2019 HIGHLIGHTS

Oct. 2018

Announcement of Electrification and Connectivity Strategies for Cars

Mazda, through electrification and connectivity strategies that build on the Company’s human-centered development philosophy, aims to further advance the joy of driving and provide both drivers and passengers with peace of mind through an enhanced sense of connection with the car in everyday driving situations, and offer an emotionally enriching joy of life through car ownership.

Oct. 2018

Updated Mazda CX-5 Launched in Japan

Becomes the first model in Japan available with the Skyactiv-G 2.5T engine; special edition model features a premium-feeling interior. Begin accepting pre-orders.

Nov. 2018

World Premiere of All-New Mazda3

The all-new Mazda3, a model that greatly enhances the value of the car-ownership experience, was on display at the Los Angeles Auto Show. It is being rolled out to global markets starting with North America in early 2019. In April 2019, the new Mazda3 won the Germany 2019 Red Dot “Best of the Best” Award under the Red Dot Award program, which is one of the world’s most authoritative design award initiatives.

Oct. 2018

Launch of G-Vectoring Control Plus (GVC Plus), new-generation vehicle dynamics control technology

GVC Plus enhances handling stability on slippery road surfaces and when changing lanes on the highway. This updated version of G-Vectoring Control now regulates vehicle motion when returning the steering wheel to center as well as when beginning a steering action. We plan to introduce GVC Plus into all products beginning with the updated CX-5.

Oct. 2018

Mazda Included in Dow Jones Sustainability Indices for Second Year Running

The Dow Jones Sustainability Indices assess sustainability by examining a company’s environmental initiatives, social contribution, human resources development, corporate governance, and compliance. Global and regional indices are published annually and comprise outstanding companies from each industry. Mazda was selected on the basis of a survey questionnaire and a comprehensive review of the Company’s periodically published reports and official website that highly evaluated Mazda’s initiatives in CSR and information disclosure.

Dec. 2018

Start of trials with mobility services in Miyoshi City, Hiroshima Prefecture, utilizing connectivity technologies in cooperation with local residents and the Hiroshima Prefectural and Miyoshi City authorities

We aim to build a social contribution model that will support regional revitalization and enrich lives in the region by offering safe, secure, and unrestricted mobility to people everywhere through mobility service trials with an eye on future shared mobility.
Jan. 2019

**Mazda CX-8 Best-Selling Three-Row SUV in Japan in 2018**

We launched the updated CX-8 in November 2018, offering an engine lineup to meet diverse customer needs. The CX-8 was the best-selling model in Japan’s three-row SUV* market in 2018, with sales of 30,679** vehicles.

* Three-row SUV refers to vehicles among domestically produced off-road 4WD (including some 2WD) vehicles with seating for at least six passengers.
** Based on our in-house research.

Jan. 2019

**China Joint Venture Engine Plant Name Changed to Changan Mazda Engine Co., Ltd.**

The change reflected Mazda’s purchase in full of Ford Motor Company’s stake in Changan Ford Mazda Engine Co., Ltd.

Feb. 2019

**Mazda MX-5 Miata 30th Anniversary Edition Premieres at Chicago Auto Show**

Mazda displayed the MX-5 Miata 30th Anniversary Edition in “racing orange.” Launched in 1989, the MX-5 has won strong customer support over 30 years. Aggregate production now stands at more than one million units.

Mar. 2019

**World Premiers of Mazda CX-30 at Geneva International Motor Show**

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 CX-30 is being rolled out to global markets, with sales starting in Europe in summer 2019.

Jun. 2019

**Transition to a Company with an Audit and Supervisory Committee**

We transitioned from a Company with Audit and Supervisory Board structure to a Company with an Audit and Supervisory Committee structure in order to enable faster business decision making and to further enhance discussion of management strategy and strengthen the supervisory functions of the Board of Directors.

Jun. 2019

**MONET Technologies Inc. Forms Capital and Business Partnerships with Agreements with Isuzu Motors Limited, Suzuki Motor Corporation, Subaru Corporation, Daihatsu Motor Co., Ltd., and Mazda, with each acquiring approximately 2% of its shares**

Hino Motors, Ltd. and Honda Motor Co., Ltd. also plan to make additional investments in MONET and maintain their respective ownership stakes of approximately 10%. By co-creating together with other MONET participants, Mazda aims to pursue the possibilities of mobility services that “invigorate the mind and body” to resolve social mobility issues in cities and regions.

Jul. 2019

**Pre-Orders Start for Mazda6 in Japan**

Mazda’s flagship model Mazda Atenza has been renamed the Mazda6 in order to emphasize the Mazda brand, and is offered with the Skyactiv-G 2.5T, a new 2.5L gasoline turbo engine.

**Pre-Orders Start for Mazda2 in Japan**

Mazda has given its five-door subcompact hatchback a new design and new technology based on the concept of “a high-quality driver’s car that enriches your daily life.” The Mazda Demio has been renamed the Mazda2. Pre-orders have begun for the new model.