



FISCAL YEAR ENDING MARCH 2012 FIRST QUARTER FINANCIAL RESULTS



New MAZDA Demio 13-SKYACTIV

Mazda Motor Corporation
July 29, 2011

PRESENTATION OUTLINE

- **Highlights**
- **Fiscal Year Ending March 2012
First Quarter Results**
- **In Summary**





HIGHLIGHTS

HIGHLIGHTS

- Revenue was ¥408.1 billion, operating loss was ¥23.1 billion, and net loss was ¥25.5 billion
- Due to the impact of the earthquake, global sales volume was down 11% year-over-year to 281,000 units
- Introduced the New Demio in Japan, our first product incorporating SKYACTIV TECHNOLOGY. Achieved orders exceeding the plan, for a good start
- Improved to 5th rank position in 2011 US IQS*
- Achieved record sales or share in Australia, China, Thailand, Mexico, Indonesia and Malaysia, continuing strong sales mainly in emerging markets
- Recovered normalized production at plants in Japan and overseas as planned from the latter half of the 1st quarter
- 1st quarter results on schedule to achieve full year operating profit of ¥20 billion. No change to 1st half and full year forecast



FISCAL YEAR ENDING MARCH 2012 FIRST QUARTER RESULTS

FY ENDING MARCH 2012 FINANCIAL METRICS

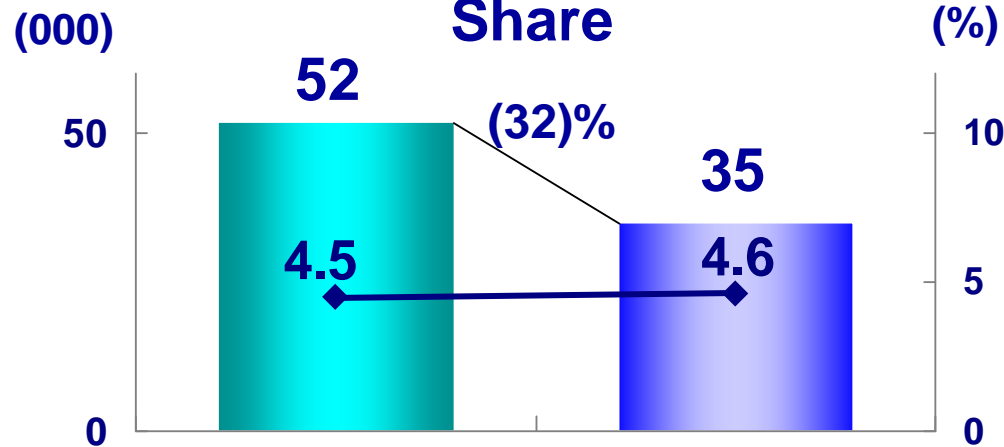
(Billion yen)	First Quarter		Change	
	<u>FY Ending March 2012</u>	<u>FY Ended March 2011</u>	<u>Amount</u>	<u>YOY (%)</u>
Revenue	408.1	578.0	(169.9)	(29)
Operating profit	(23.1)	6.4	(29.5)	-
Ordinary profit	(25.8)	4.1	(29.9)	-
Profit before tax	(30.6)	0.8	(31.4)	-
Net income	(25.5)	(2.1)	(23.4)	-
Operating ROS	(5.7) %	1.1 %	(6.8) pts	-

KEY SALES DATA

	First Quarter		Change	
	<u>FY Ending March 2012</u>	<u>FY Ended March 2011</u>	<u>Volume</u>	<u>YOY(%)</u>
Global sales volume (000)				
Japan	35	52	(17)	(32)
North America	86	90	(4)	(4)
USA	58	60	(2)	(3)
Europe	44	54	(10)	(19)
China	53	53	0	0
Other Markets	63	68	(5)	(8)
Total	281	317	(36)	(11)
Wholesales (000)	186	268	(82)	(31)
Domestic production (000)	178	221	(43)	(20)
Exchange rate				
US\$ / Yen	82	92	(10)	
€/ Yen	117	117	0	

