

Mazda returns to profitability in 2013

- **Company sees considerable growth over coming fiscal year thanks to flourishing SKYACTIV model generation**
- **European sales and market share up in fourth quarter, with trend expected to continue**

Leverkusen, 29 April 2013. Mazda Motor Corporation posted a profit for the 2013 fiscal year (FY) ending on 31 March, bolstered by the success of the Mazda CX-5, introduced in early 2012, and the new Mazda6 launched later in the fiscal year. In Europe, too, things are looking up for the company despite the ongoing stagnation of the region's passenger car market.

Global revenue and profits exceeded the previous year's figures in all categories, as revenue increased 8.5 per cent to ¥2.21 trillion* (€18.4 billion) and operating profit rose to €449 million, a €772 million improvement. The company's net profit was €286 million, up from a loss of €898 million in FY 2012.

Overall sales volume was virtually unchanged at 1.24 million units, although the CX-5 significantly exceeded expectations with 200,000 sold worldwide. As a result, Mazda has stepped up annual production capacity of its compact SUV, the first model to feature the full range of SKYACTIV Technology and "KODO – Soul of Motion" design, to 240,000. Sales of the new Mazda6, the second SKYACTIV model, have also been very encouraging where it has been launched. And the acclaimed SKYACTIV-D engine has proven especially popular among buyers of these two models, with some 70 per cent choosing one of Mazda's clean diesels.

The company's European market share was flat as sales fell, mirroring the continuing weakness of the overall market. However, Mazda saw substantial improvement in the second half of the year, increasing own sales in Europe** by 4.7 per cent relative to the first half while outpacing the market and upping its share by one-tenth to 1.1 per cent. The trend

For further information contact:

Mazda Motor Europe GmbH

Hitdorfer Strasse 73 | D 51371 Leverkusen

Tel: +49 2173 943 505 | Fax: +49 2173 943 553

mazda-press@mazdaeur.com | www.mazda-press.com



picked up steam in the latest quarter, when Mazda's European sales hit 39,804 vehicles, up more than 50 per cent over the previous quarter and 1.7 per cent compared to the same quarter in the year before. And it did so at a time in which Europe's passenger car market contracted by almost 10 per cent. Supported by the easing of CX-5 supply constraints and successful launch of the new Mazda6 in February, Mazda lifted its European market share to 1.3 per cent during the January-March period.

The company expects the positive trend to continue in FY 2014, with 12 per cent global revenue growth and a doubling of profits from the current figure. Unit sales are also predicted to rise by 8 per cent worldwide to 1.34 million and 17 per cent in Europe (including Russia) to 200,000, primarily due to the growing popularity of the two available SKYACTIV models and the introduction of a third. Mazda forecasts global sales of 1.7 million in FY 2016.

* Source: Mazda Motor Corporation's "Consolidated Financial Results for the Fiscal Year Ended March 31, 2013". Euro figures calculated at ¥120 = €1 (the exchange rate on 31 March 2013)

** European sales and market share figures, EU27 + EFTA unless otherwise specified. Source: ACEA (European Automobile Manufacturers Association), "New Passenger Car Registrations"; www.acea.be

###

For further information contact:

Mazda Motor Europe GmbH

Hitdorfer Strasse 73 | D 51371 Leverkusen

Tel: +49 2173 943 505 | Fax: +49 2173 943 553

mazda-press@mazdaeur.com | www.mazda-press.com