



FISCAL YEAR ENDING MARCH 2011 FIRST QUARTER FINANCIAL RESULTS

New Premacy 20S



Mazda Motor Corporation
July 30, 2010

PRESENTATION OUTLINE

- **Highlights**
- **Fiscal Year Ending March 2011
First Quarter Results (April-June 2010)**
- **In Summary**





HIGHLIGHTS

HIGHLIGHTS (1)

- Revenue was ¥578 billion, up 35% year-over-year. Operating profit was ¥6.4 billion
- Achieved positive free cash flow of ¥14.6 billion
- Made a good start in global sales which totaled to 317,000 units, up 54,000 units or 21% year-over-year
- Improved market share in major countries due to the successful sales of key models such as Mazda2/Demio, Mazda3/Axela and Mazda6/Atenza
- Residual value continued to improve in major countries in Europe and USA
- Launched New Premacy in July in Japan
- Resumed night-shift operation at Ujina No.2 Plant (2-shift operation)

HIGHLIGHTS (2)

- **Achieved record sales in China due to the successful sales of all carlines. Transferred Mazda3 production in China to meet increased demand**
- **Mazda2 produced at AutoAlliance (Thailand) (AAT) received excellent reception in Thailand, etc. Actions for emerging countries are also in line with the plan**
- **Made a solid start for the turnaround**
- **Despite yen's appreciation, reinforced initiatives to achieve projections for the first half and the full year**





FISCAL YEAR ENDING MARCH 2011 FIRST QUARTER RESULTS (April-June 2010)

FY ENDING MARCH 2011 FINANCIAL METRICS

(Billion yen)	First Quarter (April-June)		Change	
	FY Ending March 2011	FY Ending March 2010	Amount	YOY (%)
Revenue	578.0	428.2	149.8	35 %
Operating profit	6.4	(28.0)	34.4	-
Ordinary profit	4.1	(32.7)	36.8	-
Profit before tax	0.8	(33.5)	34.3	-
Net income	(2.1)	(21.5)	19.4	-
Operating ROS	1.1 %	(6.5) %	7.6 Pts	-
EPS (Yen/Share)	(1.2)	(16.4)	15.2	-

CASH FLOW AND NET DEBT

(Billion yen)	First Quarter (April-June)		Improvement/ (Deterioration)
	FY Ending March 2011	FY Ending March 2010	
Free Cash Flow	14.6	(9.8)	-
Net Debt	(366.7)	(546.9)	180.2
Net Debt-to-equity Ratio	73 %	137 %	64 Pts
Equity Ratio	26 %	22 %	4 Pts

KEY DATA

First Quarter (April-June)

Change

	<u>FY Ending</u> <u>March 2011</u>	<u>FY Ending</u> <u>March 2010</u>	<u>Volume</u>	<u>YOY (%)</u>
Global sales volume (000)				
Japan	52	41	11	27 %
North America	90	74	16	21
USA	60	47	13	28
Europe	54	59	(5)	(8)
China	53	41	12	28
Other Markets	68	48	20	41
Total	317	263	54	21 %

Exchange rate

US\$ / Yen

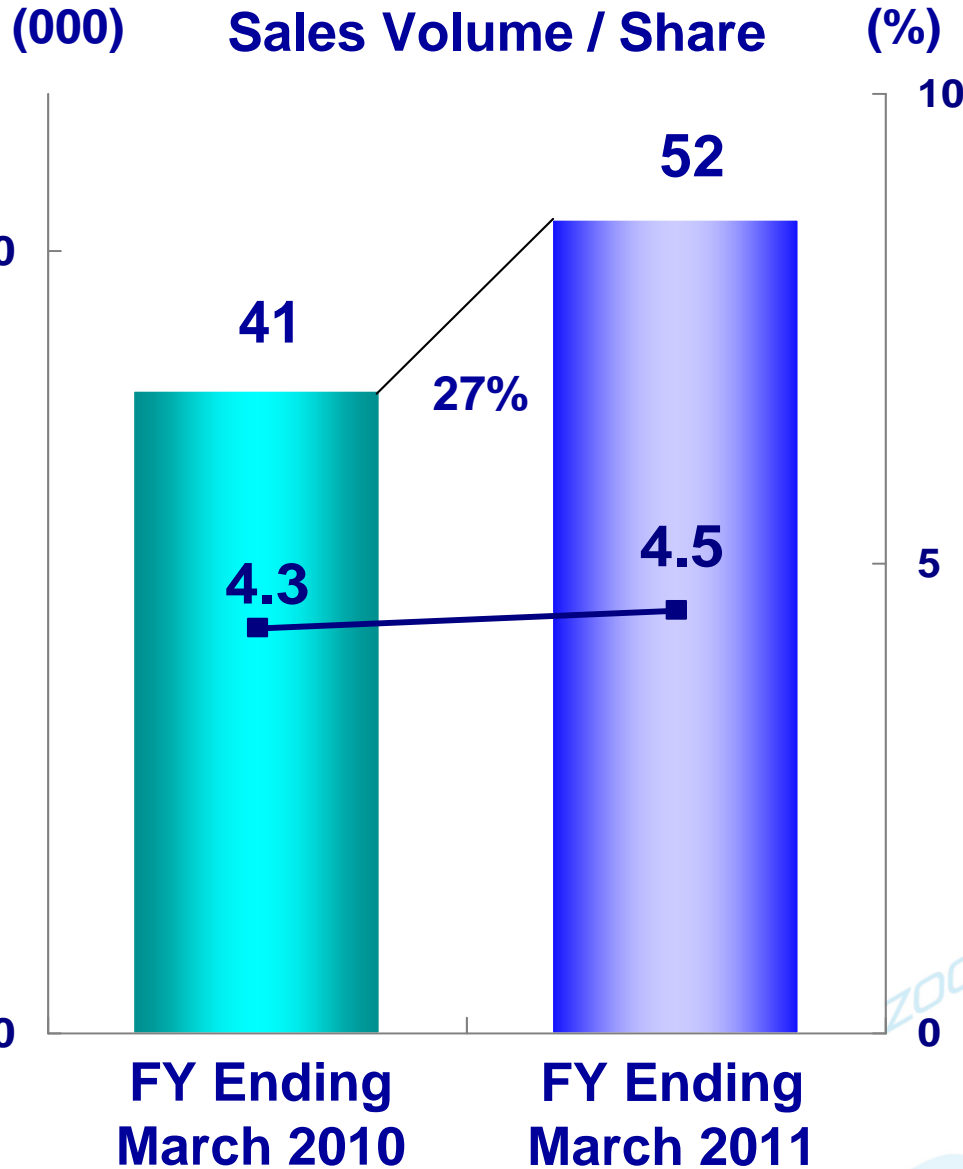
92 97 (5)

