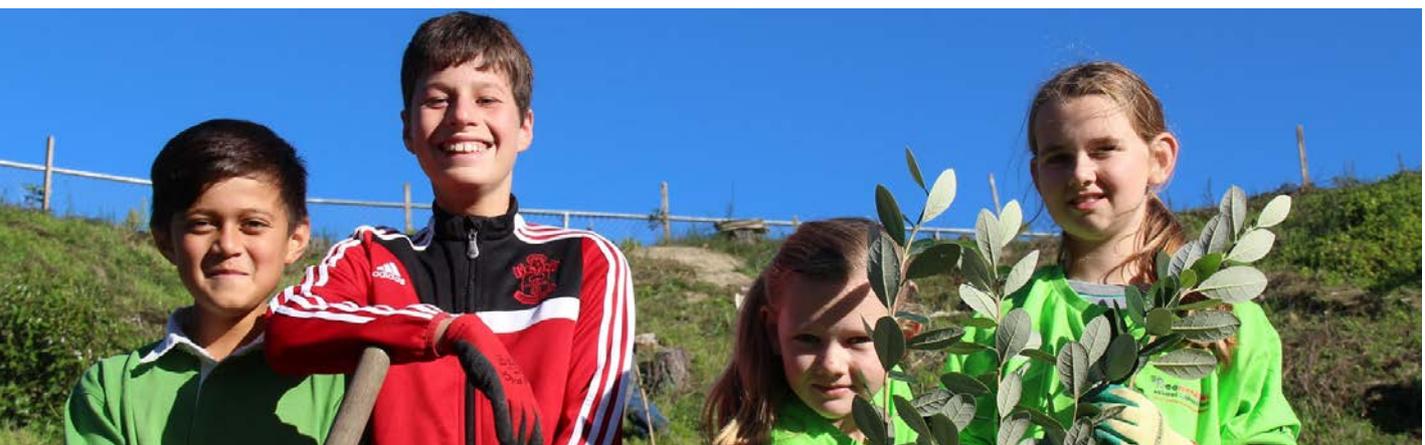




SOCIAL CONTRIBUTION REPORT 2018



Editorial Policy

Mazda's social contribution initiatives in Japan and overseas are reported.

Report Coverage

Organizations Covered: This report mainly covers Mazda Motor Corporation, as well as its domestic (Japanese) and overseas Group companies.

Period Covered: The report primarily covers the period from April 2017 through March 2018 (on the basis of the accounting period of each Group company)

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Please refer to P5 for the Company name of the Overseas Facilities.

SOCIAL CONTRIBUTIONS

Basic Policy on Initiatives

Basic Principles

As a company engaged in global business, Mazda is fulfilling its responsibilities as a good corporate citizen through ongoing involvement in socially beneficial activities tailored to the needs of local communities, in order to ensure that its business activities contribute to the building of a sustainable society.

Plans for Future Activities

- Proactive, ongoing responses to social needs through the core business activities of the Mazda Group in Japan and overseas
- In collaboration with local communities, contribute to the development of a sustainable society through activities tailored to the needs of communities
- Emphasize and provide support for self-motivated volunteer activities by employees, and incorporate diverse values to foster a flexible and vibrant corporate climate
- Proactively disclose the details of activities and engage in a dialogue with society

Three Pillars

Mazda promotes activities that are strongly rooted in local communities. Its social contribution activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions.

a

a Three Pillars in Basic Policy on Social Contribution Initiatives



Promotion Framework

In May 2010, Mazda established the Social Contribution Committee. The role of this committee, which meets regularly (twice a year), is to discuss issues facing the entire Mazda Group and share information, in line with the social contribution policy and the CSR targets decided by the CSR Management Strategy Committee.

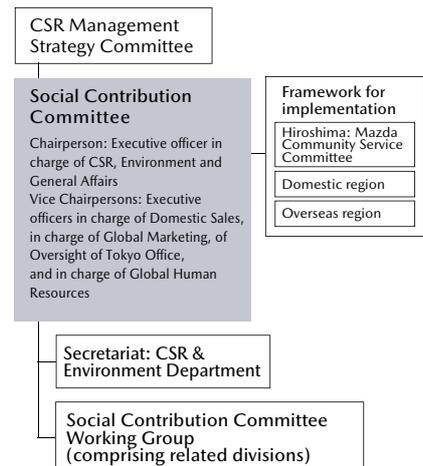
The details of the actual activities are considered by a Working Group comprised of related divisions. Through the activities of the committee undertaken since 2010, Mazda continues to enhance information collection and utilization from a global and Group standpoint. Individual activities are carried out based on the budget plan in each region or department.*1

FY March 2018 Major Results:

- Set the CSR targets and the Mazda Green Plan 2020 (social contribution) and took actions.
- Carried out over 500 activities*2 in Japan and overseas (cost of social contribution activities: around 2.0 billion yen in FY March 2018).
- Established the Mazda Social Contribution Prize, selected based on evaluation indexes for social contribution programs, and continued implementing the PDCA (plan-do-check-act) cycle process.

b

b Promotion Framework



Evaluation Indexes for Social Contribution Programs

In FY March 2015, Mazda established the evaluation indexes for social contribution programs.

These indexes are used to evaluate and promote programs which resolve social issues and improve corporate values and created the PDCA (plan-do-check-act) process.

They are designed to evaluate these social contribution programs from three perspectives: effect on society; effect on the Company; and Mazda uniqueness. (To be more specific, the indexes comprise eight categories such as "the number of beneficiaries," "the number of participating employees," "conformity with the Three Pillars in Basic Policy on Social Contribution Initiatives," etc.)

*1 In Japan, the United States, Australia, and New Zealand, the Mazda Foundation in each country separately undertakes various activities.

*2 Social contribution activities: Monetary donation, goods donation, facility sharing, employee participation and dispatch, voluntary programs, and support for disaster-stricken areas.

Establishment of the Mazda Social Contribution Prize

C

In January 2015, Mazda established the Mazda Social Contribution Prize as a commendation system to recognize outstanding social contribution activities. The objective of the prize is to raise in/external recognition of the outstanding social contribution activities and support for increasing excellent social contribution activities. Based on the evaluation indexes for social contribution programs, members of the Social Contribution Committee Working Group, the Mazda Workers' Union and the Federation of All Mazda Workers' Unions collaborate to evaluate candidate activities. The Social Contribution Committee then selects prizewinning activities, each of which will be presented with a certificate of recognition in the name of the Company President on the anniversary of Mazda's foundation in January every year.

■ Mazda Social Contribution Prize

The 2018 prizewinning activities were selected from the social contribution activities introduced in the Mazda Sustainability Report 2017 [Social Contribution Version]*¹ (which covered the period from April 2016 through March 2017).

Volunteering by Employees

Mazda offers support to help employees become actively involved in volunteer activities.

- Providing volunteer opportunities (Specialist Bank, Volunteer Center, etc.)
- Subsidizing part of the cost of activities (Mazda Flex Benefits, etc.)
- Enabling employees to take leave for activities (volunteer leave such as the Special Warm Heart leave system, etc.)
- Providing volunteer training opportunities

Support for Disaster-Affected Areas

The Mazda Group provides various supports for the early recovery and restoration of areas affected by natural disasters. Mazda Head Office coordinates with its production/business sites in the affected area to provide appropriate support in case of natural disasters such as an earthquake and abnormal weather.

Recent support cases: Great East Japan Earthquake / heavy rain in July 2018 (Japan), hurricanes (United States), Mexico Earthquake (Mexico), flooding in Southern Thailand (Thailand), etc.

Support through Mazda Foundations

Mazda and its Group companies have established Mazda Foundations in four countries, to promote support activities tailored to each region.

Country	Name	Support activities/objectives	Year of establishment	Amount of grants (donations) in FY March 2018
Japan	Mazda Foundation http://mzaidan.mazda.co.jp (Japanese only)	Support activities to promote science and technology and the sound development of youth.	1984	¥52.30 million
U.S.	Mazda Foundation USA (MFUS) http://www.mazdafoundation.org/	Provide funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc.	1990	Around US\$481,000
Australia	Mazda Foundation Australia (MFA) http://mazdafoundation.org.au/	Provide funds to various initiatives, including education, environmental conservation, technology promotion, and welfare.	1990	Around A\$1,152,000
New Zealand	Mazda Foundation New Zealand (MFNZ) http://mazdafoundation.org.nz/	Provide funds to various initiatives, including education, environmental conservation, and culture.	2005	Around NZ\$ 246,000

C Mazda Social Contribution Prize

	Activity name
Grand Prize	Mazda Ekiden Road Relay Race (Mazda Motor Corporation [Hiroshima Plant, Hofu Plant], Mazda de Mexico Vehicle Operation)
Special Prize	Public Service at the Mine Proving Ground (Mazda Motor Corporation [Mine Proving Ground])
Special Prize	Donating Computers (Mazda Engineering & Technology)
Special Prize	Raising Traffic Safety Awareness—Activities to raise awareness of traffic safety— (Hokkaido Mazda and Hakodate Mazda)
Special Prize	Sponsorship for Arts and Culture (Mazda Australia)
Prize for Encouragement	Installation of Community-Support Vending Machines (Mazda Parts)

*1 http://www.mazda.com/globalassets/en/assets/csr/download/2017/2017_s_all.pdf

Initiatives Based on the Three Pillars

Mazda promotes activities that are strongly rooted in local communities. Its social contribution activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions.

