

About Mazda

The Origin and Meaning of "Mazda"

The Company's name, "Mazda," derives from Ahura Mazda, a god of the earliest civilizations in western Asia. The Company has interpreted Ahura Mazda, the god of wisdom, intelligence, and harmony, as a symbol of the origin of both Eastern and Western civilizations, and also as a symbol of automotive culture. It incorporates a desire to achieve world peace and the development of the automobile manufacturing industry. It also derives from the name of the Company's founder, Jiro Matsuda.

Mazda Brand Symbol

The brand symbol expresses Mazda's dedication to continuous growth and improvement. It is a symbolic development of the Mazda "M", and shows the Company stretching its wings as it soars into the future (Established in June 1997).



Mazda Corporate Mark

Mazda developed its corporate mark as a symbol for Mazda's communications in 1975. It was later positioned as an easy-to-read corporate mark, in line with the establishment of the brand symbol in 1997 (Established in January 1975).



Mazda Brand Slogan, "Zoom-Zoom"

Mazda's creativity and innovation continuously delivers fun and exhilarating driving experiences to customers who remember the emotion of motion first felt as a child (Announced in April 2002).

Editorial Policy

- This report presents Mazda's CSR initiatives in the six areas—Customer Satisfaction, Quality, Safety, Environment, Respect for People, and Social Contributions—primarily regarding the targets and results of these initiatives.
- Aiming to satisfy the needs of readers, Mazda studied the editorial policy and content of this report in reference to the third party opinion and stakeholders' ideas and views obtained through the questionnaire survey and engagements with stakeholders.

Report Coverage

Organizations Covered: The entire Mazda Group, including Mazda Motor Corporation and its Group companies, is covered in this report. (Where the reporting item is not applicable to the entire Mazda Group, the organizations covered are specified.)

Period Covered: The report primarily covers the period from April 2019 through March 2020, although some activities after April 2020 are included.

Scope of the Report: Social, environmental, and economic data are included in this report.

* For more details about economic data, see Mazda's website Investor Relations & Annual Report.

Referenced Guidelines

This report has been prepared in accordance with the GRI Standards: Core option.

Other guidelines referenced: Japanese Ministry of the Environment's Environmental Reporting Guidelines (2018 Edition), Japanese Ministry of the Environment's Environmental Accounting Guidelines (2005 Edition), ISO26000

Date of Publication (In-depth version)

Japanese version: October 2020 (The previous report was published in October 2019; the next report will be published in the summer of 2021).

* The 2020 digest version (PDF / Booklet) was published in November 2020.

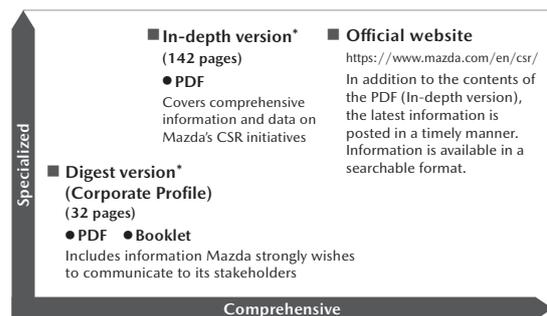
English version: December 2020 (The previous report was published in November 2019; the next report will be published in the autumn of 2021).

* The 2020 digest version (PDF / Booklet) will be published in December 2020.

Approach to Reporting Information

Mazda discloses information in the following formats.*

* If any content errors are found after publication, a list of errata will be posted on Mazda's official website.



*Available on our website at <https://www.mazda.com/en/csr/report/download/>

Disclaimer: This report includes future projections for Mazda Motor Corporation and its Group companies' performance based on plans, forecasts, management plans, and strategies at the time of publication, in addition to actual past and present facts. Such forward-looking statements are predictions based on information or assumptions available at the time of edit, and may differ from future operational results due to changes in circumstances.