€/ Yen

117 133 (16)

JAPAN

First Quarter (April-June) Sales Volume / Share

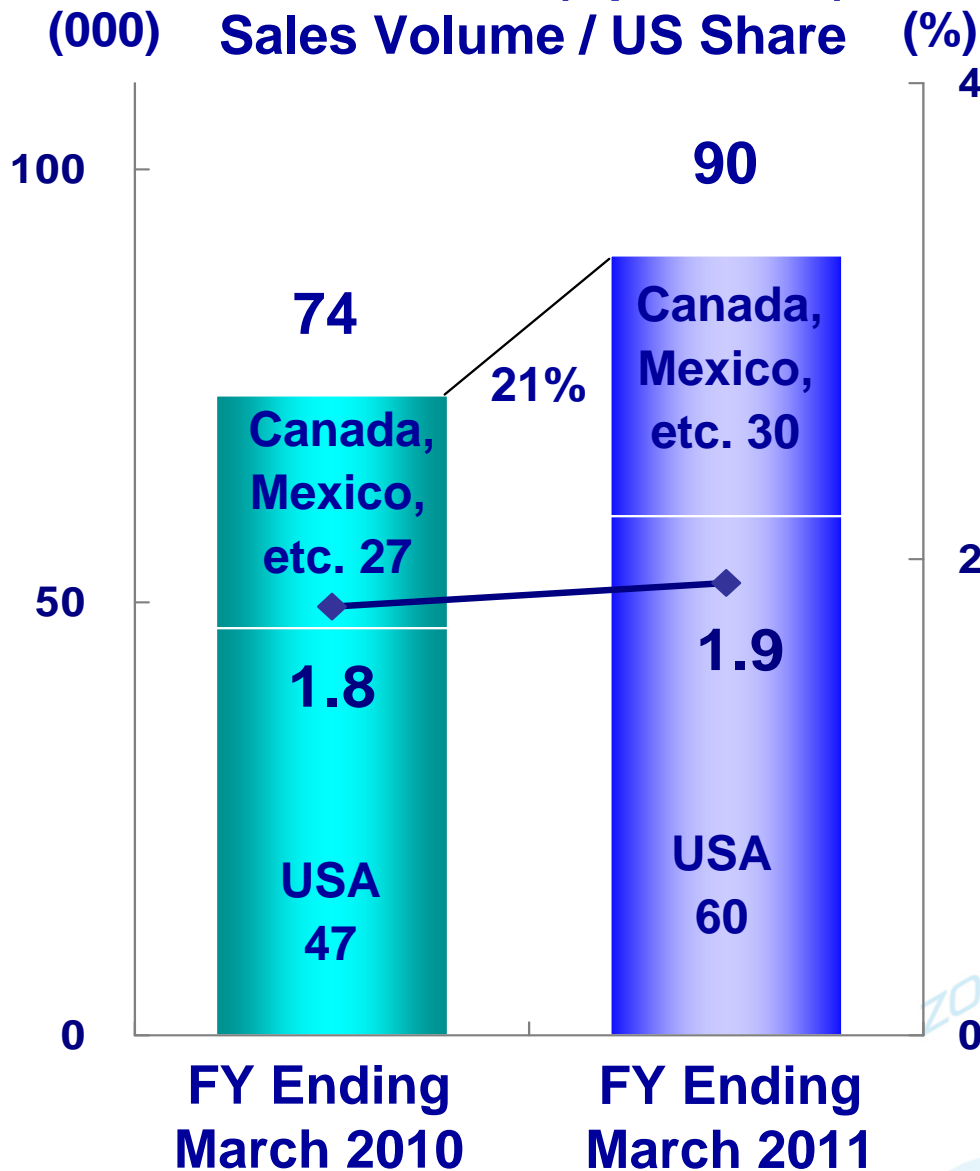


New Premacy

- Sales increased 27% from the prior year, improving the share by 0.2 points to 4.5% thanks to brisk sales of Demio and Axela
- Launched New Premacy in July with i-stop

