

LETTER FROM MAZDA

VOL.122
2019.6



Mazda3, First of New-Generation Line-Up, Goes on Sale in Japan



Mazda3: sedan (left) and hatchback (right)

The Mazda3, the first of Mazda's new-generation products, went on sale in Japan on May 24.

Based on the concept of "a car that brightens up your day," the Mazda3 is a compact car that has refined the value offered by cars through revamping its fundamental components, such as design, performance, quietness, and quality. The Mazda3 represents a further evolution of Kodo Design, Mazda's design philosophy. Extraneous details were removed from the vehicle's form based on Japanese minimalist aesthetic of "less is more," to create

an original form, and the subtle play of light over the car's smooth body surface expresses its rich vitality. These principles are embodied in the two distinct designs of the sedan and hatchback.

In terms of performance, the Mazda3 is equipped with new-generation technologies, such as Skyactiv-Vehicle Architecture, which maximizes humans' innate sense of balance, and the newest Skyactiv engines, including Skyactiv-X, which allow the car to move just as the driver intends, helping him or her relax in all sorts of driving

conditions. We aimed to provide a car that customers will want to drive anywhere.

Additionally, the Mazda3 is equipped to provide a pleasant driving experience with comfort, safety and peace of mind. The redesigned speaker layout of the Mazda Harmonic Acoustics audio system creates a natural, comfortable interior without extraneous sounds. The Mazda Connect connectivity system is now even more intuitive, functional and easy to use, and the car is equipped with the latest i-Activsense advanced safety features.

Mazda Open Day 2019 Held at Head Office Grounds

Mazda Open Day was held on the premises of Mazda's head office on June 1 and 2. The open house event has been held since 2016, and this year Mazda welcomed guests from across Japan, from Hokkaido to Okinawa, as well as members of the

local community. Approximately 8,400 people attended the two-day event. The event space was divided into five areas that housed various attractions, including an exhibit of the all-new Mazda3 design model, a Mazda car test-drive, a chance for guest to try

their hand at repairing a vehicle, a tour of a car carrier, and *monotsukuri* exhibits provided by a number of Mazda's suppliers. Visitors from across the country enjoyed the event, deepening their bonds with the Mazda brand.

All-New Compact Crossover SUV Mazda CX-30 World Premiere

The world premiere of the second model in Mazda's new-generation lineup, the Mazda CX-30 compact crossover SUV, took place at the Geneva International Motor Show from March 7-17.

The CX-30 is a new compact crossover that combines the bold proportions of an SUV with elegant styling that embodies Mazda's Kodo design language. The model achieved a relaxed and user-friendly interior

space, with a cabin that comfortably seats four adults. The increased height over a passenger car provides excellent visibility and makes getting in and out a breeze, while the body size makes it easy to maneuver.

Additionally, Mazda's Skyactiv-Vehicle Architecture and the latest Skyactiv engines, including Skyactiv-X, allow responsive control of vehicle speed in any driving situation. All the basic functions of a car – driving, turning

and stopping – have been significantly improved.

The CX-30 will be released this summer, with sales starting from Europe.



Mazda CX-30 (European specifications)

Exhibit at Automobile Council 2019

Mazda held an exhibit at Automobile Council 2019 at Makuhari Messe (Mihama Ward, Chiba City) from April



First-generation MX-5 "Club Racer" (left), soft-top 30th Anniversary Edition MX-5 (North American specifications) (right)

5-7. The exhibit's theme was "The 30-Year History of the MX-5: Past and Present."

Automobile Council, held since 2016, is an event that exhibits both famous cars of years past and new models, with the goal of "mapping the development of Japanese car culture." Sharing the desire to develop car culture in Japan, Mazda participated once again in this year's event.

At the Mazda booth, MX-5 Miata 30th Anniversary Edition (soft top) and the "Club Racer" MX-5, a concept car based on the first-generation MX-5

and which was displayed 30 years ago at the Chicago Auto Show, were displayed together for the first time in Japan. Other historic MX-5 models were also exhibited, including a prototype model made in 1985, a first-generation model, a 10th anniversary edition (second generation) and a 20th anniversary edition (third generation). In addition to explanations of each vehicle, the exhibit also presented stories from the models' development, and we expressed our thanks to all the customers who have helped the MX-5 grow over the years.

Mazda Foundation FY 2019 Civic Activity Support Presentation Ceremony Held

The Mazda Foundation (Chairman: Masamichi Kogai) supports civic activities by private non-profit organizations in Hiroshima and Yamaguchi aimed at developing well-rounded youth. This year's recipients were invited to attend ceremonies to present the grants for this fiscal year

on April 16 at Mazda's head office in Hiroshima and on April 23 at the Hofu Plant.

This fiscal year, 32 of the 108 organizations that applied for grants were awarded a total of 8 million yen. Selected activities included those that teach children how to correctly respond

to natural disasters, as well as activities in which schools and local communities work together to support children.

At the ceremony, representatives of the organizations selected for grants made remarks. "As a community, we hope to continue supporting parents and children," said Tamami Yoneda, representative of Fuchu Family Education Support Team "Kusunoki," which had been selected for the third year in a row. The Mazda Foundation hopes these dedicated citizen activities provide an emotionally enriching environment for children and help vitalize their local communities.



The ceremony to present grants in Hiroshima