We love cars and want people to enjoy fulfilling lives through cars. We envision cars existing sustainably with the earth and society, and we will continue to tackle challenges with creative ideas.

1. Brighten people's lives through car ownership.
2. Offer cars that are sustainable with the earth and society to more people.
3. Embrace challenges and seek to master the Doh ("Way" or "Path") of creativity.

CORPORATE VISION
Since its establishment in 1920, Mazda has continued to be an automobile manufacturer that embodies the spirit of “never stop challenging.” We are now approaching the major landmark of our 100th anniversary in 2020.

In 2012, Mazda began introducing products, which extensively employ Skyactiv Technology and Kodo—Soul of Motion design. Leveraging Skyactiv Technology, we have promoted efforts to achieve structural reforms, and qualitative business growth and further enhancement of brand value. We recently announced our Medium-Term Management Policy, which sets out our management policy and direction of initiatives over the six years from fiscal year March 2020 to achieve the ideal we envisioned for the Mazda brand in the decade from 2030 to 2040. We remain dedicated to the pursuit of sustainable growth and the enhancement of corporate value over the medium and long term.

In August 2017, we announced “Sustainable Zoom-Zoom 2030,” a new long-term vision for technology development. Based on our Corporate Vision, this new long-term vision aims to resolve issues facing the earth, society, and people through the utilization of driving pleasure, which represents the fundamental appeal of the automobile. Going forward, we hope to create a future in which the earth, society, and people can coexist with cars, to enrich people’s lives through a car ownership experience that celebrates driving, and to become a brand with which customers feel a strong emotional connection.