NORTH AMERICA

First Quarter (April-June)
Sales Volume / US Share

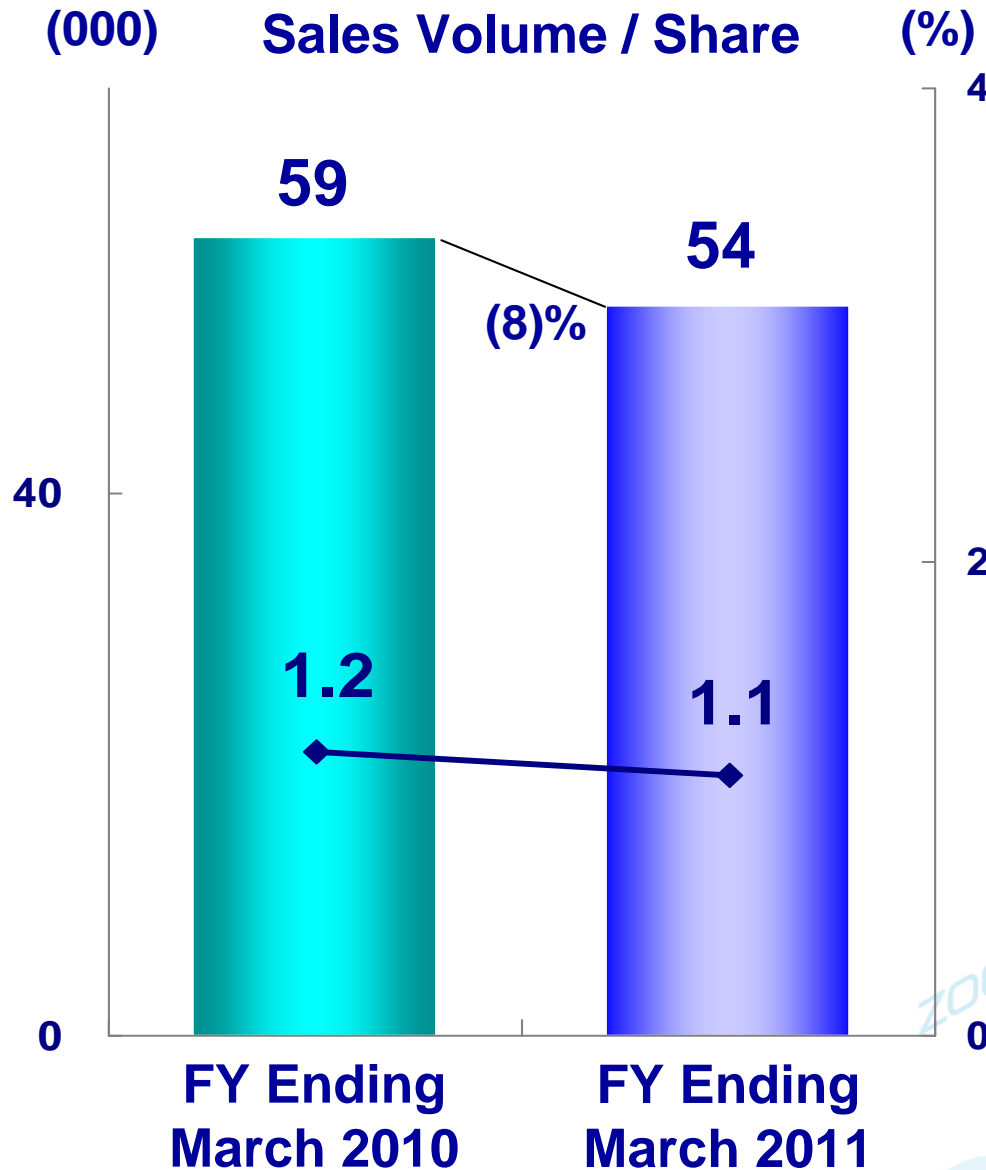


Mazda3

- Sales increased by 21% to 90,000 units
- Share rose 0.1 points from the prior year to 1.9%. Share of non-fleet sales is at record high of 1.8%
- Continued policy of brand value enhancement and held down fleet mix and incentives. Residual value of Mazda3 and CX-9 is the segment top
- Achieved record high volume and share in Mexico