Environmental and Safety Performance

Mazda's business activities have a relationship with and impact social issues, such as global warming, energy and resource shortages, and traffic accidents. To resolve these issues, the Company attaches importance to the environmental and safety perspectives, not only in conducting its main business, but also when making social contributions.

- Hosting environmental awareness-raising programs at various events, dispatching lecturers to environmental education programs, and carrying out volunteer activities for biodiversity conservation and various other environmental protection initiatives
- Offering lectures on traffic accident issues at various events, and holding safer-driving seminars

Human Resource Development

Mazda emphasizes the perspective of human resources development, based on the idea that fostering people who will be future leaders in the foundation of society and in business is important.

- Holding seminars and lectures by employees with specialized knowledge and skilled techniques such as manufacturing.
- Accepting students for internship programs, supporting to learn about vehicles using facilities in the Company, etc.

Community Contributions

Mazda promotes community contribution activities to cope with specific issues of each local community, in the countries/regions where the Company conducts its business operations.

- Making monetary/vehicle donations to charities and participating in various charitable activities
- Promoting sports and culture

Company name of the Overseas Facilities

MNAO	Mazda North American Operations
MCI	Mazda Canada Inc.
MMVO	Mazda de Mexico Vehicle Operation
MCOL	MAZDA DE COLOMBIA S.A.S.
MME	Mazda Motor Europe GmbH
MMD	Mazda Motors (Deutschland) GmbH
MAG	Mazda Austria GmbH
MAE	Mazda Automoviles Espana,S.A.
MMH	Mazda Motor Hungary Kft
MSMR	MAZDA SOLLERS Manufacturing Rus LLC
MCO	Mazda Motor (China) Co., Ltd.
AAT	AutoAlliance (Thailand) Co.,Ltd.
MPMT	Mazda Powertrain Manufacturing (Thailand) Co.,Ltd.
MST	Mazda Sales (Thailand) Co.,Ltd.
MA	Mazda Australia Pty. Ltd.
MMNZ	Mazda Motors of New Zealand Ltd.

What Will Our Future Be Like?

Environmental Awareness for Children

[Japan] Mazda Motor Corporation



Children Participated in a Quiz to Imagine What the World Will Be Like When They Grow Up

At EcoPro, an international exhibition on the environment and energy in Asia, Mazda hosts an exhibition booth to improve students' awareness of environmental issues and to introduce the environmental initiatives it is pursuing.

In FY2017, Mazda hosted a quiz with the theme "The Mazda Challenge! Initiatives to Reduce CO2 for the Future of Our Planet."* The quiz was used to encourage elementary and junior high school students, who made up more than 10% of event attendees, to think about how cars will be used in society by the time the students are adults; it also introduced steps Mazda is taking to reduce CO2 emissions in order to stop global warming. At the end of the quiz, everyone was encouraged to think together about what they can do, starting today, to help conserve the environment.

Many of the elementary and junior high school students who participated shared their thoughts, such as, "I learned that even when I become an adult, it is expected that about 84% of all cars will still have gasoline engines. I learned that Mazda is developing a variety of cars to address future conditions in order to reduce CO2 emissions." Another said, "Starting today, I'll be sure to turn off lights that I'm not using, because saving electricity can stop global warming." In addition, their teachers said it was "a good opportunity to think about environmental problems and issues that society will face in the future and to think about solutions."

By the numbers

Duration of event: **12** years

(Exhibition booths were hosted in Hiroshima Prefecture in 2004 and 2005.)

* The content of this quiz was prepared with the cooperation of Fuchuminami Elementary School in Hiroshima Prefecture.

Preserving Bountiful Forests for the Next Generation

Support for Regional Forest Protection Activities

[Japan] Mazda Motor Corporation



Clearing Vines and Underbrush to Vitalize Forests

Mazda is cooperating with Hiroshima Prefecture and Yamaguchi Prefecture in regional forest protection activities.

In 2010, Mazda Head Office (Hiroshima) concluded a Forest Preservation and Management Pact with the government of Hiroshima Prefecture, with the Mazda-no-Mori (Mazda Forest) in the Hiroshima Prefecture Ryokka (afforestation) Center (Higashi Ward, Hiroshima City) serving as a base of operations. With the guidance and cooperation of forest conservation volunteer groups, we are giving lectures to enhance awareness of environmental conservation, providing woodcraft classes to teach children how to make use of forest resources, and holding nature observation events, in addition to activities such as clearing, removing underbrush, and planting trees.

The Hofu Plant has participated in the "Water-Supply Forest Development in Collaboration with Corporations" program administrated by Yamaguchi Prefecture for water-using companies since 2005, and the "Fureai-no-Morizukuri program in the Saba River basin and Mt. Ohira" (hosted by the Saba River basin Morizukuri-no-Kai) since 2013.

In FY2017, a total of 118 employees participated in these programs in Hiroshima Prefecture and Yamaguchi Prefecture. Comments we received from participants included "It felt wonderful to clear underbrush from the mountain to let in the sunlight" and "The role of forests was explained

in an easy-to-understand way, and I learned the necessity of forest conservation activities. I want to participate again next time."



By the numbers

Mazda-no-Mori (Mazda Forest)

Duration of program: **7** years

Total number of participants: **679** participants

Water-Supply Forest Development in Collaboration with Corporations

Duration of program: **13** years

Total number of participants: **67** participants

Fureai-no-Morizukuri program in the Saba River basin and Mt. Ohira

Duration of program: **5** years

Total number of participants: **61** participants

Creating a Habitat at Mazda R&D

Greening Activities in Collaboration with Communities

[Japan] Mazda Motor Corporation

Cooperating in a Study of Dragonfly Flight



The Mazda R&D Center Yokohama (MRY), Mazda's base for research and development in Yokohama, has supported the Keihin Afforestation Project promoted by Yokohama City. Since 2004, they have also supported "How Far Does a Dragonfly Fly?" Forum (*), a collaborative project implemented by companies, universities, local governments, and citizens to investigate and track the flight of dragonflies. Through such projects, they are working to revitalize nature and expand green environments.

In 2009, MRY transplanted indigenous wild water plants to create a biotope based in a pond on the premises. Now there are many unusual creatures living in the water, and rare dragonfly including *polycanthagyna melanictera* visit the biotope. This project has received high praise from experts, who have said that the development of green spaces in the Keihin Industrial Zone has allowed these rare dragonflies to return.

Investigations of the flight of dragonflies are carried out every summer when the dragonfly population is stable, in 10 locations in coastal industrial areas.

In FY2017, MRY cooperated in conducting a three-day study of dragonfly flight patterns starting on July 31. In the study, investigators visually checked and caught dragonflies to trace their species, condition of arrival, and travel between survey points. (After the survey, the dragonflies were released.)



By the numbers

Duration of program: **14** years

* In September 2017, this project was received the 5th Japan Awards for Biodiversity 2017 "Award of Excellence" from the Aeon Environmental Foundation.

Crocodile Hitches a Ride! Mazda Supports Wildlife Protection Support for Auckland Zoo

[New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ)



You'll Do a Double Take: This Realistic Car Design Supports Conservation

Since 2012, MMNZ has been providing Mazda cars based on a partnership agreement with Auckland Zoo*, a not-for-profit wildlife conservation organization that is focused on conserving and building a future for wildlife, both in New Zealand and around the world.

MMNZ has been providing three vehicles: the Mazda3, CX-9, and BT-50.

Auckland Zoo is home to the largest collection of native and exotic wildlife species in New Zealand (over 875 animals and 138 species). The Mazda3, CX-9, and BT-50 are escorting animals and help with day-to-day operations on site, and are also used by staff to conduct field conservation work.

* Auckland Zoo, which attracts over 700,000 visitors annually, receives a reputation as one of the world's most progressive zoos.