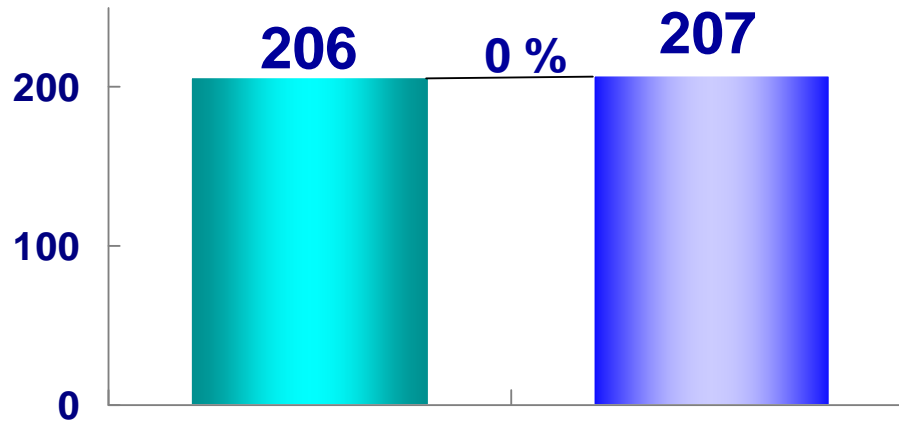
JAPAN

1st Quarter Sales Volume/ Share



New Mazda Demio 13-SKYACTIV

Full Year Sales Volume



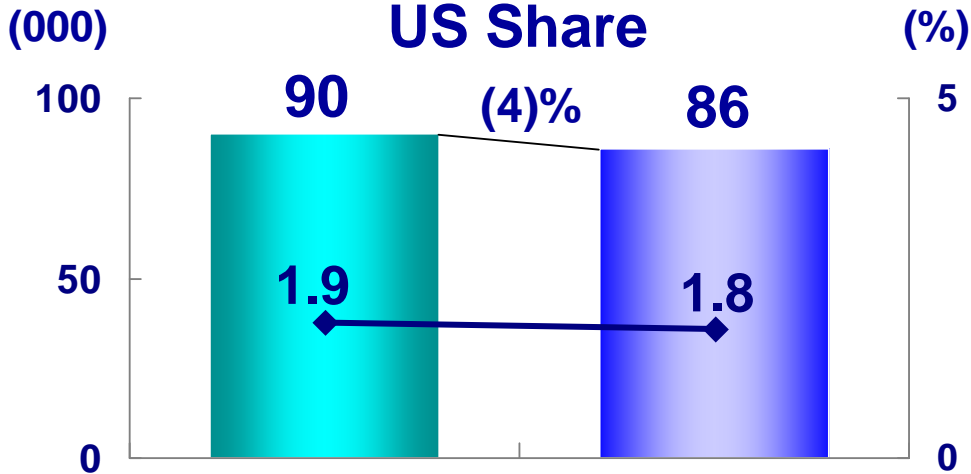
FY Ended
March 2011

FY Ending
March 2012

- 1st quarter sales volume was 35,000 units. Share increased 0.1 point from the prior year to 4.6%
- New Demio achieved orders exceeding the plan, for a good start
- Sales ratio of SKYACTIV-G exceeded the plan, securing a good reputation
- Full year forecast at prior year level of 207,000 units

NORTH AMERICA

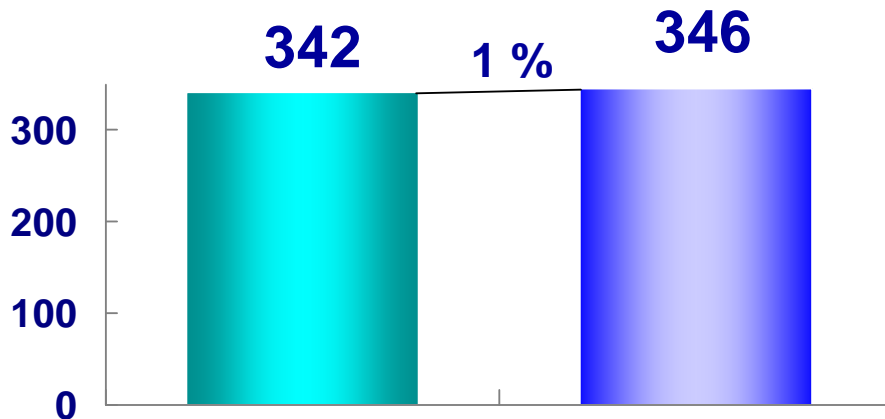
1st Quarter Sales Volume/ US Share



Mazda3

- 1st quarter sales volume was 86,000 units
- In the US, Mazda3 and CX-9 maintain the top residual value in their respective segments
- Improved to 5th rank position in 2011 US IQS*
- Continued the strong sales in Mexico, achieving record sales volume and record share of 3.2%
- Full year forecast is 346,000 units, representing growth of 1%