EUROPE

First Quarter (April-June) Sales Volume / Share



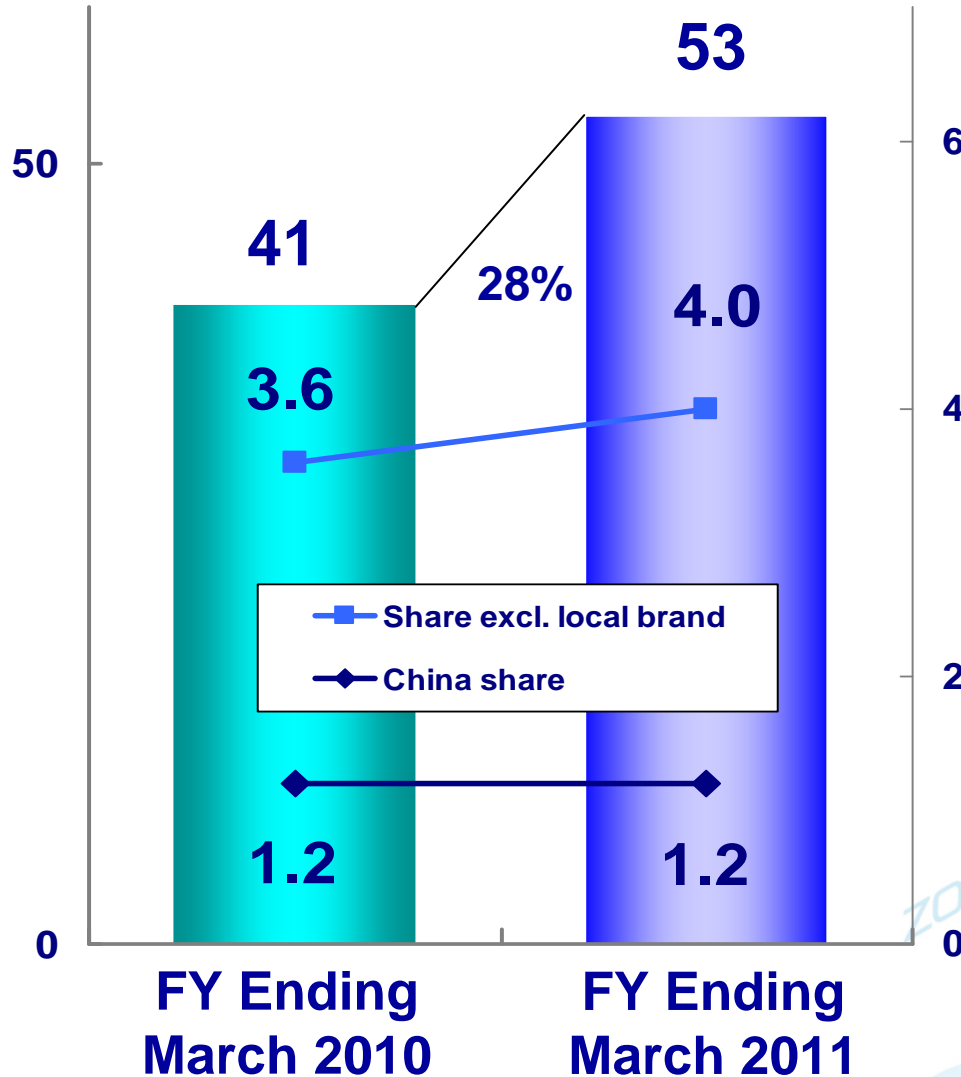
Mazda CX-7

- Continued to improve the brand value by holding down incentives
- Residual value and share improved from the prior year in key countries such as Germany and UK
- Year-over-year increase of sales in UK for 5 months in a row

CHINA

First Quarter (April-June)

(000) Sales Volume / Share (%)



