co., Ltd
- 1928.7 New logo is introduced



1928.7-



1931.10
Production of 3-wheel truck "Mazda-go DA model," Mazda's first automobile, begins

1940

- 1930.9 New plant is constructed in Hiroshima (Aki-gun, Fuchu-cho)
- 1932 Export of 3-wheel trucks begins
- 1936.4 Caravan of 3-wheeled trucks from Kagoshima to Tokyo (advertising campaign)
- 1936.4 New logo is introduced



1936.4-

1950

- 1945.8 Mazda loans part of Head Office building to Hiroshima prefectural government, court, news media, etc. Regarding the Hiroshima prefectural government all functions are temporarily transferred there (until July 1946)
- 1945.12 Production of 3-wheel trucks suspended since August 1945 resumes
- 1949.8 3-wheeled truck exports restart

- 1951 New logo is introduced
- 1951.12 Tsuneji Matsuda becomes president



1951-

1950.6
4-wheel light truck "CA model" is launched



- 1959.7 New logo is introduced



1959.7-

1960

- 1961.7 Mazda enters into technical cooperation with NSU/Wankel on rotary engines

1960.5
"R360 Coupe," Mazda's first passenger car is launched



1962.2
The first "Carol" is launched



- 1963.3 Cumulative domestic production reaches 1 million vehicles

1963.10
The first "Familia" is launched



1966.5
The first "Bongo" is launched



- 1965.5 Miyoshi Proving Ground is completed
- 1966.11 Operations at new passenger car plant (Ujina) in Hiroshima begin



1966.8
The first "Luce" is launched



- 1967.3 Full-scale exports to the European market begin

1967.5
"Cosmo Sport (110s)" Mazda's first rotary engine vehicle is launched



1970

- 1970.4 Exports to the U.S. begin
- 1970.11 Kouhei Matsuda becomes president

1970.5
The first "Capella (RX-2)" is launched



1971.8
The first "Titan" is launched



1971.9
The first "Savanna (RX-3)" is launched



- 1975.1 New logo is introduced



1975.1-

- 1977.12 Yoshiki Yamasaki becomes president

1975.10
The first "Cosmo" is launched



1978.3
The first "Savanna RX-7 (RX-7)" is launched



- 1979.6 Cumulative domestic production reaches 10 million vehicles

- 1979.11 Ford Motor Company and Mazda enter into a capital tie-up

1980

- 1981.12 Operations at Hofu Transmission Plant (Nakanoseki district) begin

- 1982.9 Operations at Hofu plant (Nishinoura district) begin

- 1984.5 Company is renamed as Mazda Motor Corporation

- 1984.10 Mazda Foundation is established

- 1984.11 Kenichi Yamamoto becomes president

- 1985.1 Mazda Motor Manufacturing (USA) Corporation (MMUC), now AutoAlliance International (AAI), is established

- 1987.4 Cumulative domestic production reaches 20 million vehicles

- 1987.6 New research center is opened in Yokohama, Japan (the current Mazda R&D Center Yokohama)

- 1987.12 Norimasa Furuta becomes president

- 1988.4 Mazda Technical College is established

- 1988.5 Mazda Research and Development Center is established in Irvine, CA (U.S.)



1980.6
"Familia (GLC/323)" is fully redesigned (Receives the "1980-1981 Car of the Year Japan")



1982.9
"Capella (Telstar)" is fully redesigned (Receives the "1982-1983 Car of the Year Japan")

1989.9
The first "Roadster (MX-5)" is launched



* Launching date is based on Japanese market

1990

Corporate

- 1990.1** Hokkaido Kenbuchi Proving Ground for cold-weather testing is completed
- 1990.5** European R&D Representative Office (MRE) is completed
- 1991.12** Yoshihiro Wada becomes president
- 1995.4** Cumulative domestic production reaches 30 million vehicles
- 1995.11** Mazda and Ford jointly establish Auto Alliance (Thailand) Company Limited (AAT), a joint venture production company
- 1996.3** Mazda website is opened
- 1996.6** Henry D.G. Wallace becomes president
- 1997.6** New logo is introduced
- 1997.11** James E. Miller becomes president
- 1999.12** Mark Fields becomes president



1997.6-

Product*

- 1991.6** Mazda 787B wins the 59th Le Mans 24-Hour Endurance Race, claiming the first ever victory for a Japanese automobile



- 1996.8** The first "Demio (Mazda2)" is launched (Receives the "1996-1997 RJC New Car of the Year")



- 1990.1** The first "MPV" is launched



- 1991.12** "RX-7" is fully redesigned (Receives the "1991-1992 RJC New Car of the Year")