Full Year Sales Volume

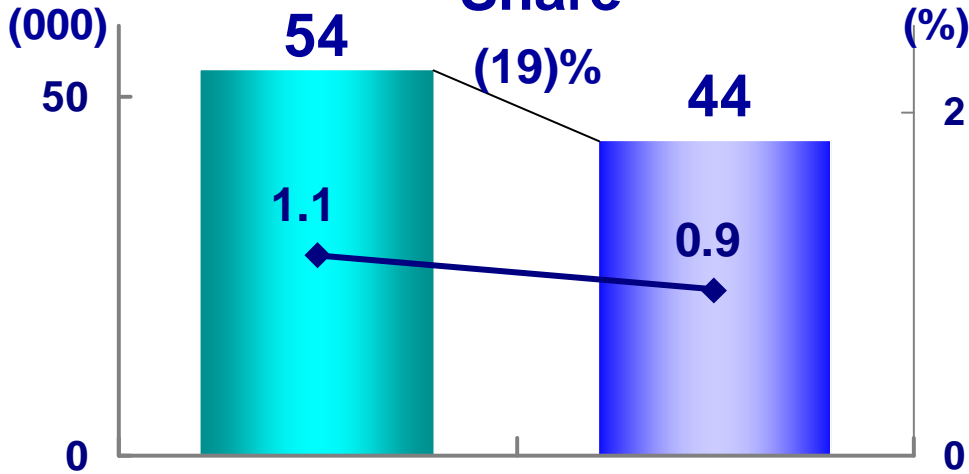


FY Ended
March 2011

FY Ending
March 2012

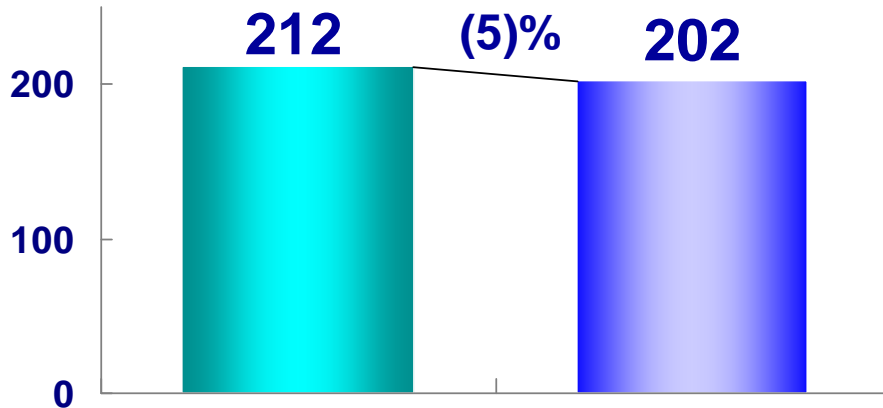
EUROPE

1st Quarter Sales Volume/ Share



Mazda5

Full Year Sales Volume



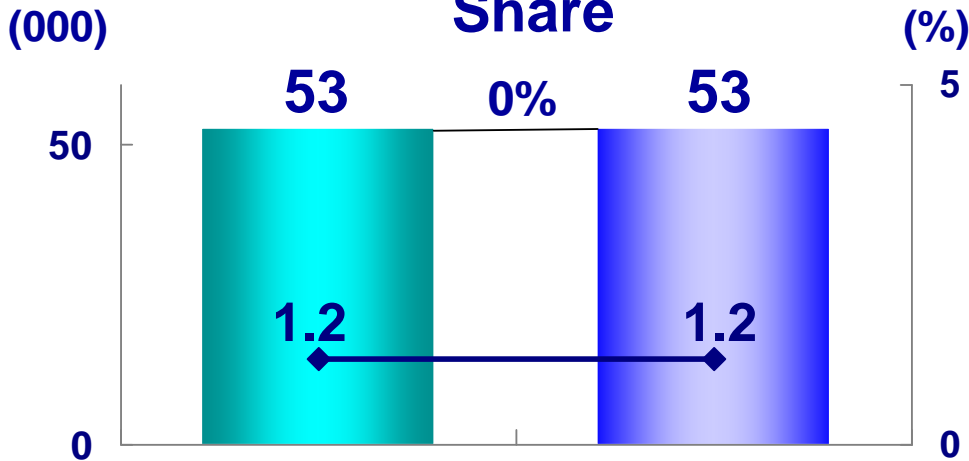
FY Ended
March 2011

FY Ending
March 2012

- 1st quarter sales volume was 44,000 units
- Due to strong demand and our strong brand in Russia, doubled sales volume YOY and increased share by 0.4 points to 1.2%
- Full year forecast is 202,000 units

