

Mazda Starts Production at New Plant in Mexico

- **First model off the line is a Mazda3 sedan for the USA**

Hiroshima, Japan, 7 January 2014: Mazda Motor Corporation today announced that production has begun at its new plant in Mexico. The plant, named Mazda de Mexico Vehicle Operation* (MMVO), is located in Salamanca, in the state of Guanajuato. The first model produced was a Mazda3 sedan for the U.S. market.

Regarding the commencement of production, Mazda's Managing Executive Officer in charge of New Emerging Market Operation (Latin America) and President and CEO of Mazda Motor Manufacturing de Mexico, S.A. de C.V. (Mazda de Mexico Vehicle Operation), Keishi Egawa said, "We have sent over 150 engineers and supervisors to Mazda's plants in Hiroshima and Hofu, and made every effort to ensure that we are manufacturing products of the highest quality here at MMVO. With the start of mass production, we now have a system capable of offering vehicles of the same high quality as those made in Japan, on a global scale, and that is extremely gratifying. We are committed to continue our efforts to contribute to the growth of Mexico's economy through the production of vehicles and the development of the excellent human resources who support and lead the automobile industry here."

Mazda has sold approximately 180,000 vehicles in Mexico since it entered the market in 2005. The brand is highly regarded, and in 2013 sold a record 33,000 units in the country. In addition to the USA, MMVO will produce the Mazda3 for other countries in the Americas and for Europe. Moving forward, Mazda intends to strengthen its production system in Mexico and expand the production model line-up to include the Mazda2.

Mazda in Mexico

2005	Entered the Mexican market
2011 Sep:	Established MMVO, a joint venture with Sumitomo Corporation
Oct:	Groundbreaking ceremony for MMVO
2012 Sep:	Seita Kanai, then Mazda's Representative Director and Executive Vice President made Honorary Consul of the United Mexican States in Hiroshima



- 2013 Jan: Announced plan to increase production capacity at MMVO to 230,000 units annually in fiscal year ending March 2016
- Apr: Takashi Yamanouchi, then Mazda's Representative Director and Chairman of the Board, President and CEO, awarded the Order of the Aztec Eagle
- 2014 Jan: Production begins
- Oct: Operations scheduled to begin at engine machining factory

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* Trade name of Mazda Motor Manufacturing de Mexico, S.A. de C.V. and Mazda Motor Operaciones de Mexico, S.A. de C.V. collectively.