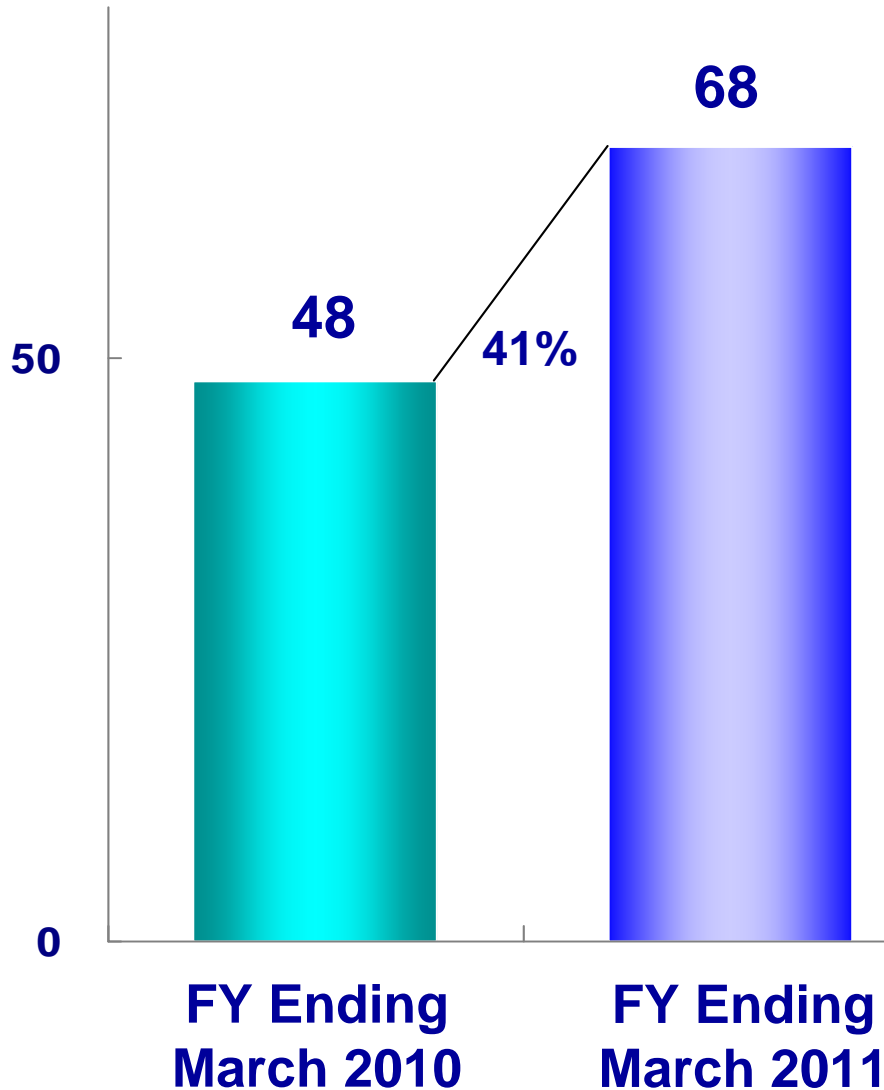
New Mazda6 Ruiyi

- Due to strong sales of key models such as Mazda2, Mazda3 and Mazda6, achieved the highest first quarter sales of 53,000 units
- Transferred production of Mazda3 from Chongqing to Nanjing to meet higher demand
- Further expanded sales network

OTHER MARKETS

First Quarter (April-June) Sales Volume

(000)



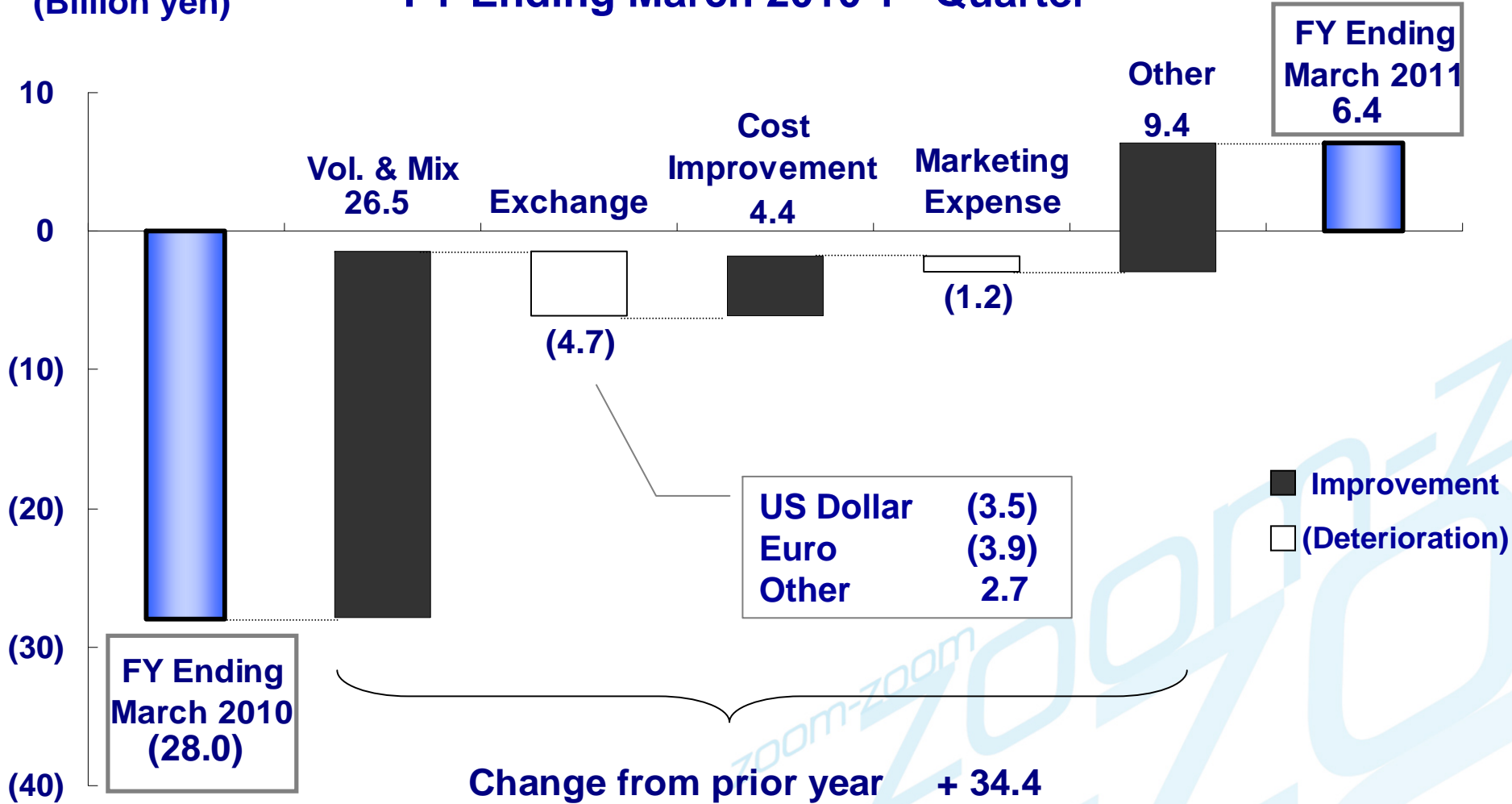
AAT-produced Mazda2 Sedan

- Sales volume increased 41% to 68,000 units
- Sales in Australia, Thailand and Indonesia achieved record-high volume. Successful introduction of AAT-produced Mazda2 substantially contributed

