








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		
Safety	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