By the Numbers

Duration of campaign: **6** years

Number of cars provided: **3** cars

Teaching Environmental Awareness in the Schoolyard

Tremendous Project

[New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ), Mazda Foundation New Zealand

Since 2004, MMNZ has provided Mazda vehicles to Project Crimson Trust, one of New Zealand's leading conservation organizations, to support the Trust's conservation work.

The Tremendous Project, a joint project between Mazda Foundation New Zealand and Project Crimson Trust, was started in 2008 to educate children on the importance of the environment and the country's native fauna and flora.

In 2017, the project was conducted at five schools in commemoration of the 10th anniversary of these activities. Each school came up with ideas that were incorporated when performing maintenance on their schoolyards and planting gardens to cultivate a variety of native species.



Planting Native Greenery and Attracting Regional Birds, Insects, and Wildlife



More than 150 children and local residents participated in September, performing maintenance on schoolyards together with MMNZ, Mazda Foundation New Zealand, group companies, and staff members from Project Crimson. The schools were very happy, saying that the "new outdoor learning spaces will help the children become more familiar with nature while studying" and that they "really look forward to how the children's experiences in the new outdoor learning areas will contribute to their future".

By the Numbers

Duration of project: **10** years

Total number of schoolst: **40** schools

Working Together to Keep Our Neighborhoods Clean

Cleanup Activities

[Japan] Mazda Motor Corporation, Group Companies, Dealerships

[Europe] Mazda Motor Europe GmbH (MME), Mazda Motors (Deutschland) GmbH (MMD)

Employees at the Mazda Head Office (Hiroshima) work on periodical cleanups around the plants and offices during break times, participate in cleanup campaigns organized by local governments, and also implement cleanup activities of their own in the area around the Hiroshima Municipal Baseball Stadium, for which Mazda acquired the naming rights (known as Mazda Zoom-Zoom Stadium Hiroshima).

By the Numbers

Number of cleanup activities implemented in FY2017: **27**

Total number of participants in FY2017: Approx. **7,390**



Cleaning up the area around Mazda Zoom-Zoom Stadium Hiroshima

Cleanup Activities in Coordination with Local Events

The Hofu Plant, Miyoshi Plant, Mazda Group companies, and dealerships throughout Japan keep the areas around their companies clean. In addition, they work together with local companies and organizations to implement cleanup activities during local events and festivals to support local tourism.

At MME and MMD, 35 employees invited local residents to join them in implementing a spring cleaning activity in Leverkusen. This two-day activity involved one hour of volunteer cleanup work per day.



Volunteers cleaning the cormorant fishing pier in Miyoshi (mowing grass)

Teaching Children about the Evolution of Car Safety Performance

Collision experiment and quiz show - challenge with engineers! -

[Japan] Mazda Motor Corporation, Dealerships

Mazda has been implementing an educational program for 3rd to 6th grade elementary school students since 2008.

We held the "Collision Experiment and Quiz Show - Challenge with Engineers! -" from July to August 2017, at the Fuchu Kominkan Community Center and Numaji Transportation Museum in Hiroshima Prefecture, and the Nagoya International Exhibition Hall in Aichi Prefecture. A total of about 320 children and their guardians learned about safety through experiments and quizzes.

In addition, Machida outlet, Tokyo Mazda Sales implemented the same program for about 40 children and their guardians.

[Program]

<Compare!>

Compare the environmental and safety performance between the current Mazda Axela and the Familia from about 50 years ago.

<Experiment!>

Deepen your understanding of safety performance through a bumper collision experiment. Also, learn about the state of experimental research that is actually being performed.

<Take a Quiz!>

Think about traffic safety and how to reduce carbon dioxide (CO2) when using cars.



The Evolution of Environmental and Safety Performance: Comparing 50-Year-Old Cars to the Latest Models



Comments from the elementary school students who participated included "When comparing cars from 50 years ago with today's cars, we found many parts where environmental and safety performance has evolved", "I was impressed by the difference in seat belts", and "When I go out at night, I will avoid wearing clothes that make it difficult for me to be seen from a car."

By the numbers

Duration of program: **10** years

The Instant Danger of Texting While Driving

Project Yellow Light

[United States of America] Mazda North American Operations (MNAO)



Safe Driving Education for Young People

MNAO has supported Project Yellow Light, safe driving education program targeted at young people, since 2012. Every year, Project Yellow Light challenges teens to create 60-second public service announcement videos to encourage young people to avoid distracted driving. The winners receive scholarships provided by

Mazda Motorsports and other partner companies, and the winning public service announcement videos are distributed to TV stations for broadcast and displayed on digital billboards throughout the United States. High school and college students were selected as video/billboard/radio winners for the 6th scholarship contest in 2017.

Professional Racing Driver Lectures on the Dangers of Distracted Driving

In May 2017, a Mazda Motorsports driver spoke passionately to high school students about safe driving from the unique point of view of a professional racing driver, in order to raise awareness for safe driving. His lecture covered topics such as the danger of texting while driving and how difficult it is to recover from oversteering. One participant said that the lecture was "extremely helpful to raise awareness about safe driving among both students and the entire community, in order to learn how to prevent accidents".

In addition to lectures, young racing drivers from Mazda Motorsports are educating young people by attaching the logo for this project to their race cars and driver's suits.

By the Numbers
Duration of campaign: **6** years

Wishing for a Society Free of Traffic Accidents

Raising Traffic Safety Awareness

[Japan] Dealerships

Promoting Traffic Safety in Cooperation with the Police

Mazda dealerships work together with local police departments to promote awareness for traffic safety by cleaning convex traffic mirrors, calling for traffic safety, and other activities.

Every spring, Okayama Mazda, working in cooperation with the Okayama prefectural police and regional council to promote traffic safety, participates in the cleaning of road signs and convex traffic mirrors as well as roads and sidewalks near the dealerships. This effort contributes to the communities' traffic safety in conjunction with the prefectural residents' campaign to raise traffic safety awareness.

In FY2017, they prepared a vehicle equipped with the required cleaning equipment, and a total of 179 employees participated.

Mazda Autozam Ito cleaned and inspected convex traffic mirrors, and reported the inspection results to the police.

By the numbers

Duration of program:

Okayama Mazda **10** years

Mazda Autozam Ito **15** years



Awareness Activities and Traffic Safety Parades

Hokkaido Mazda Sales, in cooperation with the Sapporo Branch of the Japan Automobile Dealers Association and the Hokkaido Prefectural Police, conducts activities on the 1st Thursday of every month from April to September. These activities are held in front of dealerships before business hours to call for improvements in traffic safety and driving manners. In FY2017, a total of 550 employees participated in these activities.

Hakodate Mazda held a traffic safety parade featuring 35 special vehicles, as part of the nationwide traffic safety campaign conducted every autumn.

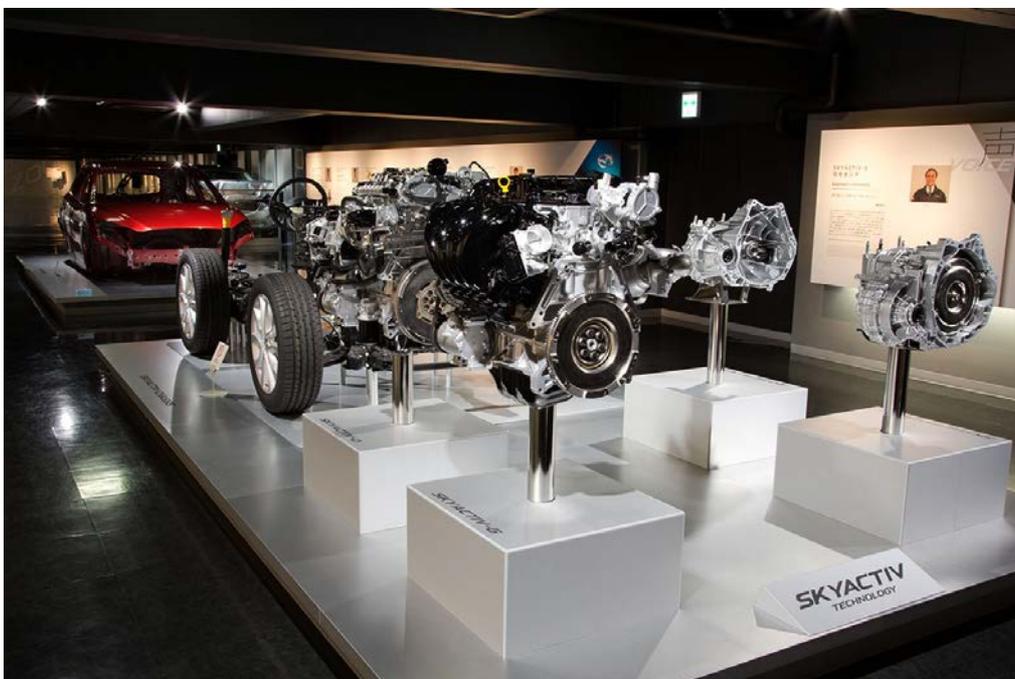


This Is Our Work: Introducing Our Products and Manufacturing Technologies

Accepting Field Trips

[Japan] Mazda Motor Corporation, Dealerships

[Russia] MAZDA SOLLERS Manufacturing Rus LLC (MSMR)



Supporting Local Human Resource Development and Promoting Interaction with Stakeholders*

The Mazda Museum at Mazda Head Office has welcomed many visitors since 1994. The Museum offers exhibitions of Mazda's history and technology, and also provides a tour of Mazda's assembly line.