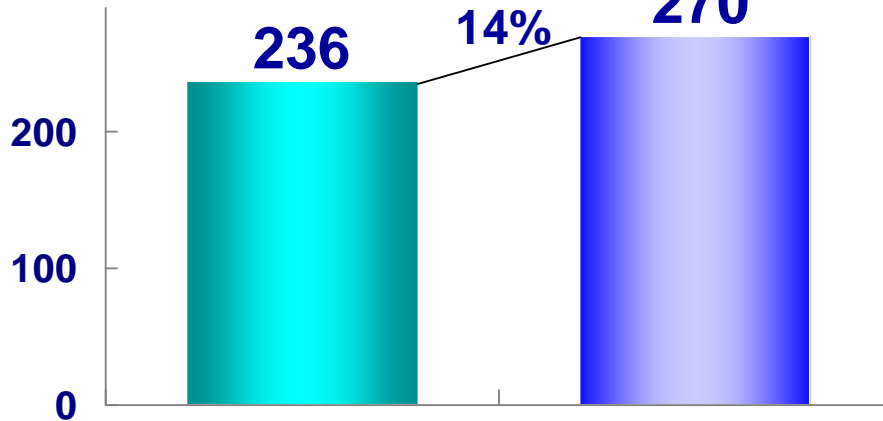
CHINA

1st Quarter Sales Volume/ Share



Mazda6

Full Year Sales Volume



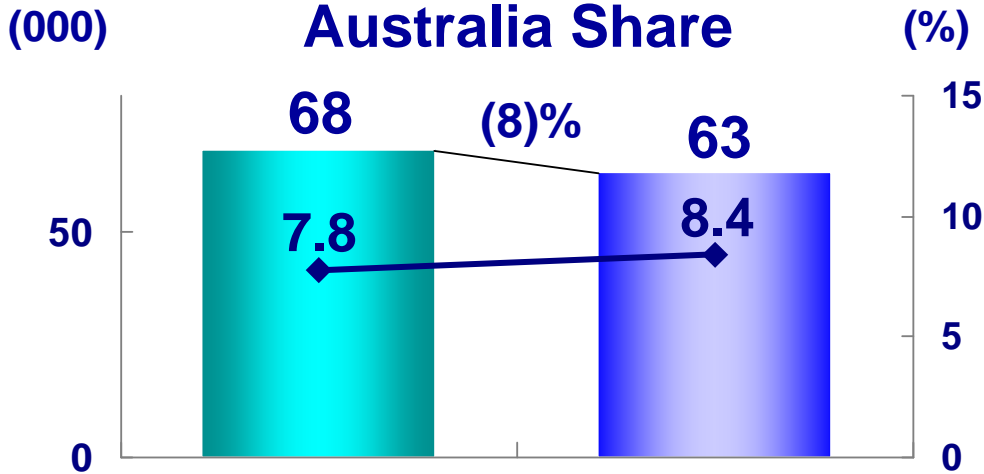
FY Ended
March 2011

FY Ending
March 2012

- Achieved record sales volume of 53,000 units
- Share remained at prior year level of 1.2%
- Steady progress to build sales network, with 323 dealer outlets opened
- Full year forecast is 14% growth to 270,000 units