OPERATING PROFIT CHANGE

FY Ending March 2011 1st Quarter Compared with
FY Ending March 2010 1st Quarter

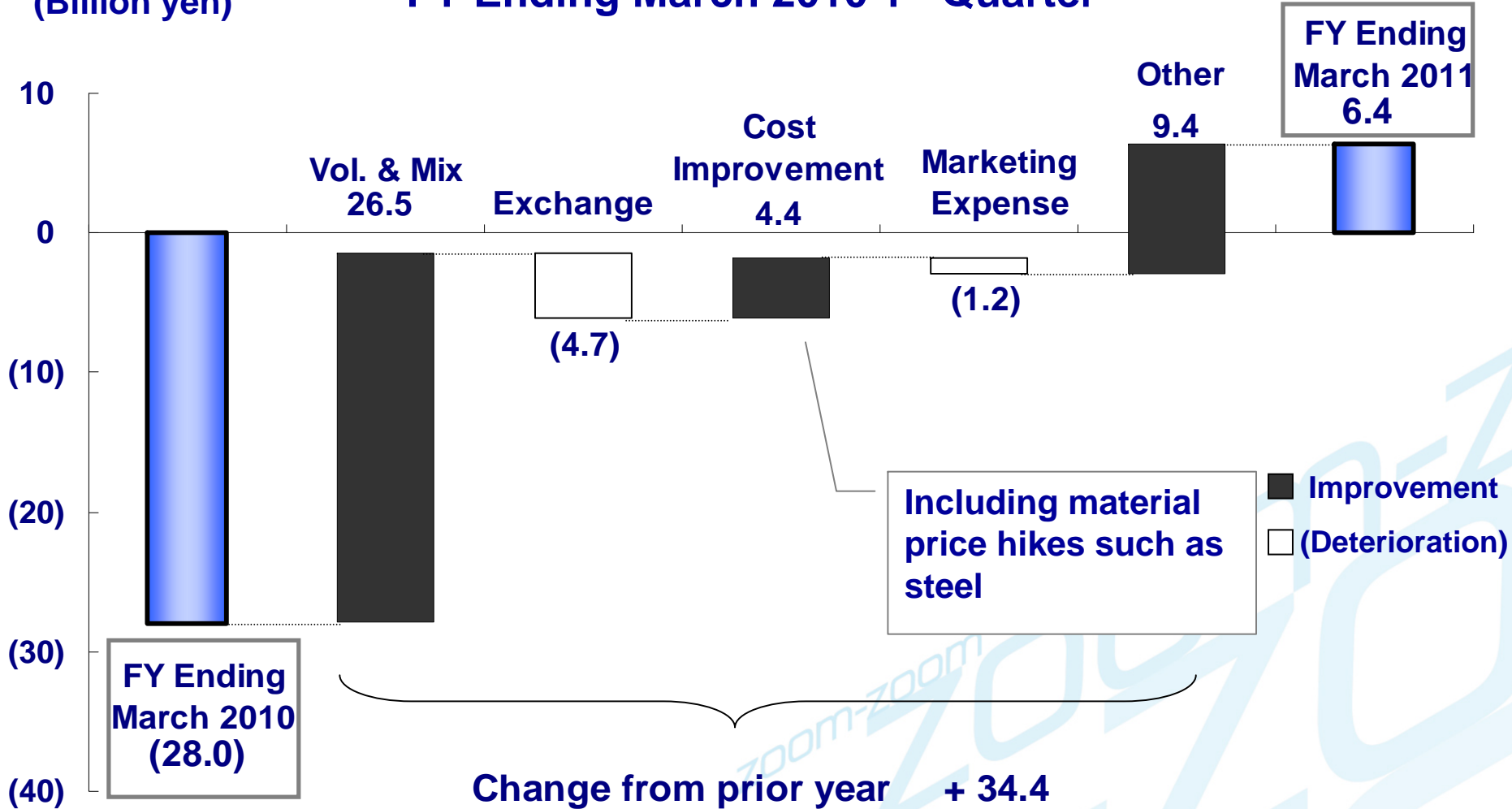
(Billion yen)



OPERATING PROFIT CHANGE

FY Ending March 2011 1st Quarter Compared with
FY Ending March 2010 1st Quarter

(Billion yen)



IN SUMMARY

- **Solid start to our turnaround in tough external environment including stronger yen and material price hikes**
- **Good start in global sales, achieving 317,000 units, 21% up from the prior year**
- **Key products like Mazda2/Demio, Mazda3/Axela and Mazda6/Atenza continue to receive high acclaim, driving strong sales and winning higher share in key markets**
- **Residual value continues to improve in major markets especially Europe and USA**
- **New Premacy introduction has started with Japan in July**
- **Resumed night-shift operation at Ujina No.2 Plant (2-shift operation)**
- **Initiatives for emerging markets are on track, such as Mazda3 production transfer in China and successful launch of AAT-made Mazda2**
- **Post-2011 environmental powertrain and next-generation product developments are on track**
- **Reinforced initiatives to achieve projections for the first half and the full-year**



APPENDIX

REVENUE BY GEOGRAPHIC AREA

(Billion yen)



