

Mexico

Mazda de Mexico Vehicle Operation (MMVO), a joint venture production company in Mexico, as a good corporate citizen, has been actively working to exist and prosper alongside local communities, in cooperation with local governments.

Support for Community Revitalization Human resources Community

Objective: To contribute to community revitalization through participation in community events, opening facilities for these events, etc.

Initiatives/FY March 2017 Results:

- Salamanca Spring Festival

MMVO has participated in the Salamanca Spring Festival by setting up a booth to present the production process and the vehicle manufactured in Mexico plant. During the March-April period of the festival, MMVO welcomed around 2,400 visitors in three weeks. MMVO management members participated in the opening ceremony of the festival and gave away Mazda goods to visitors. **a**
- Mazda Cup Junior

MMVO organized a soccer tournament within its facilities for children aged six to nine years who live in neighboring villages. Besides providing its facilities during tournament lasted 10 days, MMVO also provided soccer uniforms, transportation and school supplies to all 288 children who participated in the tournament. **b**
- Mazda Ekiden Road Relay Race (Salamanca)

MMVO organized the first road relay race in Guanajuato to promote the Japanese culture in the region while providing a space where employees, family members and local residents can spend quality time together. A part of MMVO's ekiden was held in MMVO's plant grounds which also let the participants know the plant and understand Mazda. Around 1,500 runners (including around 600 employees) participated in the race. **c**

Donating Toys to Children in Salamanca Community

Objective: To support economically disadvantaged children financially and mentally with the aim of bringing smiles and joy to these children during the holiday season

Initiatives: MMVO has created a campaign among employees to collect toys to be donated to children in need, especially its neighboring communities during the holiday season, on the occasion of the celebration of the Three Wise Men Day, thereby interacting with the local community. This campaign is executed in cooperation with the government of the Salamanca municipality.

FY March 2017 Results:

In January, 1,850 toys were donated by employees of MMVO and the companies at the Supplier Park. MMVO matched the donation by employees on 1:1 basis. (3,700 toys were donated in total.) Toys were delivered to children by MMVO's President and CEO along with the Salamanca's Mayor at a public event held at the main square in Salamanca. **d**

Person in charge of promoting social contributions at MMVO



David Hernández Lemus
Assistant Manager
Public Relations and Business Relations

a Salamanca Spring Festival



b Mazda Cup Junior



c Mazda Ekiden Road Relay Race



d Donation of Toys