Many people from around the world visit the Museum, where guidance is provided in both Japanese and English. In fiscal year 2017, around 74,800 people visited in total, mainly elementary and junior high school students.

We receive many comments from visitors, such as "I didn't know that Mazda's first vehicle was a 3-wheel truck. I've learned so much about Mazda's deep love for cars."

By the numbers

Duration of museum: **24** years

Total number of visitors: Approx. **162** million

* Customers, shareholders and investors, business partners, employees, global society and local communities, next generation members, etc.

Supporting Social Studies Classes, School Excursions, and Work Experience Programs



The Hofu Plant (Yamaguchi Prefecture) has welcomed visitors since 1982 when the first plant in the Nishinoura District opened. Visitors come mainly from various organizations as well as local elementary schools, whose students observe the plant as part of their social studies classes. In FY2017, around 10,000 visitors, mainly elementary school students, toured the Hofu Plant.

By the numbers

Duration of program: **35** years

Total number of visitors: Approx. **559,000**



In response to requests from local communities, since its establishment in 1987, MRY has accepted tours to observe the Center, serving as an extracurricular lesson or social study class needed from universities, etc.

In FY2017, 47 students from universities in the Kanto Region visited MRY.

By the numbers

Duration of program: **31** years



Many elementary and junior high school students are visiting dealerships all around Japan for tours of their workplaces.

In FY2017, Hokuriku Mazda held its first hands-on maintenance learning program for young elementary school children. Eight of the children were selected to put on coveralls and participate in simple inspections of cars.

Mazda Autozam Sena has welcomed junior high school students for hands-on workplace learning programs since 2003.



In FY2017, they accepted one junior high school student for a hands-on car maintenance program. This experience provided the student an opportunity to learn about how adults work, and to think about their own future.

By the numbers

Duration of program:

Hokuriku Mazda: **1** year

Mazda Autozam Sena: **15** years



Since 2012, MSMR has welcomed 5,254 elementary school and junior & senior high school students for educational excursion of its factory. More than 900 students were welcomed in FY2017.

By the numbers

Duration of program: **6** years

Total number of visitors: **5,254** students

Amazing Skill!

Parking Cars Only 10 Centimeters Apart

Mazda Car Carrier Loading Field Trip

[Japan] Mazda Motor Corporation



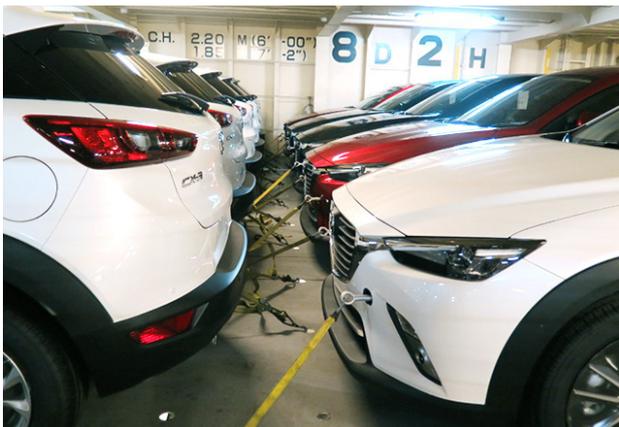
Exploring a Vehicle Carrier as Tall as a 15-Story Building

Every year since 1996, Mazda has held a Mazda Car Carrier Loading Field Trip for elementary and junior high school students and their parents and guardians.

In August 2017, we invited a total of around 80 people, selected by lottery, to Mazda's Hiroshima Plant in Hiroshima Prefecture to tour the "Brasilia Highway", a large-scale vehicle carrier with an overall length of approximately 200m and a loading capacity of about 6,000 cars. Then in November, we invited 48 people to the Hofu Plant in Yamaguchi Prefecture to tour the "Crystal Ace".

The highlight of these field trips is watching as the crew loads the Mazda cars to be exported onto these huge carriers. Using the sound of a whistle as a signal, they park the cars in the blink of an eye with only around 10 centimeters separating them on each side. All of the participants were surprised at the skills of these professionals.

After the cars were loaded, the participants experienced the work of securing the cars in place. Then they went to the bridge for a radar demonstration and lecture by the captain, and to experience steering the ship. Comments from the participants included, "I was surprised because the ship was bigger than I expected," "I thought the skills of the crew driving the cars were amazing," and "I was deeply moved to think that they are delivering each of these cars to customers."



By the numbers

Duration of program: Hiroshima **22** years,
Hofu **5** years

Total number of participants: Hiroshima
1,124 participants, Hofu **216** participants

Supporting Human Resources for Innovation

Accepting Internships

[Japan] Mazda Motor Corporation, Mazda Ace Co., Ltd., Dealerships

[Thailand] AutoAlliance (Thailand) Co.,Ltd. (AAT)

[Russia] MAZDA SOLLERS Manufacturing Rus LLC (MSMR)

Cooperation with Community Training Utilizing Our Diverse Human Resources and Training Organizations



As an effort for human resource training through industry-academia-government collaboration, Mazda provides internships for technical college and university students. Since FY 2015, Mazda has improved the organizational relationship with the schools to provide a program with different levels that cover students from lower grades up to the doctorate level. This is provided as a place of self-training with a focus on the foundation of innovative human resources, that is, high ambition and practical skills. Students can nurture their own ambition and dreams through the corporate ambition and philosophy and improve their practical skills through co-creative work and practical training. 185 interns were accepted in FY 2017.

By the numbers

Duration of program: **3** years

Total number of participants: About **500** participants (since FY 2015)



Since 1998, AAT has conducted an ongoing "internship program" open to undergraduate university students. AAT collaborates with many universities to provide on-the-job training in line with academic programs under Ministry of Education regulations. This program has cultivated highly qualified graduates who can contribute to the development of Thailand. In FY2017, this internship program provided an opportunity for 22 university students to obtain real work experience.

By the numbers

Duration of program: **20** years

Total number of participants: **313** participants

Fostering Work Values in the Next Generation



Mazda Ace Co., Ltd. has accepted junior high and high school students in Hiroshima Prefecture for workplace hands-on learning since 2005. For FY 2017, in May and July, the workplace hands-on learning program was offered for five junior high and high school students to experience working at the insurance service department or a store at Mazda's Head Office. The participating students were engaged in work such as filing, transporting drinks, and stocking displays with drinks, while receiving advice on attitudes toward work, greeting etiquette, and the importance of listening to others.

By the numbers

Duration of program: **13** years

Total number of participants: **41** participants



Kanto Mazda accepts junior high school students' visits for workplace experience every year. In FY 2017, three first-year junior high school students were accepted. They observed showrooms and automobile inspection and service at plants, and experienced the work of car washing. After participating in an air pressure inspection, participating students said, "It was wonderful to be able to work on a real car."

By the numbers

Duration of program: **10** years

Total number of participants: About **450** participants



MSMR has held Open Automobile Plant Seminars twice per year since 2016 in cooperate with Government authorities and universities. They are taken place during the All-Russia Week of Open Days, when big Russian industrial enterprises allow students to know about their work and specialists tell them about production system etc. At total 127 students participated Open Automobile Plant Seminars in 2017.

By the numbers

Duration of seminar: **2** years

Total number of participants: **166** participants

Connecting Hearts Across 2,000 km Between Shanghai and Sichuan Support for the Mazda Wheat Seedlings Class

[China] Mazda Motor (China) Co.,Ltd. (MCO)



Support through Correspondence and Exchange

Through the Wheat Field Project Education Foundation, set up as a non-governmental NPO for educational support in China, MCO is supporting children in the Mazda Wheat Seedlings Class. They started offering this class in 2012 with the aim of encouraging "tiny seedlings to grow vigorously into golden wheat fields."