FY Ending March 2010	FY Ending March 2011
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REVENUE BY PRODUCT

(Billion yen)

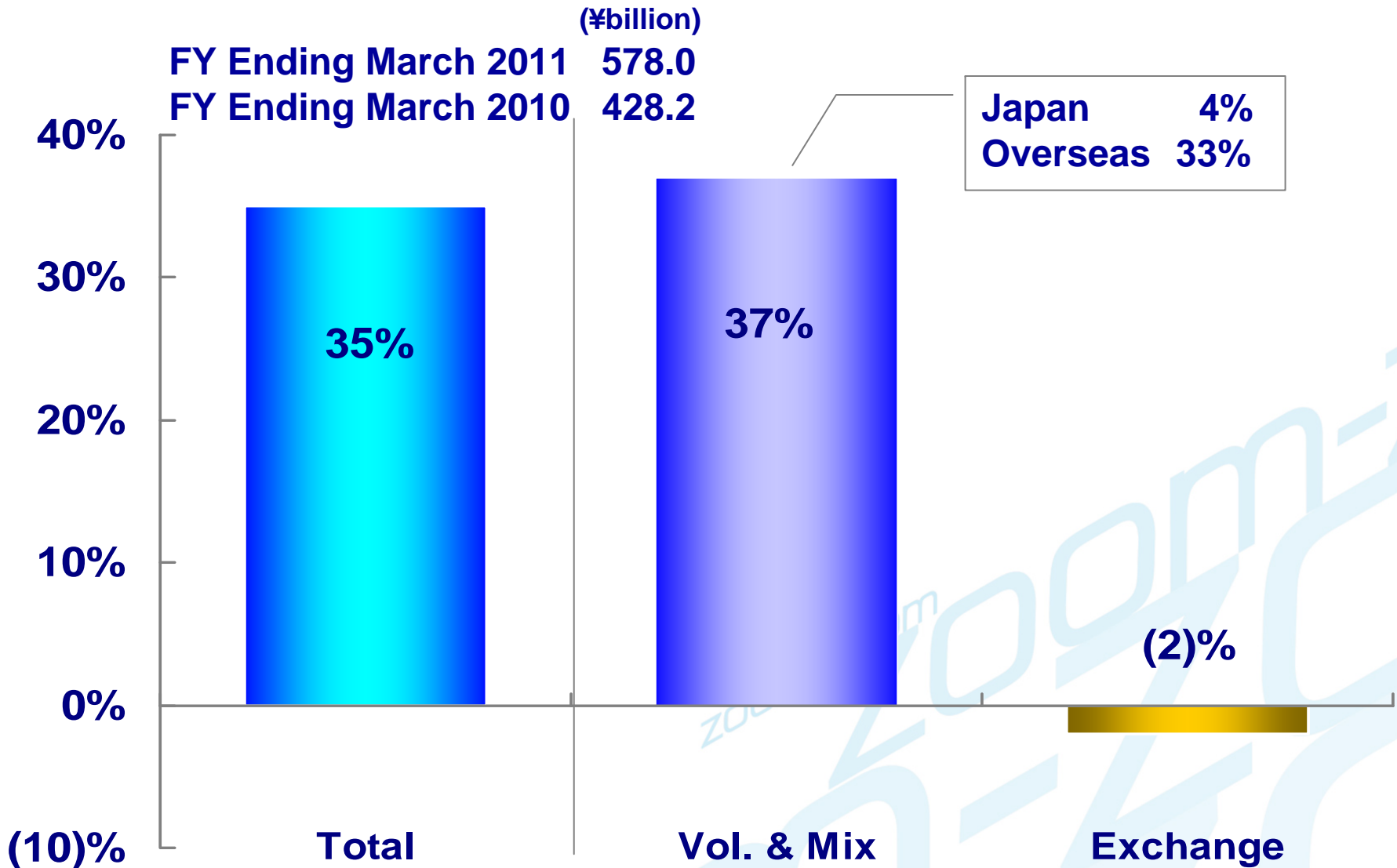


FY Ending March 2010

FY Ending
March 2011

REVENUE CHANGE

FY Ending March 2011 1st Quarter Compared with
FY Ending March 2010 1st Quarter



KEY DATA

(000)	First Quarter (April-June)		Change	
	FY Ending March 2011	FY Ending March 2010	Volume	YOY(%)
	Consolidated Wholesales			
Japan	54	42	12	26 %
North America	94	53	41	78
Europe	44	43	1	2
China	6	2	4	190
Other Markets	70	41	29	72
Total	268	181	87	48 %

