

Earth, People, and Society

Exploring Partnerships for “Co-Creation with Others”

Mazda’s Approach

The automotive industry is currently experiencing a once-in-a-century transformation. Reform is required in numerous areas including product planning, development, production, sales, and services in order to respond to the demands of this period as represented by CASE—an acronym used to designate the new technologies of Connected technology, Autonomous driving technology, Shared services, and Electrification technology. To ensure that Mazda overcomes this time of great change, and continues to thrive and grow, the Company must cherish and co-create Mazda’s uniqueness together with everyone involved with Mazda. While enhancing alliances to strengthen ties with existing partners, Mazda will continue to explore new partnerships—even outside the auto industry.

Inter-Company Collaboration: Joint Development of Technical Specifications for Next-generation Vehicle Communication Devices

While working hard together with its partners to realize shared dreams, the Company wants to enable them to feel proud of their connection with Mazda, and emotionally attached to the brand. We aim to be recognized as a brand that form strongest of bonds with all stakeholders, including customers. In April 2021, Suzuki Motor Corporation, Subaru Corporation, Daihatsu Motor Co. Ltd., Toyota Motor Corporation, and Mazda Motor Corporation reached an agreement to jointly develop technical specifications for next-generation vehicle communication devices and to promote the common use of communication systems, by using connected services to link automobiles and society with the aim of creating new appeal, value and services, to be standardized for early provision of safer and more convenient connected services. Through this agreement, the participating companies will be able to provide more convenient connected services to customers and optimize resources such as their facilities and personnel.

Refer to the following URL for more details:
<https://newsroom.mazda.com/en/publicity/release/2021/202104/210427a.pdf>

Industry-Academia-Government Collaboration: Hiroshima “Your Green Fuel” Project

The business environment in which companies operate is becoming increasingly competitive due to stricter environmental and safety regulations, new competitors from other industries, and diversification of the mobility business. Through collaborations, such as Hiroshima Council of Automotive Industry-Academia-Government Collaboration (Hirojiren),* Mazda has contributed to the local community in terms of developing new creative technologies and nurturing human resources capable of bringing about innovation. The Company participates in the Hiroshima “Your Green Fuel” Project, which is promoted by Hirojiren with the aim of spreading the use of next-generation biodiesel automotive fuels. To create a model for the local production and consumption of biodiesel fuels in Hiroshima, in August 2020, Mazda established a biodiesel fuel value chain—from the production and supply of raw materials to the use of the fuels—and began to use such fuels.

*A council that promotes industry-academia-government collaboration. Motivated by the strong hope and enthusiasm for encouraging the manufacturing industry in Hiroshima, its member organizations have voluntarily joined the Hiroshima Council of Automotive Industry-Academia-Government Collaboration (Hirojiren), to consider what manufacturing ought to be and to leverage innovation that will lead to industrial development. Hirojiren implements various activities, such as studies on future energies and technology exchange with suppliers.

Conceptual Diagram of Connected Service Operation

Development of Next-Generation Vehicle Communications Devices

Common connection specifications from vehicles to networks and vehicle communications device center

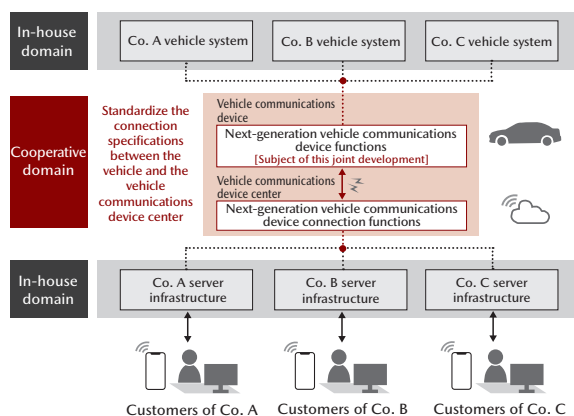






Image of biofuel vehicle

Refer to the following URL for details (Japanese only):
<https://newsroom.mazda.com/ja/publicity/release/2020/202008/200804a.html>

Contribution to the SDGs

Goals and Targets

-  (8.2) Achieve higher levels of economic productivity.
-  (8.10) Strengthen and expand access to banking, insurance and financial services.

-  (17.16) Enhance the global partnership for sustainable development.
-  (17.17) Encourage and promote effective public, public-private and civil society partnerships.