In addition to funding libraries and teacher training, the class allows MCO employees to provide both financial and mental support to children through the exchange of letters and the gifting of daily supplies.

In July 2017, employee representatives from the MCO offices in Shanghai traveled 2,000 km to Sichuan Province for an exchange program with children at summer camp. Following these exchange activities, they received many origami along with messages such as "I will be a volunteer too, in the future," and "I will work hard to get into an ideal university."



In December, MCO sent the children books, writing materials, and sweets, along with letters from the employees. The children are continuing to deepen this exchange, by sending messages of gratitude in letters and videos.

By the numbers

Duration of program: **6** years (three-year per period)

Total number of students: **94** students

A New Future for High School and Vocational School Students

Recent Graduate Recruiting Project

[Thailand] Mazda Powertrain Manufacturing (Thailand) (MPMT)



Supporting Job Searches after Graduation

In order to support the next generation of human resources, MPMT provides support for employment to ensure secure and bright futures for children from various living environments.

MPMT has been interviewing and hiring as a full-time employees high school and vocational schools graduates who have applied as a result of publicity or direct solicitation. Nineteen graduates were hired in FY2017.



By the numbers

Duration of project: **3** years

Total number of graduates hired: **41** graduates

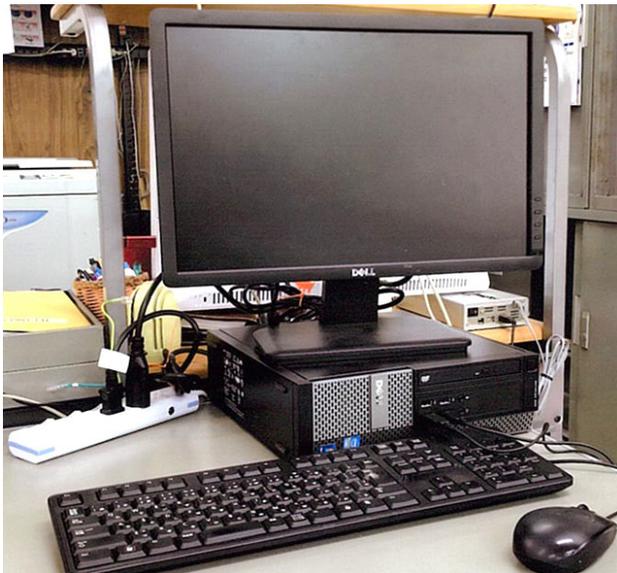
Supporting People with Disabilities

Donating Computers

[Japan] Mazda Engineering & Technology Co., Ltd. (Mazda E&T)



Reusing Equipment Where It is Most Needed



Mazda E&T engages in the development and manufacture of specially equipped vehicles, including welfare vehicles, and proactively supports the independence of people with special needs, as social welfare.

As part of such initiatives, Mazda E&T donates computers that are no longer used at the company to welfare facilities, where these computers are used for training to help people with special needs become more independent and for expanding opportunities for them to return to the workforce.

Mazda E&T donated ten computers to ten facilities, via the social welfare council of Hiroshima City, etc.

The personnel at one of the facilities that received computers said, "Previously everyone had to wait for their turn to use a computer, but with these donated computers now everything goes much more smoothly."

By the numbers

Duration of program: **7** years

Total number of computers donated: **68**
computers

Helping Youth Achieve Their Dreams

Supporting Youth Soccer Competitions

[Japan] Mazda Motor Corporation

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)



An Exciting Competition - 36th Youth Soccer Competition Held in Hofu

In order to contribute to the sound development of children and promote regional sports, the Hofu Plant has supported the Mazda Invitational Youth Soccer Competition hosted by the Hofu City Soccer Association since its inception in 1982. This two-day event, held every year during summer vacation, was started to commemorate the completion of the Hofu Plant. Since then, it has become established as a traditional tournament that attracts the best teams in Yamaguchi Prefecture and neighboring prefectures.

In FY2017, approximately 400 players from a total of 24 teams, including 22 teams from within Yamaguchi Prefecture (and 12 teams from within Hofu City) and 2 teams from other prefectures, participated in August at the Hofu Athletic Stadium and other venues.

By the numbers

Duration of program: **36** years

Supporting the Mental and Physical Health of Children in Mexico

MMVO has opened its facilities to hold the "Mazda Cup Junior" soccer tournament for children who live in neighboring villages since 2016.

In FY2017, the number of participating teams increased to 48, twice the number of the previous year, for a very exciting tournament with many passionate young players. MMVO opened its facilities for the full 29 days of the tournament, and also provided soccer uniforms, transportation, and school supplies to all 576 of the six to 13-year-old children who participated.



By the numbers

Duration of program: **2** years

Enriching Lives with Art

Art Exhibitions, Outdoor Opera Performances, and Support for Artists

[Australia] Mazda Australia (MA), [Colombia] MAZDA DE COLOMBIA S.A.S. (MCOL)



Enjoying the Arts at an Outdoor Opera Performance

For 24 years, MA has served as a partner to "Art Exhibitions Australia (AEA)" bringing some of the world's most renowned masterpieces to the local community. In addition, they have served as a hero partner to "Opera Australia" for 15 years, sponsoring free outdoor opera performances every year in Sydney and Melbourne.

By the Numbers

Duration of partner

Art Exhibitions Australia (AEA): **24** years
(Principal partner: 17 years)

Opera Australia: **15** years
(Hero partner: 13 years)

Expanding Possibilities for Young Artists



MCOL contributes to the local community through the support of young artists in Colombia. In March 2017, they selected 25 wonderful artists at an exhibition held in Bogota to take their 41 artistic works to Japan for the "Colombian Artists in Japan 2017" exhibition held in Tokyo that April. Their works were shown for 20 days at this exhibition, and MCOL also acted as a sponsor to provide additional opportunities to the artists.

By the Numbers

Duration of support: **1** year

Passing the Sash at the Mazda Plants

Mazda Ekiden Road Relay Race

[Japan] Mazda Motor Corporation

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

Interacting with the Community at the Spacious Plant Grounds

Since 1966, the Head Office (Hiroshima) has continued to hold the Ekiden Road Relay Race. Although it was originally only for employees, in 1981, a Community Category was set up to promote communication with local communities. Participants, including both children and adults, run on the approximately 19.3-kilometer route in a circuit around the plant grounds, which is broken down into seven separate legs.

In FY 2017, in addition to 165 teams in the In-house Category, in which Mazda employees competed by division, 92 teams in the Suppliers Category and 70 teams in the Community Category from as far away as the Kyushu and Kanto regions participated (a total of around 2,200 runners from 327 teams).

Participants had the following to say: "It's a fun annual event where I can gather with comrades and enjoy a different atmosphere." "I enjoy seeing the Mazda grounds, which I can't normally see." "It's fun running through the plant!"



By the numbers

Duration of program with Community Category:
37 years

The Hofu Plant has hosted the Ekiden road relay race on its plant premises since 1994. (The approximately 13.3 km course consists of eight legs.) This event, open to members of the general public as well as Mazda employees, is held as part of the Love Hofu Campaign, serving as an opportunity to deepen friendships with local residents.

For FY 2017, in addition to 37 teams in the In-house Category, in which Mazda employees competed by division, 63 teams in the Community Category from both within and outside Yamaguchi Prefecture participated (a total of around 800 runners from 100 teams).

By the numbers

Duration of program: **24** years



MMVO has held the race in Guanajuato where its plant is located since 2015, and opened the race to local residents in 2016. The company promotes the Japanese culture in the region while providing a space where employees, their family members, and local residents can spend quality time together. A part of MMVO's ekiden was held in MMVO's plant grounds which also let the participants know the plant and understand Mazda. 1,825 runners (including 510 employees) from 365 teams participated in FY 2017.

By the numbers

Duration of program with community participation: **2** years

Total number of participants: **3,390** participants (since FY 2016)



Using Sports for Regional Vitalization

Supporting Local Sports Teams and Events

[Japan] Mazda Motor Corporation, Dealerships [Canada] Mazda Canada Inc. (MCI)
[Australia] Mazda Australia Pty Ltd. (MA) [Thailand] Mazda Sales (Thailand) Co.,Ltd. (MST)

Developing World-Class Players and Coaches



MCI has been a corporate sponsor of the Canadian Snowboard Team since 2012, as part of national team athlete development activities.

MCI provided the teams with financial support and the loan of Mazda vehicles to be used for athlete development activities in 2017.