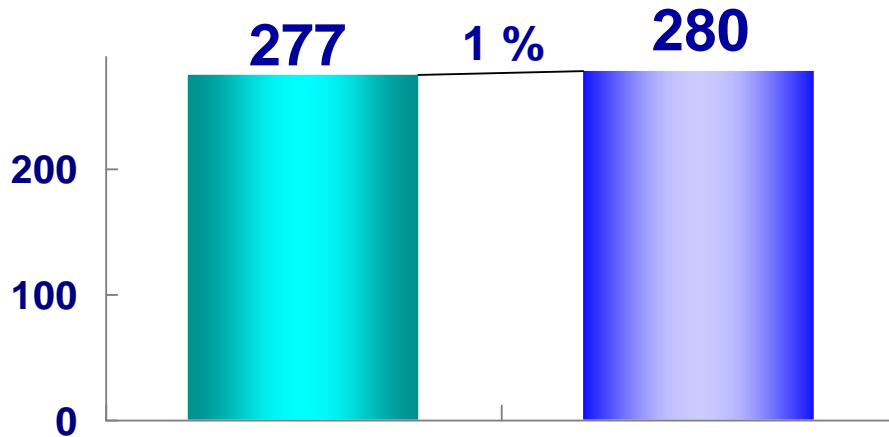
OTHER MARKETS

1st Quarter Sales Volume/ Australia Share



AAT-produced Mazda2

Full Year Sales Volume



FY Ended
March 2011

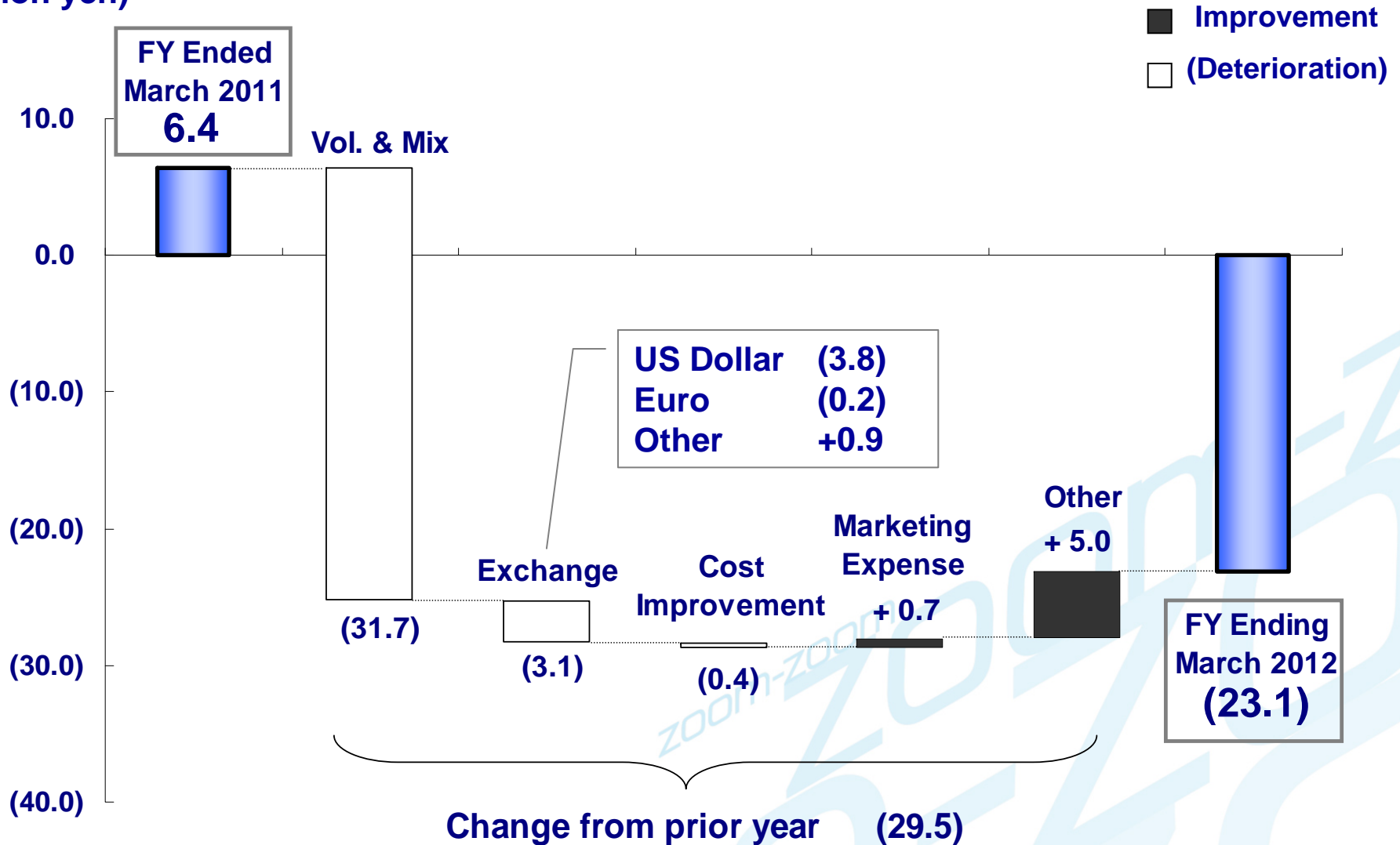
FY Ending
March 2012

- Sales in other markets were 63,000 units
- Increased share in Australia by 0.6 points to achieve record share of 8.4%
- Record sales volume achieved in Thailand. Record sales and share also achieved in Indonesia and Malaysia – strong performance in ASEAN continues
- Full year forecast is 1% growth of 280,000 units

OPERATING PROFIT CHANGE

FY Ending March 2012 1st Quarter Compared with
FY Ended March 2011 1st Quarter

(Billion yen)



OPERATING PROFIT AND DOMESTIC PRODUCTION TREND

- Full year domestic production volume forecast: 900,000 units
- Full year operating profit forecast: ¥20 billion

Domestic Production
(000)

178

Operating Profit (Billion yen)

(23.1)

Plant Utilization
Ratio:

72%

87%

88%

101%

1Q

2Q

3Q

4Q

FY Ending March 2012

IN SUMMARY (1)

- **With the impact of the earthquake and other factors, revenue was ¥408.1 billion, operating loss was ¥23.1 billion and net loss was ¥25.5 billion**
- **Plan to turn around to profitability from the 2nd quarter. 1st quarter results on schedule to achieve full year operating profit of ¥20 billion**
- **Introduced the New Demio in Japan, our first product incorporating SKYACTIV TECHNOLOGY. Achieved orders exceeding the plan, for a good start**
- **Achieved record sales or share in Australia, China, Thailand, Mexico, Indonesia and Malaysia, continuing strong sales mainly in emerging markets**

ZOOM-ZOOM

IN SUMMARY (2)

