

Mazda6 and CX-5 fleet for Nobel Peace Prize Laureates at World Summit in Warsaw

- 13th World Summit of Nobel Peace Prize Laureates starts today, supported by Mazda
- World leaders will enjoy the latest Mazda SKYACTIV technology car models
- Mazda will also host a session for leaders of tomorrow at global Civic Academy

Warsaw, 21 October 2013. At this year's World Summit of Nobel Peace Prize Laureates in Warsaw, starting today, recipients of the Nobel Prize for Peace and representatives from peace-promoting organizations attending will enjoy the comfort of travelling in the latest Mazda car models. As the exclusive automotive Leading Partner of the 13th World Summit of Nobel Peace Prize Laureates, Mazda Motor Europe has provided a fleet of its new Mazda6 and CX-5 models as the official means of transportation, with 50 cars at the summit participants' disposal.

Over the three days of the event, which is organized by the Lech Walesa Institute in Warsaw, the Permanent Secretariat of the World Summit of Nobel Peace Laureats in Rome and the municipality of Warsaw, high-level leaders and representatives from peace-promoting organizations from all over the world will experience the latest Mazda SKYACTIV technology. Among the summit participants are: former South African President Frederik Willem de Klerk; Iranian lawyer Shirin Ebadi; Leyman Gbowee from Liberia; former Polish President Lech Walesa; Betty Williams and Mairead Maguire; and Muhammad Yunus.

"Mazda's history, as well as our present, is full of examples of defying conventional wisdom to find better solutions," said Jeff Guyton, President & CEO, Mazda Motor Europe. "Our groundbreaking SKYACTIV range of technologies is one example of that, and we are very happy to place it at the disposal of great people who share our ethos of challenging conventions to make things better."

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In addition to providing transportation for the summit, Mazda will also lead a session for aspiring future leaders at this year's Lech Walesa Institute's Civic Academy, which brings young people together under the motto of "Leading By Example", providing networking and learning opportunities. Discussing 'Modern tools of advocacy', Jeff Guyton, President & CEO, Mazda Motor Europe and Wojciech Halarewicz, VP Communications of Mazda, will introduce ways of using up-to-date communications to promote a cause. As a special guest, internationally recognized multimedia artist Phil Hansen will share his experiences with the participating leaders of tomorrow.

Challenging convention once more, Mazda's latest SKYACTIV range of technologies, as featured by the Mazda fleet in Warsaw, is providing the summit participants with extraordinary levels of performance and economy.

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