By the numbers

Duration of sponsorship: **6** years



MA is the major sponsor of the North Melbourne Football Club, a prominent team in the Australia Football League. MA has been the major sponsor now for 19 seasons and has signed on until the end of the 2019 AFL Premiership season.

MA donated money and 4 prize cars to help raise funding, lent 16 Mazda vehicles in 2017.

By the numbers

Duration of sponsorship: **19** years



Mazda Sales Thailand Co., Ltd. (MST) is the main sponsor of the national football club, SWATCAT Nakhon Ratchasima Mazda FC.

MST has continued this sponsorship for six years as to promote the popularity and support development of football in Thailand.

This activity helps young Thai amateur to be interested in sport and to develop their healthy living.

By the numbers

Duration of sponsorship: **6** years

Contributing to Sports and Local Exchange



The Hofu Plant co-sponsors and supports the Hofu Yomiuri Marathon, which is held on the third Sunday of December every year (sponsored by the Japan Association of Athletics Federations).

The Hofu Plant has provided escort vehicles for over 20 years, and has done activities such as sponsoring number cards and volunteering at water stations since 2004. Over ten employees participated as water station volunteers in 2017.

By the numbers

Duration of program: Over **20** years



Mazda's nation-wide dealerships not only act as official sponsors for the National Sports Festival but also provide support for regional sports tournaments, local professional soccer teams, and amateur sports teams.

In FY 2017, Kanto Mazda dispatched three lead cars and drivers to the 42nd Itabashi-Takashimadaira Road Race, held in October of 2017, to support the tournament.

By the numbers

Duration of program: **25** years

Supporting Local Sports and Arts

Supporting Hiroshima's Three Major Professional Organizations

[Japan] Mazda Motor Corporation



Sanfrecce Hiroshima

Mazda supports the local professional football team, baseball team, and orchestra in order to promote local sports and culture.

During FY2017, in addition to serving as the uniform sponsor for Sanfrecce Hiroshima, we also sponsored Sanfrecce Hiroshima Mazda Day during the match against Hokkaido Consadole

Sapporo at Edion Stadium Hiroshima in September (management-employee cooperation program).

The first 7,000 arrivals were given towels/scarves featuring a collaborative design produced by Mazda and Sanfrecce Hiroshima, and a parade that included Mazda cars was held at half-time.

Hiroshima Toyo Carp

During FY2017, in addition to serving as the uniform sponsor for the Hiroshima Toyo Carp, we also sponsored Carp Mazda Enjoy Day during a game at Mazda Zoom-Zoom Stadium Hiroshima in July (management-employee cooperation program). The first 6,000 arrivals were given Carp Hand Fans. Employees and their families threw the ceremonial first pitch and participated in a parade that included Mazda cars.

In addition, we offered cars (two Mazda Atenzas) for the victory parade after the Hiroshima Toyo Carp won the Central League pennant for the second year in a row. The baseball players and Mazda staff who participated shared in the joy with the many fans and local residents who gathered on the roads along the path of the parade.

Mazda also made a carbon offset of an estimated 117 tons of CO2 emissions for the lighting of night games at Mazda Zoom-Zoom Stadium Hiroshima (the Hiroshima Municipal Baseball Stadium for which Mazda acquired naming rights). The carbon offset credit was created by Hiroshima Prefecture through CO2 absorption by forests.

Mazda has supported this carbon offset initiative by Hiroshima Prefecture to "foster the forests of Hiroshima Prefecture to absorb CO2 emissions", and proposed its utilization at Mazda Zoom-Zoom Stadium Hiroshima through an agreement with Hiroshima Prefecture, Hiroshima City, and the Hiroshima Toyo Carp since FY2013.



Hiroshima Symphony Orchestra

In FY2017, Mazda supported the inauguration of Tatsuya Shimono as General Music Director of the Hiroshima Symphony Orchestra, and served as a premium co-sponsor of the 372nd regular concert. We also hosted regular concert events in the lobby of the Mazda Head Office four times throughout the year, which were attended by a

total of 780 people (including visitors from neighboring regions). Attendees provided comments such as, "Beautiful music and pleasant conversations rejuvenate my spirit and help me to forget about my busy life" and "I felt at peace for a short time during this wonderful performance."



Providing Medical Care as the Main Community Hospital in Eastern Hiroshima City

Mazda Hospital

[Japan] Mazda Motor Corporation

Founded on the principle of "providing the best and most up-to-date medical care, and contributing to society with warmth and kindness of heart," Mazda Hospital is committed to community contribution by providing healthcare as a core community hospital in eastern Hiroshima City. Though established by a private company, Mazda Hospital is well used by local residents, who now account for 85% of outpatients and 97% of inpatients.

In addition, Mazda hospital is actively working to improve regional medical care by providing hands-on training for students who want to pursue a career in medical care, and holding health classes and lectures for local residents. Other activities include training exchanges with local practitioners, joint disaster training with related organizations, and case review meetings with emergency services.

(Website: <http://hospital.mazda.co.jp/>)

Providing Steady Medical Care and Support During Disasters



Nurse dispatch simulation for providing support during a disaster

Mazda Hospital also conducts joint collaborative training with related organizations, in order to promptly provide stable medical care at local hospitals and support to the community in the event of a disaster.

In FY2017, we participated in a "Nurse Joint Dispatch Simulation for Providing Support during Disaster" sponsored by the Japanese Nursing Association, to train to respond promptly to requests for support in a disaster. In addition, we installed disaster prevention radios that allow two-way communication with the Fuchu-cho Town Hall during a disaster.

Training Future Medical Professionals



Hands-on seminar on medical care (surgery)

Mazda Hospital provides practical training for students who want to pursue a career in medical care.

[Results for FY2017]

Accepted healthcare students	227 participants in eight occupational categories (healthcare students)
Friendly Nursing Care Experience Seminar (in cooperation with the Hiroshima Prefecture Nursing Association)	15 participants (high school students)
Hands-on seminar on medical care (in cooperation with Hiroshima Prefecture)	5 participants (high school students pursuing careers as a doctor)
Workplace hands-on learning program	3 participants (junior high school students)
On-site nursing classroom	61 participants (junior high school)

By the numbers

Number of years Mazda Hospital has been open: **80** years

Number of outpatients per day (average): **665**

Number of inpatients (average): **232**

Number of ambulances accepted per day (average): **6.5**

Great Cooperation for Donation Activities

Support through "Please Tell Us Your Opinion" Questionnaires

[Japan] Mazda Motor Corporation, Dealerships

At Mazda domestic dealerships^{*1} we ask customers who purchase cars^{*2} and customers who receive maintenance or an inspection^{*2} to participate in a "Please Tell Us Your Opinion" online questionnaire^{*3} regarding the support and services provided at dealerships.

For each completed questionnaire that is submitted during the campaign period, Mazda donates ¥50 to Japan NPO Center's "Japan Earthquake Local NPO Support Fund" and "Mazda Support Program for NPOs providing Daily Transfer Service" to provide support for the mobility of the elderly and disabled.



Japan NPO Center "JAPAN EARTHQUAKE LOCAL NPO SUPPORT FUND"



Mazda Support Program for NPOs Providing Daily Transfer Service

*1 Some dealerships do not participate in the survey program. For details, please inquire at the dealership you use.

*2 Customers who visit a Mazda or Mazda Autozam dealership and purchase a new or used vehicle, or bring a vehicle in to be serviced or inspected are asked to complete a questionnaire.

*3 Eligible customers receive the URL and a password for the website at each dealership. Participants are asked to visit a dedicated website and fill out the questionnaire using a PC, mobile or smart phone. Questionnaires that are completely filled out are counted as the number of effective answers.

¥50 is Donated for Each Completed Questionnaire

<To participants who joined this activity>

From April 1, 2017 to March 31, 2018, many customers responded our questionnaire.

We are grateful to the participation and sincerely receive the opinions and will use them to improve future Mazda dealership.

The number of responses is 286,931. The donation is described below.

<Please help us by completing this questionnaire>

Mazda will continue to donate to organizations promoting social contribution activities.

Period: April 1, 2018 to March 31, 2019

Donation recipients:

The amount of the donation will be confirmed at the end of March 2019, and the donation will be carried out in May 2019. Detailed information about the recipients and the total amount donated will be posted on this website.