- Starting with the New Demio launched in Japan, the launch of models with new generation SKYACTIV TECHNOLOGY is proceeding according to plan
 - Introduce the New Mazda3 with SKYACTIV-G and SKYACTIV-Drive in major markets in the latter half of FY Ending March 2012
 - In 2012, the new CX-5, fully equipped with SKYACTIV TECHNOLOGY, will be launched globally
- Implementation of growth strategy in emerging markets and expansion of local production
 - Central and South America
Decided to start sales in Brazil from FY Ending March 2013, and production in Mexico from FY Ending March 2014
 - ASEAN
Accelerate the local production and exports from the region centering on AAT, expansion of sales in Indonesia, Malaysia and Vietnam
 - China
Expand the production capacity aiming for capacity to sell 400,000 units



mazda

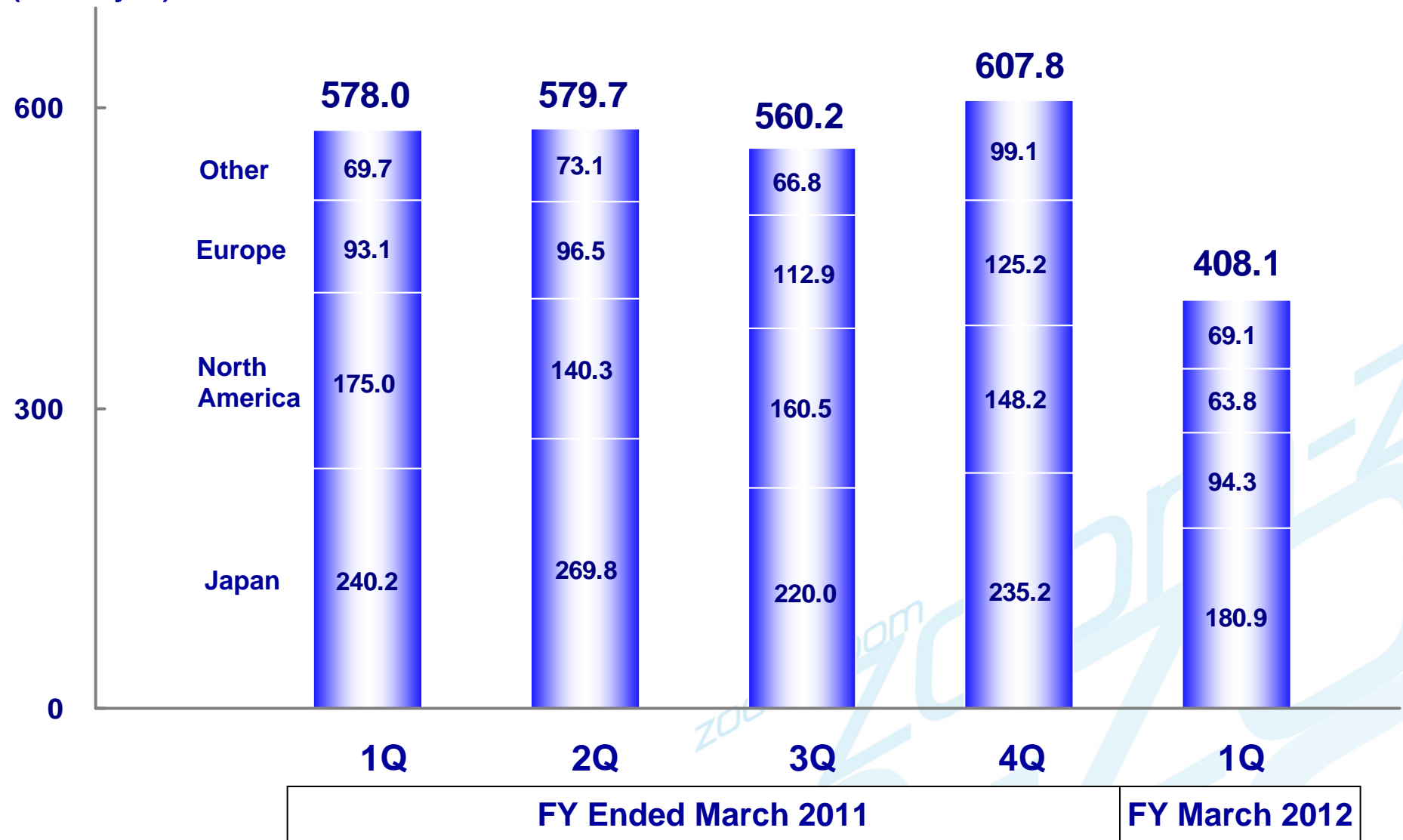




APPENDIX

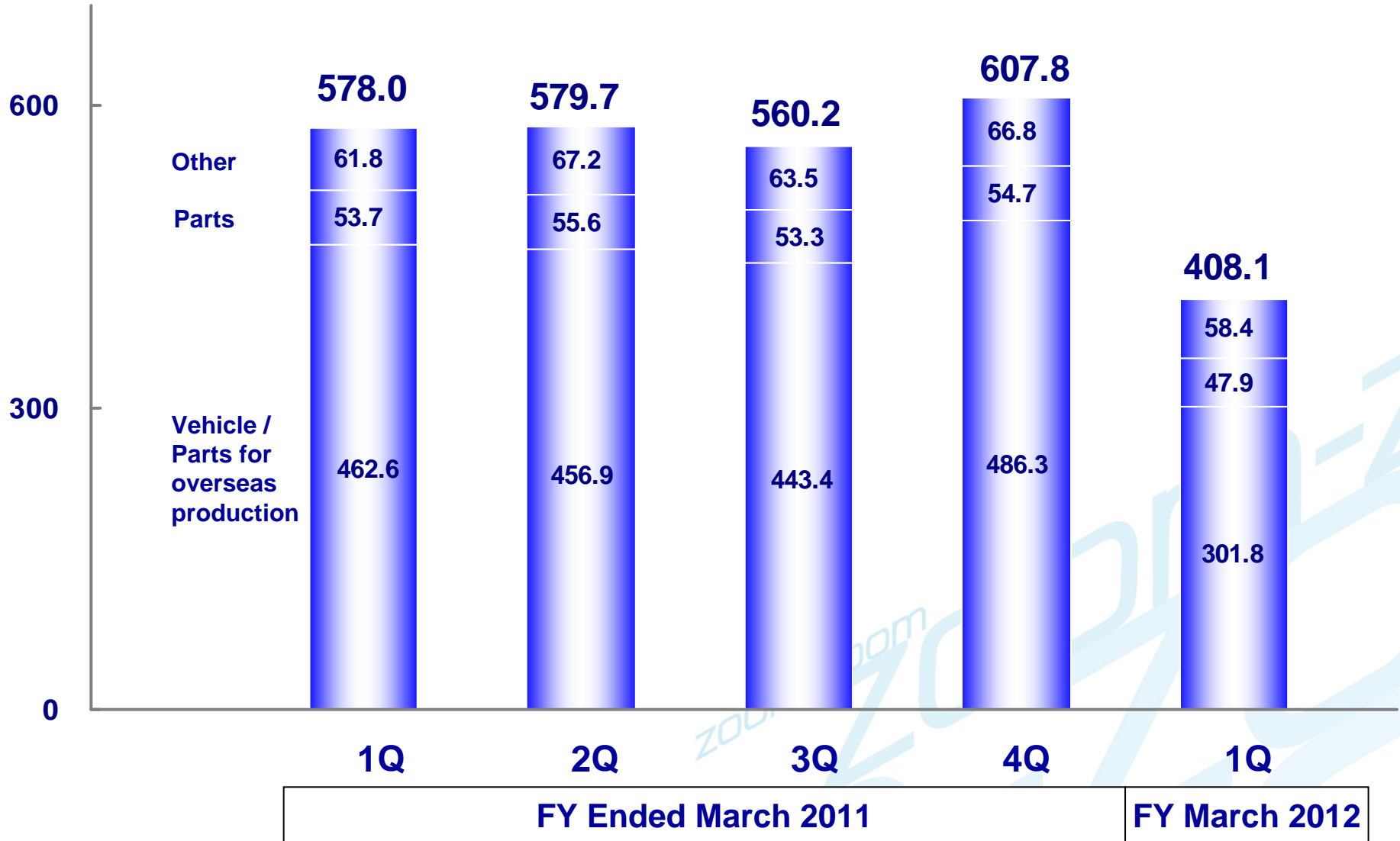
REVENUE BY GEOGRAPHIC AREA

(Billion yen)



REVENUE BY PRODUCT

(Billion yen)



