

Earth, People, and Society

Quality Improvement

Mazda's Approach

Toward the realization of its Corporate Vision, Mazda believes that it is important to enhance the quality of “all things offered outside the Company,” including products and services, to satisfy customers. To deliver customers safety, trust, and excitement through automotive lifestyles, and to have customers continuously realize the value of its products, Mazda makes Group-wide efforts based on the three principles below:

1. Establishing consistent quality, from planning to production
2. Early detection and early solution of market problems
3. Building special bonds with customers—cultivating human resources capable of considering and acting toward the happiness of customers

Vision for Quality Assurance

1. Establishing consistent quality from planning to production

“100-1=0” expresses Mazda’s strong desire to provide good quality to all customers, under the belief that for an individual customer, his/her vehicle is not one out of 100 vehicles but the only one. Mazda pursues a kind of vehicle production that respects each vehicle as a certain customer’s “one-and-only,” and all related departments work in close collaboration to establish consistent quality in all processes, from planning to production.

2. Early detection and early solution of market problems

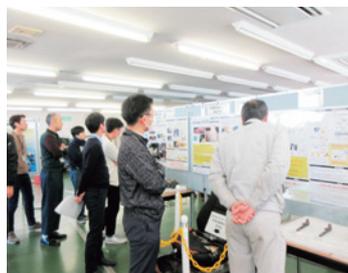
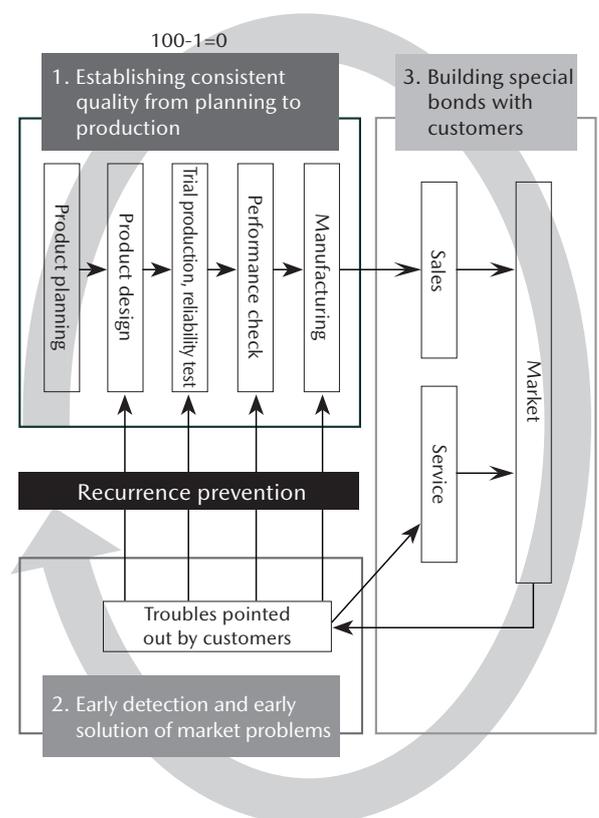
If an unpredictable problem arises in the market, it may result in loss of trust from customers. To avoid this, Mazda promotes quality assurance activities for the early detection and early solution of any problem pointed out by customers.

3. Building special bonds with customers

Mazda aims to build special bonds of ever-lasting trust with its customers by keeping contact with customers in good faith and with a sense of commitment to them.

Shaping Personnel Who can Think and Act from the Customer's Perspective

Mazda promotes human resources development to enable each and every employee will be able to think and act for themselves. To cultivate a customer-oriented corporate culture/mindset, since 2018 Mazda has set up an exhibition booth to show actual defective products found in the past and videos regarding these products, enabling employees to share lessons learned from past cases. This initiative is intended to encourage employees to think about past issues as issues concerning themselves and to improve their attitudes and behavior. In FY March 2021, the Company started to provide the exhibition online due to novel coronavirus (COVID-19), through which a total of 8,700 employees so far have shared lessons learned from past experiences.



Employees sharing past cases at the exhibition booth



An employee viewing past cases through the online exhibition

Contribution to the SDGs

Goals and Targets



(9.1) Develop sustainable and resilient infrastructure to support economic development and human well-being.