- 1999.4** The first "Premacy (Mazda5)" is launched



2000

- 2000.11** Mid-term plan "Millennium Plan" is announced
- 2002.1** Nakasatsunai Proving Ground is completed
- 2002.4** New brand statement "Zoom-Zoom" is introduced
- 2002.6** Lewis Booth becomes president and CEO
- 2003.1** Production of "Mazda6" commences at FAW Car Company in China
- 2003.8** Hisakazu Imaki becomes president and CEO
- 2004.11** Mid-term plan "Mazda Momentum" is announced
- 2005.8** China Engineering Support Center is opened
- 2006.5** Mine Proving Ground is completed
- 2007.3** Mid-term plan "Mazda Advancement Plan" is announced
- 2007.3** Long-term vision for technology development: "Sustainable Zoom-Zoom" is announced
- 2007.4** Changan Ford Mazda Engine Co., Ltd. (CFME) in China commences operation
- 2007.7** Cumulative domestic production reaches 40 million vehicles
- 2007.10** Changan Ford Mazda Automobile Nanjin Co., Ltd. (CFMA, now CMA) commences operation
- 2008.11** Takashi Yamanouchi becomes president and CEO

- 2000.7** "Roadster (MX-5)" is recognized by the Guinness Book of Records as the world's largest production of lightweight open two-seater sports car



- 2003.4** "RX-8" is launched (Receives the "2004 RJC Car of the Year")

- 2006.2** Leasing of hydrogen vehicle, "RX-8 Hydrogen RE", is started

- 2006.3** Global presentation of the first "BT-50" at Bangkok International Motor Show



- 2006.12** "CX-7" is launched



- 2008.3** "Mazda2" receives the "2008 World Car of the Year Award"

- 2009.3** Leasing of hydrogen vehicle, "Premacy Hydrogen RE Hybrid", is started

- 2002.5** The first "Atenza (Mazda6)" is launched (Receives the "2003 RJC Car of the Year")



- 2003.10** The first "Axela (Mazda3)" is launched

- 2005.8** "Roadster (MX-5)" is fully redesigned (Receives the "2005-2006 Car of the Year Japan")

- 2006.10** Production of the first "CX-9" commences



- 2007.7** "Demio (Mazda2)" is fully redesigned (Receives the "2008 RJC Car of the Year")

- 2008.7** "Biante" is launched



2010

- 2010.4** "Framework for Medium- and Long-term Initiatives" is announced
- 2012.2** "Structural Reform Plan" is announced
- 2012.9** Mazda and Sollers establish Mazda Sollers, a joint venture production company in Russia
- 2012.9** Mazda and Bermaz establish Mazda Malaysia, a joint venture company
- 2012.11** Agreement is reached with Toyota on Toyota vehicle production at Mazda's new plant in Mexico
- 2013.1** Business agreement is concluded for the development and production of Fiat brand two-seater convertible sports car
- 2013.6** Masamichi Kogai becomes president and CEO
- 2014.1** Operations at the production facility "MMVO" a joint venture with Sumitomo Corporation in Mexico are started
- 2015.1** Operations at transmission plant in Thailand (MPMT) are started
- 2015.4** "Structural Reform Stage 2" is announced
- 2015.4** New Corporate Vision is established
- 2015.5** Basic agreement is reached with Toyota on a mutually beneficial long-term partnership
- 2017.8** Agreement is entered into with Toyota on business and capital tie-up
- 2017.8** Long-term vision for technology development "Sustainable Zoom-Zoom 2030" is announced



- 2010.10** Next-generation SKYACTIV TECHNOLOGY is announced

- 2012.11** "Atenza (Mazda6)" featuring a series of the advanced safety technologies i-ACTIVSENSE is fully redesigned (Receives the "2014 RJC Car of the Year")

- 2013.6** Commenced public road test of leased hydrogen vehicles, "Premacy Hydrogen RE Range Extender EV"

- 2013.11** "Axela (Mazda3)" is fully redesigned



- 2015.2** "CX-3" is launched



- 2015.5** "Roadster (MX-5)" is fully redesigned (Receives the "2015-2016 Car of the Year Japan," the "2016 World Car of the Year," and the "2016 World Car Design of the Year")



- 2015.7** "Mazda BT-50" is fully redesigned and production commences in Thailand



- 2016.4** "CX-4" makes its world debut



- 2016.11** Retractable hardtop model "Roadster (MX-5) RF" is unveiled

- 2017.8** Next-generation engine "SKYACTIV-X" is announced

- 2012.2** "CX-5" is launched (Receives the "2012-2013 Car of the Year Japan")



- 2014.9** "Demio (Mazda2)" is fully redesigned (Receives the "2014-2015 Car of the Year Japan")



- 2016.2** "CX-9" is fully redesigned and production commences



- 2016.7** A series of Mazda's next-generation vehicle motion control technologies "SKYACTIV-VEHICLE DYNAMICS" is announced

- 2016.12** New "CX-5" is unveiled



- 2017.12** New "CX-8" is launched



2017

* Launching date is based on Japanese market