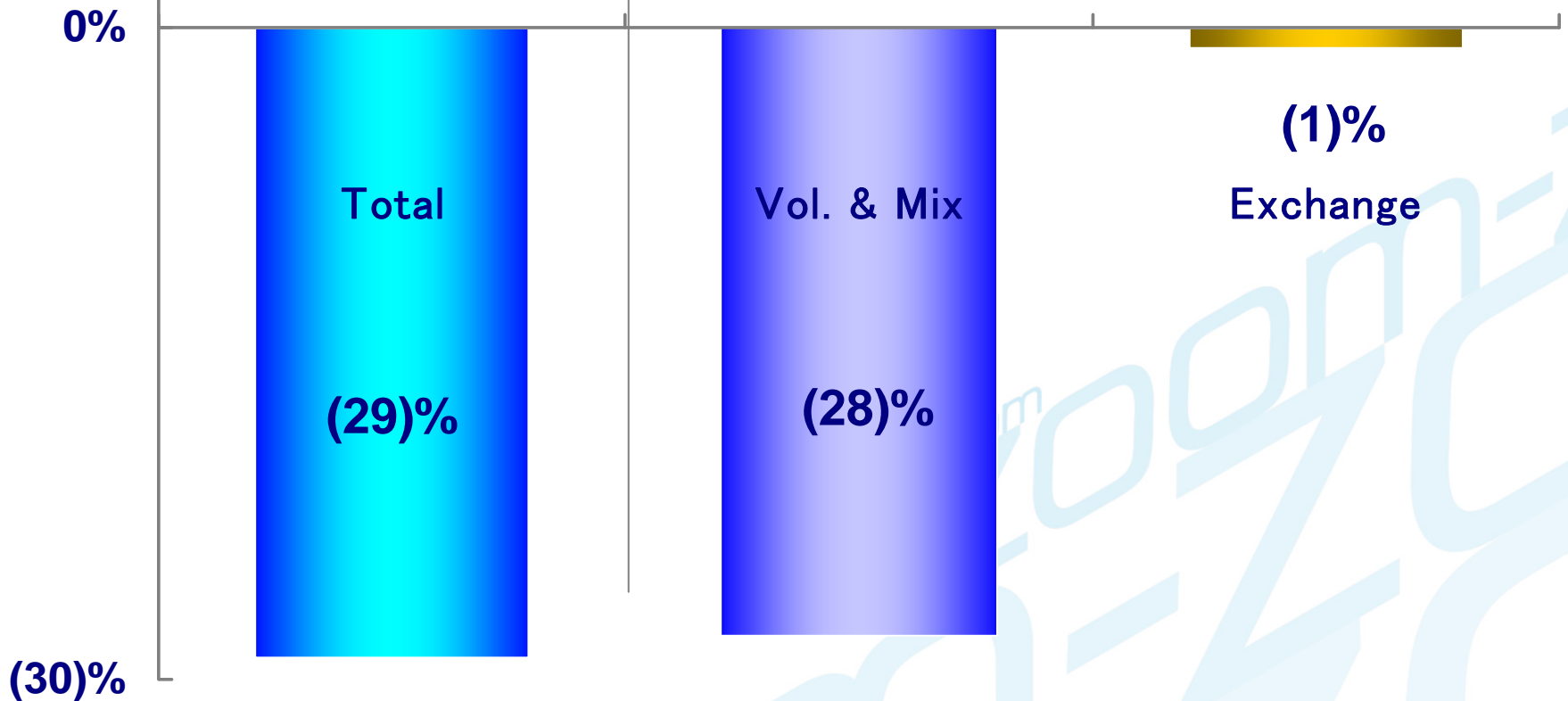
REVENUE CHANGE

FY Ending March 2012 1st Quarter Compared with
FY Ended March 2011 1st Quarter

(Billion yen)

FY Ending March 2012 408.1
FY Ended March 2011 578.0

Japan (4)%
Overseas (24)%



KEY SALES DATA

	First Quarter		Change	
	FY Ending March 2012	FY Ended March 2011	Volume	YOY(%)
Consolidated wholesales (000)				
Japan	43	54	(11)	(20)
North America	59	94	(35)	(38)
Europe	27	44	(17)	(39)
China	3	6	(3)	(55)
Other Markets	54	70	(16)	(22)
Total	186	268	(82)	(31)

KEY SALES DATA

	Full Year			
	FY Ending	FY Ended	Change	
	March 2012	March 2011	Volume	YOY(%)
Global sales volume (000)				
Japan	207	206	1	0
North America	346	342	4	1
USA	240	238	2	1
Europe	202	212	(10)	(5)
China	270	236	34	14
Other	280	277	3	1
Total	1,305	1,273	32	3

Exchange rates

US\$ / Yen	83	86	(3)
€/ Yen	113	113	0

FY ENDING MARCH 2012 FINANCIAL METRICS

(Billion yen)	FY Ending March 2012			FY March 2011	Full Year Change
	1st half	2nd half	Full year	Full year	
Revenue	960.0	1,230.0	2,190.0	2,325.7	(135.7)
Operating profit	(20.0)	40.0	20.0	23.8	(3.8)
Ordinary profit	(25.0)	40.0	15.0	36.9	(21.9)
Profit before tax	(30.0)	40.0	10.0	16.1	(6.1)
Net income	(35.0)	36.0	1.0	(60.0)	61.0
Operating ROS	(2.1) %	3.3 %	0.9 %	1.0 %	(0.1) pts
(000)					
Wholesales	450	595	1,045	1,100 *	(55)

* Consolidated wholesales volume for FY March 2011 includes 16,000 units, the impact of 15-month results at overseas subsidiaries as they changed their fiscal period.

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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