Activities Report

Timing of donation	The number of responses	Amount (¥)	Donated to	Reference (¥)
May 2018 FY March 2018	286,931	14,346,550	Japan NPO Center "JAPAN EARTH QUAKE LOCAL NPO SUPPORT FUND"*4	9,346,550
			Japan NPO Center "Contribution to NPO supporting daily transfer of the elderly and the physically challenged."*5	5,000,000
June 2017 FY March 2017	220,757	11,037,850	Japan NPO Center "JAPAN EARTH QUAKE LOCAL NPO SUPPORT FUND"*4	7,037,850
			Japan NPO Center "Contribution to NPO supporting daily transfer of the elderly and the physically challenged."	4,000,000
May 2016 FY March 2016	185,454	9,272,700	Japan NPO Center "JAPAN EARTH QUAKE LOCAL NPO SUPPORT FUND"*4	
May 2015 FY March 2015	150,787	7,539,350	Japan NPO Center "JAPAN EARTH QUAKE LOCAL NPO SUPPORT FUND"*4	
April 2014 FY March 2014	131,593	6,579,650	Japan NPO Center "JAPAN EARTH QUAKE LOCAL NPO SUPPORT FUND"*4	
April 2013 FY March 2013	82,349	4,117,450	Ashinaga Tohoku Rainbow House Construction*6	
April 2012 FY March 2012	40,340	2,017,000	Ashinaga Tohoku Rainbow House Construction*7	
Total	1,098,211	54,910,550		

*4 <http://www.jnpoc.ne.jp/?tag=311jisin-fund> (Japanese language page)

*5 <http://www.jnpoc.ne.jp/?p=16713> (Japanese language page)

*6 the total amount of donation reached the fund-raising target, the "Ashinaga" closed Tohoku Rainbow House construction donation in March 2014. (Continued for one and a half years with total donations of ¥6,134,450)

*7 From August, 2011 to March, 2012

Smiles Blossoming All Over Town

Santa Project

[Japan] Mazda Motor Corporation



Going for a Drive with Children

Employees at Mazda, together with volunteer Mazda vehicle owners, engage in community contribution activities for children residing in child welfare institutions in the Tokyo metropolitan area.

Mazda employees annually participate in the "Santa Project," which was launched at Mazda's initiative in 2003 and is now organized jointly by 18 companies and organizations primarily in Kanagawa Prefecture. In 2016, the "Santa Project" started in Tokyo as well. Mazda has continued to take part in it, jointly held by six companies and organizations.

In FY 2017, "Santa Claus Has Come To Town! 2017" was held near Tokyo Station in November and near Yokohama Minato Mirai 21 in December, with a total of 90 employee volunteers including Mazda executives participating. The children could go for a drive in the passenger seat of Mazda Roadsters and other cars driven by volunteers dressed as Santa Claus or his reindeer. The children could also interact emotionally with others, such as waving their hands to people walking around town. For the Tokyo activities, through cooperation with the Marunouchi Fire Department, children could also experience riding a ladder truck, learning the importance of fire prevention activities.



By the Numbers

Duration of program: Yokohama **15** years
Tokyo **2** years

We Want to Help Expand Opportunities for Everyone

Support for Welfare Facilities and People with Disabilities

[Japan] Mazda Motor Corporation, Kurashiki Kako Co., Ltd.

Mazda donates one Mazda welfare vehicle to a social welfare organization for each one million visitors to the Hiroshima Municipal Baseball Stadium, for which Mazda has acquired naming rights (now known as MAZDA Zoom-Zoom Stadium Hiroshima).

In FY 2017, the cumulative number of visitors reached 14 million on March 31, 15 million on July 2, and then, 16 million on September 16. Accordingly, Mazda donated three vehicles to organizations in Hiroshima City.

The vehicles will be used for various purposes, such as transporting users of the welfare facilities to their work places.

By the numbers

Duration of program: **9** years

Total donated vehicles: **16** vehicles

Donation of Welfare Vehicles for each Million Stadium Visitors



Supporting the Social Independence of People with Disabilities



Kurashiki Kako Co., Ltd. manufactures and sells automotive rubber parts, as well as anti-vibration, sound proofing, and cushioning instruments for industrial use. The company began efforts aiming for the social independence of people with special needs in 1983. Efforts continued in FY 2017, with the company actively purchasing parts to be used at Kurashiki Kako from a factory that employs many persons with severe disabilities, as well as cooperating with welfare organizations and the like.

By the numbers

Duration of program: **35** years

Christmas Gifts Bringing Smiles to Children's Faces Year after Year Working with SOS Children's Villages

[Europe] Mazda Motor Europe GmbH (MME), Mazda Motors (Deutschland) GmbH (MMD), Mazda Austria GmbH (MAG), Mazda Automoviles Espana, S.A.(MAE), Mazda Motor Hungary (MMH)



"Ambassadors" from Dealerships in Europe Provide Support for Children

Based on the spirit of "One Mazda", MME and the national sales companies in each country are working in collaboration with local SOS Children's Village (SCV) in each country to develop support activities. SCV is an international organization that provides support for children who are unable to live together with their parents or caregivers.

One "ambassador" (project staff member) is selected from among the employees at the national sales companies in each country to promote activities. As a unique activity at Mazda, the national sales companies in each country to provide cars and organize volunteer activities by employees.

In fiscal year 2017, they provided/loaned cars to assist in transportation for activities, delivered Christmas gifts, and provided experiences such as indoor skydiving.



Celebrating 10 Years of Activities!

By the numbers
Duration of program: **10** years

Expanding Support, Providing Accurate Information about Diseases Medical Support

[Australia] Mazda Australia Pty Ltd. (MA)

[New Zealand] Mazda Motors of New Zealand Ltd. (MMNZ)



Supporting a Children's Hospital to Improve the Health and Well-being of Young People

MA provides support for the "Run for the Kids" running event that is held every March or April to help raise money for Melbourne's Royal Children's Hospital.

As a corporate sponsor, they donate one Mazda3 prize car, and approximately 100 employees also cooperate either by participating in the run or serving as event volunteers.

Donations collected through this event are used to fund important research, facilities, and equipment at the Royal Children's Hospital.

By the Numbers

Duration of sponsorship: **13** years



Providing Peace of Mind and Confidence to Cancer Patients and Accurate Information to the Public

As a sponsor for "Look Good Feel Better*", MMNZ provides two Mazda cars to improve the confidence and quality of life for women who are receiving treatment for cancer. In addition, as a sponsor for the "Prostate Cancer Foundation", they also provide one Mazda car to raise awareness among men about life-threatening prostate cancer.

Mazda cars with the logos of both organizations are used to raise awareness about cancer.

By the Numbers

Duration of sponsorship

Look Good Feel Better: **4** years

Prostate Cancer Foundation: **2** years

* The Look Good Feel Better program focuses on the problems associated with the visible side effects of cancer treatment. The service includes classes on beauty tips and techniques, to help patients face cancer with confidence and hope.

Teaching Children about Safety and Health

Safety at School and HIV/AIDS Social Responsibility

[Thailand] AutoAlliance (Thailand) Co.,Ltd (AAT)

The Occupational Health and Safety Committee of AAT is collaborating with AAT's "Hope Club," which conducts volunteer activities, to promote the "Safety at School Project."

In fiscal year 2017, they provided a lunch program to maintain healthy lifestyles; donated funds, writing materials, and exercise equipment; performed preventive maintenance on electrical equipment; and implemented a "Safety Mini-Walk Rally" as a school education program. Children had fun while learning about safety, health, the environment, and Team-building.



Learning about Safety, Health, the Environment, and Team-building at the Safety Mini-Walk Rally

AAT also provided support for a community that care for HIV/AIDS patients, based from the "House of Grace Child Foundation" facility for children living with HIV/AIDS. They held a New Year's party and offered gifts to children living with HIV/AIDS.

By the numbers

Duration of project: **11** years

Number of employees participating in 2017: **50** employees

Enjoying Hiroshima's Flower Festival

Participation in and Sponsorship of Local Events

[Japan] Mazda Motor Corporation, Group Companies, Dealerships

Each year, the Head Office of Mazda (Hiroshima) participates in one of the largest festivals in Hiroshima Prefecture, the "Hiroshima Flower Festival," which has been held annually during a long holiday week in May, since its inception in 1977. The Mazda Plaza holds events enjoyed by both children and parents alike, and also displays Mazda vehicles.

In FY 2017, many events were held on the stage in the Mazda Zoom-Zoom Plaza, including donations of welfare instruments, a charity bingo tournament to raise funds for Mazda's social contribution activities, songs and dances by local residents, and a talk show given by Hiroshima Toyo Carp and Sanfrece Hiroshima players. A handcraft corner for making original sun visor was set up, where children painted visors as they like to create their own one-of-kind visor.

During the Flower Parade, Mazda held a Roadster Parade in cooperation with members of the Roadster Fan Club.

Other members of the Mazda Group, including our nation-wide dealerships, will continue to strive to interact with local residents and revitalize the community through active participation and cooperation in prominent events and festivals in the local community.

