

MAZDA BEGINS PRODUCTION OF ALL-NEW MAZDA 6 AND ALL-NEW MAZDA 3 IN CHINA

- Global production framework for SKYACTIV models continues to grow

Hiroshima, 11 April 2014. Mazda Motor Corporation announced that a ceremony was held today to commemorate the start of production of the all-new Mazda3 Axela (known as Mazda Axela in Japan and Mazda3 in other markets) at vehicle production and sales company, Changan Mazda Automobile Co., Ltd. (CMA), in Nanjing, China. A ceremony was also held on April 9, 2014 at consignment vehicle production company, FAW Car Co., Ltd. (FCC) in the city of Changchun to commemorate the start of production of the all-new Mazda6 Atenza (known as Mazda Atenza in Japan and Mazda6 in other markets). Both models will go on sale in China in May.

Mazda's SKYACTIV TECHNOLOGY delivers both outstanding environmental and safety performance and driving pleasure, and Mazda is enhancing its global production framework of SKYACTIV models. The start of production of Mazda6 Atenza and Mazda3 Axela in China follows the start of production of the all-new Mazda3 in both Mexico and Thailand recently.

Mazda's Executive Officer in charge of operations in China, Nobuhiko Watabe attended both ceremonies and commented, "The reinforcement of our business in emerging markets and establishment of a global production footprint is one of the pillars of Mazda's Structural Reform Plan, and the start of production of the Mazda6 Atenza and Mazda3 Axela in China represents a giant step forward in our initiatives in this area. Our new-generation products adopting SKYACTIV TECHNOLOGY and KODO design will enrich the lives of their owners, and help Mazda become a brand that makes a strong bond with its customers."

Moving forward, Mazda will work together with its business partners, sales companies and suppliers to develop its business and strengthen the Mazda brand in China, while pushing forward with the enhancement of its global production framework.

For further information contact:

Mazda Motor Europe GmbH

Hitdorfer Str. 73 | D 51371 Leverkusen

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

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