

External Evaluations for Mazda's Safety Technologies

Mazda has earned high evaluations for its safety technologies.

Third Party Safety Evaluations

Rating by vehicle model

(As of August 31, 2018)

		CX-5	Atenza/ Mazda6	Axela/ Mazda3	Demio/ Mazda2	Roadster/ MX-5	CX-3	CX-9	CX-8
Japan	J-NCAP*1 (Collision Safety Performance Tests)	5-Star (2017-2018)	5-Star (2013-2014)	5-Star (2014-2015)	5-Star (2014-2015)	—*6	5-Star (2015-2016)	—*5	5-Star (2017-2018)
	J-NCAP*1 (Advanced Safety Vehicle (ASV) Technology Assessment)	ASV++ (2017)	ASV+ (2014)	ASV++ (2016)	ASV+ (2014)	—*6	ASV+ (2015)	—*5	ASV++ (2017)
US	US-NCAP*2	5-Star (2018 MY)	5-Star (2018 MY)	5-Star (2018 MY)	—*5	—*6	5-Star (2018 MY)	5-Star (2018 MY)	—*5
	IIHS*3	18TSP+	18TSP	18TSP	—*5	—*6	18TSP	18TSP	—*5
Europe	Euro-NCAP*4	5-Star (2017)	5-Star (2013)	5-Star (2013)	4-Star (2015)	4-Star (2015)	4-Star (2015)	—*5	—*5

Change in rating in the last three years*7

		2016	2017	2018
Japan J-NCAP*1 (Collision Safety Performance Tests)	5-Star	4	5	6
	4-Star	0	0	0
US US-NCAP*2	5-Star	3	3	5
	4-Star	0	1	0
Europe Euro-NCAP*4	5-Star	3	3	3
	4-Star	3	3	3

*1 Japan New Car Assessment Tests: Vehicle collision safety performance evaluations conducted by the National Agency for Automotive Safety and Victims' Aid. For collision safety performance, 5-Star is the highest possible rating.

For Advanced Safety Vehicle (ASV) Technology Assessment, ASV++ is the highest possible rating (From 2016).

*2 National Highway Traffic Safety Administration's 5-Star Safety Ratings program. 5-Star is the highest possible rating.

*3 Insurance Institute for Highway Safety: Safety performance evaluations by an independent, nonprofit organization funded by auto insurers. Top Safety Pick + (Plus) is the highest possible rating.

*4 European New Car Assessment Programme: An independent agency comprised of the transport authorities of European countries, etc. 5-Star is the highest possible rating.

*5 Not introduced as of August 31, 2018.

*6 Not evaluated.

*7 As of the end of August 2018. New-generation models were the target of evaluation.

Initiatives with People

It is said that most traffic accidents are caused directly or indirectly by human behavior. Mazda endeavors to raise safety awareness among adults and children through various means of communication.

Raising Traffic Safety Awareness

In cooperation with local municipalities and organizations, Mazda and its Group companies in Japan and overseas conduct various activities to raise safety awareness.

The Company hosts safety-related exhibitions at the Mazda Museum in the Hiroshima Head Office, the "Kids' Quiz on Traffic Safety" website for children, and other projects.

In April 2018, Mazda held a program for experiencing the collision damage reduction brake as part of the Sustainable "Zoom-Zoom" Forum 2018 at the Mazda R&D Center Yokohama (MRY). The Company also organized other various events to promote understanding of Mazda's safety technologies.*1

Safe Driving Demonstration

Starting from FY March 2015, Mazda has held the Mazda Driving Academy, an experience and training program to help customers in Japan learn the theories and techniques to control their cars easily, comfortably and safely. A variety of curriculums tailored to the needs and level of the customers are offered, from basic driver training of drive, turn, and stop, to the exciting experience of driving on a racing circuit, with the aim of improving their driving skills and raising the awareness of safe driving. In FY March 2018, the Mazda Driving Academy was held 11 times.

S Vehicle on display at the result announcement session of the Japan New Car Assessment Program (J-NCAP) in FY March 2018

The CX-8 earned the highest ranking in Collision Safety Performance Tests, and Advanced Safety Vehicle (ASV) Technology Assessment among all the vehicles that had undergone the evaluations.



t Mazda Kids' Quiz on Traffic Safety website for children (Japanese Only)
<http://www2.mazda.com/ja/about/kids/safetyquiz/>



U Collision damage reduction brake experience program held at Sustainable "Zoom-Zoom" Forum 2018



*1 Refer to the following URL for social contribution activities regarding safety communications by the Mazda Group:
<http://www.mazda.com/en/csr/social/>