

Mazda to sell Vehicles in All Ten ASEAN Countries with sales starts in Cambodia and Myanmar

Leverkusen, 01 October 2013. Mazda Motor Corporation announced recently that it would soon begin selling vehicles in all ten member countries of the Association of Southeast Asian Nations (ASEAN)¹ with the addition of sales in Cambodia and Myanmar.

The announcement was made in conjunction with the opening of the very first Mazda dealership in Phnom Penh, the capital of Cambodia, in August 2013.

The automaker also confirmed that it will re-enter the Myanmar market during the first half of 2014, meaning Mazda vehicles will be available to customers in all ten ASEAN countries. In Myanmar, pre-orders² for Mazda vehicles will begin in November 2013 at a temporary dealership in Yangon with the opening of a first Mazda dealer planned for the first half of 2014.

Hiroshi Inoue, Mazda's Executive Officer in charge of New Emerging Markets Operation (excepting Latin America) said, "It's very gratifying to be able to offer Mazda products to customers in all ten ASEAN countries. In the previous fiscal year we broke our own sales records in leading ASEAN auto markets like Thailand, Indonesia and Malaysia. In terms of production in the region, the Mazda2, Mazda3 and Mazda BT-50 are being made in Thailand while Malaysia and Vietnam produce models such as the Mazda3 and Mazda CX-5.

¹ Thailand, Indonesia, Singapore, the Philippines, Malaysia, Brunei, Vietnam, Myanmar, Laos and Cambodia

² Orders will be taken for the CX-5, Mazda6, CX-9, Mazda2 and BT-50. The Mazda2 and BT-50 are made at Auto Alliance (Thailand) plant. The other models will be imported from Japan.



The auto markets of Cambodia and Myanmar are expected to grow in line with their rapidly developing economies, and Mazda is getting in at an early stage to establish a strong brand presence. At the same time, we will contribute to the growth of the automotive industry in each country and the ASEAN region as a whole.”

Mazda’s Structural Reform Plan was formulated in order to achieve the company’s mid- to long-term forecasts, and strengthening business in emerging markets is one of the key initiatives of the plan. Moving forward, Mazda will accelerate implementation of the plan to ensure steady growth.

###

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