

Mazda Begins Manufacturing the All-new Mazda2 in Mexico

– Operations also underway at engine machining plant –

HIROSHIMA, Japan — Mazda Motor Corporation today announced that production of the all-new Mazda2 (Mazda Demio in Japan) has begun at Mazda de Mexico Vehicle Operation (MMVO), the company's new plant in Mexico. Additionally, MMVO's engine machining plant,* under construction since last year, has been completed and the plant began operating on October 21, 2014. Mazda products featuring SKYACTIV technology are enjoying strong sales globally and in response to growing demand the company will increase production capacity at MMVO to 250,000 units annually by fiscal year ending March 2016.



An MMVO-produced all-new Mazda2

In recent years, Mazda has introduced a series of vehicles featuring innovative SKYACTIV TECHNOLOGY and the company expects SKYACTIV models to account for 85 percent of global sales by fiscal year ending March 2016. Additionally, the automaker is working to establish a global production footprint, one of four key initiatives laid out in the Structural Reform Plan announced in February, 2012. The start of production of the all-new Mazda2 at MMVO, start of operations at the engine machining plant, and planned production capacity increase represent major steps forward in both of the above initiatives. MMVO's engine machining plant adopts the

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same advanced production technologies as Mazda's Hiroshima Plant, ensuring an engine parts processing line that is both efficient and capable of producing a diverse range of products.

MMVO President Keishi Egawa said, "With the start of production of the all-new Mazda2, operations underway at the engine machining plant, and an increase in our annual production capacity, we now have an even stronger production framework capable of supplying global markets with SKYACTIV products of the same high quality level as those made in Japan. At the same time, we are pleased to be able to make a contribution to Mexico's further economic growth."

MMVO is Mazda's third global facility to begin manufacturing the all-new Mazda2 following Hofu Plant in Japan, where production started in July, and Auto Alliance (Thailand) Co., Ltd., where production began in September. Moving forward, Mazda aims to enrich the lives of its customers through a variety of contact points including the manufacture of high-quality vehicles, and become a brand which maintains a special bond with those customers.

* A plant where forged engine parts are shaped by a controlled material-removal process.

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A propos de Mazda

Mazda Motor Corporation est un des principaux constructeurs automobiles japonais avec une production de 1.3 millions de voitures par an. L'entreprise a été fondée en 1920 et son siège social se situe à Hiroshima au Japon où la marque dispose de 3 sites de production. La Recherche et le Développement occupent une place prépondérante chez Mazda avec 5 centres dédiés dans le monde. L'innovation est au cœur de la stratégie de l'entreprise, cela a permis à Mazda de remporter les 24 heures du Mans en 1991 avec une voiture à moteur rotatif ou, plus récemment, de développer les Technologies Skyactiv qui équipent dorénavant tous les nouveaux modèles Mazda. La marque est présente dans 130 pays et compte 38.117 employés.

Mazda Automobiles France compte 50 collaborateurs et un réseau de 125 concessionnaires.

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