KEY DATA

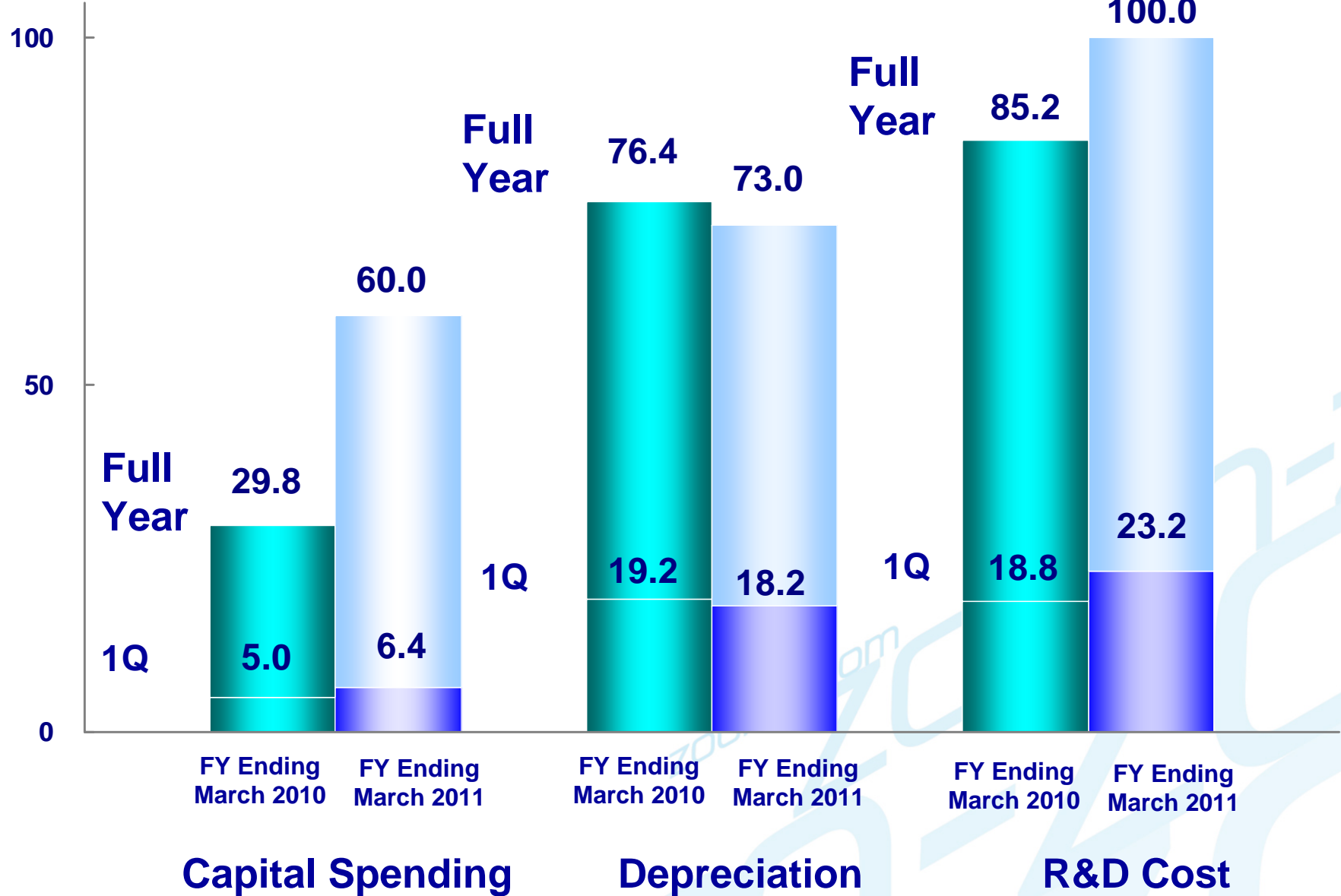
	FY Ending March 2011			Change from Prior Year		
	1st Half	2nd Half	Full Year	1st Half	2nd Half	Full Year
Global sales volume (000)						
Japan	126	84	210	21	(32)	(11)
North America	181	177	358	23	28	51
Europe	118	108	226	(5)	(8)	(13)
China	108	122	230	23	11	34
Other Markets	125	121	246	19	(3)	16
Total	658	612	1,270	81	(4)	77
Consolidated wholesales (000)						
Japan	126	85	211	21	(29)	(8)
North America	168	196	364	42	18	60
Europe	95	125	220	(14)	7	(7)
China	11	9	20	6	(1)	5
Other Markets	127	113	240	41	1	42
Total	527	528	1,055	96	(4)	92
Exchange rate						
US\$ / Yen	90	90	90	(6)	0	(3)
€/ Yen	125	125	125	(8)	(4)	(6)

FY ENDING MARCH 2011 FINANCIAL METRICS

(Billion yen)	FY Ending March 2011			FY Ending March 2010	Full Year Change
	1st Half	2nd Half	Full Year	Full Year	
Revenue	1,130.0	1,140.0	2,270.0	2,163.9	106.1
Operating profit	10.0	20.0	30.0	9.5	20.5
Ordinary profit	8.0	21.0	29.0	4.6	24.4
Profit before tax	3.0	18.0	21.0	(7.3)	28.3
Net income	1.0	4.0	5.0	(6.5)	11.5
Operating ROS	0.9 %	1.8 %	1.3 %	0.4 %	0.9 pts
EPS (Yen/Share)	0.6	2.2	2.8	(4.3)	7.1

KEY DATA

(Billion yen)



DISCLAIMER

The projections and future strategies shown in this presentation are based on various uncertainties including without limitation the conditions of the world economy in the future, the trend of the automotive industry and the risk of exchange-rate fluctuations.

So, please be aware that Mazda's actual performance may differ substantially from the projections.

If you are interested in investing in Mazda, you are requested to make a final investment decision at your own risk, taking the foregoing into consideration.

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