By the numbers

Duration of participation in the Hiroshima Flower Festival: **41** years



Cooperation for Regional Vitalization

The Hofu Plant has been participating every year in the "Love Hofu Flea Market," which is held by companies, the Chamber of Commerce and Industry, the local government, and shopping centers as the leading event of the "Love Hofu Campaign," since the first time it was held in 1993. As the secretariat of the Love Hofu Campaign Promotion Companies, the Hofu Plant participates in planning and running the flea market, and presents the Mazda booth jointly with partner companies.

In FY 2017, around 300 employees and management members from the Hofu Plant worked as volunteer staff. Staff sold goods and ran game and Mazda car display corners enjoyed by everyone from children to adults, and also supported a stamp collecting game operated by the organizers. Some of the money from sales was donated to welfare organizations in Hofu City or used as funds for operating the flea market.

Jointly with Mazda Group companies in Miyoshi City, the Miyoshi Plant participates in events, helping revitalize communities while deepening exchange with local residents. Moreover, as a corporate member of the Miyoshi City Tourist Association and the Miyoshi Chamber of Commerce and Industry, the Miyoshi Plant provides support for organizing events.

The Plant exhibited a Mazda booth at the Miyoshi Commerce and Industry Festival, held every October, in FY 2017 as well. Also, a bus tour to the Mazda Miyoshi Test Course was held as one of attractions (with more than 400 visitors). During the tour of the high-speed circuit, the bus was stopped to allow visitors to climb the 45-degree angle bank on foot. Participants told it was amazing, and that 45 degrees felt like a vertical wall.

Promoting Health and Wellness through Supporting Local Marathon

Yoshiwa Kogyo Co., Ltd., which manufactures and sells automotive parts, concluded in June 2007 an agreement called "Community and Business Partnership (One Village, One Company: Shimane)" with Yoshika-cho in Shimane Prefecture, where its plant is located. Through this partnership, the company supports community revitalization and actively participates in community activities.

Yoshiwa Kogyo continued supporting the Yoshika-Yume-Hana Marathon event annually hosted by the Yoshika School Board in FY 2017 as well.



By the numbers

Duration of program: **25** years

Visitors in FY 2017: About **140,000** people



By the numbers

Duration of program: **2** years



By the numbers

Duration of program: **12** years

Bringing Smiles and Joy to the Children of Salamanca

Donating Toys

[Mexico] Mazda de Mexico Vehicle Operation (MMVO)

MMVO has created a campaign among employees to collect toys to be donated to children in need, especially its neighboring communities during the holiday season, on the occasion of the celebration of the Three Wise Men Day (January 6), thereby interacting with the local community.

In FY 2017, 1,300 toys were donated by employees of MMVO and the companies at the Supplier Park. MMVO matched the donation by employees on 1:1 basis. (2,600 balls, dolls and other toys were donated in total.)

Toys were delivered to children at a public event held at the main square in Salamanca.



Approximately 2,600 Toys for the Children

By the numbers

Total number of toys donated: About **7,000** toys

Heart-Warming Activities on a -7°C Proving Ground

Hokkaido Kenbuchi Proving Ground Open Facility Event

[Japan] Mazda Motor Corporation



Shouts of Joy during a Ring-Toss and Obstacle Course in the Snow

From January to February, Mazda conducts automotive cold-weather tests at the Hokkaido Kenbuchi Proving Ground. Every year since 1990, the Mazda staff thank the people of Kenbuchi-cho, who warmly welcome the staff each winter, by opening the Kenbuchi Proving Ground to the public and inviting local residents to attend a community event.

In February 2018, we held the 29th annual exchange event with the local community. In the snowy weather, approximately 370 people from the town participated in a ring-toss game on the snow, an obstacle course competition, and bingo games.

They also participated in a gymkhana race, as well as a Mazda CX-8 test drive on a straight test course with a Mazda employee on the passenger seat. Participants from the town enjoy this exchange event every year, with comments such as "It was fun to drive the CX-8" and "The games were fun."



By the numbers
Duration of event: **28** years

International Exchange with Futsal Supporting Multicultural Coexistence

[Japan] Japan Climate Systems Corporation (JCS)

JCS, which manufactures and sells automotive parts, has supported the Higashihiroshima City International Friendship Futsal League which has aimed to promote the international friendship and coexistence of multiple cultures, together with Hiroshima University, the Hiroshima Prefectural Police Headquarters, and the Hiroshima Japan-Brazil Association since the league's foundation in 2007, and formed a team of employees from foreign countries. The company has also provided financial and other assistance to run the league through Higashihiroshima Mazda-kai (an organization consisting of 33 corporations cooperating with Mazda neighboring in Higashihiroshima City) in which JCS serves as the chair and secretariat.

In FY 2017, in addition to providing financial assistance to run the league, JCS promoted international exchanges through hosting monthly Futsal League games with about 40 participating teams and organizing the Higashihiroshima Mazda-kai Cup as an exchange event twice a year. Participants had the following to say: "As you'd expect from a futsal league promoting international exchange, I can meet people from various countries. I really feel it's wonderful that through the same sport of futsal, I can meet people I would never normally meet in my daily life, as well as university students the same age as me and adults. I hope to continue to make new connections." "I want to make this the most famous futsal league in Hiroshima."

Spending Time with Locals and Foreign Residents



By the numbers

Duration of program: **11** years

Racing on a Vehicle Test Course

Public Service at the Proving Ground

[Japan] Mazda Motor Corporation

Mazda provides the Mine Proving Ground, which features a 3.33-kilometer circuit, as a venue for Ekiden road relay races and other events organized and supported by local governments, etc. This Proving Ground has been provided annually as a venue for the "Mine City Ekiden Road Relay Race" (organized by the Mine City Ekiden Road Relay Race Steering Committee, etc.) since the first time this event was held in 2008.

In 2017, marking the tenth anniversary of the race, a total of 585 runners from 76 teams in seven categories joined the event. Participants ranged from elementary school children to adults. (A total of around 1,500 people including supporters visited.)

By the numbers

Duration of program: **10** years



Offering the 3.33-Kilometer Circuit for Event Use



Also, the Proving Ground has continuously been provided as a venue for the "MAZDA COLLEZIONE," a part of the Mine City classic car event held in October, "la Festa Della Automobile Classica,"* since the first time it was held in 2009. In FY 2017, classic car exhibitions, drive sessions, a traffic safety parade, and other exciting events were held. (Around 1,300 people visited.)

* Organized by: Mine City Commerce and Industry Association, Youth Section / la Festa Della Automobile Classica Steering Committee

By the numbers

Duration of program: **9** years

Can Purchasing Drinks Contribute to Society?

Installation of Community-Support Vending Machines

[Japan] Mazda Parts Co., Ltd., Mazda Ace Co., Ltd.

Donating a Portion of Sales Proceeds

Mazda Parts and Mazda Ace have installed community-support vending machines within their companies, and donate a portion of the sales proceeds to social welfare organizations.

Mazda Parts began this program in 2016. In order to support children who have become orphaned due to traffic accidents, they started by installing a vending machine at the Central Japan Distribution Center (Aichi Prefecture), and followed that in 2017, the 2nd year of this initiative, with a new vending machine in the Hokuriku Branch (Ishikawa Prefecture). A portion of the sales proceeds were donated to the Kotsuiji Ikueikai (foundation for supporting children orphaned due to traffic accidents). In addition, a vending machine with the aim of preserving the Atomic Bomb Dome remains installed in the head office (Hiroshima City). A portion of the sales proceeds from this machine are donated to Hiroshima City.

The installation of vending machines that allow people to provide support simply by buying a drink is popular among employees, and helps to raise awareness about contributing to society. Mazda Part plans to continue increasing the number of these vending machines in the future.

Mazda Ace also started installing these vending machines in 2017. At the Hofu Plant (Yamaguchi Prefecture), they have installed four vending machines to support the Red Feather Community Chest, and one vending machine to support the Children's Tomorrow Flower Project, which supports disadvantaged children. A portion of the sales proceeds from these machines are donated to these programs.



By the Numbers

Duration of program: Mazda Parts **2** years
Mazda Ace **1** year

Rich Experiences and Learning Opportunities for Communities

Mazda Specialist Bank

[Japan] Mazda Motor Corporation



Sharing Mazda's Experiences and Hopes with the Next Generation



Utilizing Specialized Knowledge, Skills, and Many Years of Experience

Mazda dispatches employees for lectures and other events since 1994, upon request from educational institutions and other organizations, in order to utilize its diverse human resources to contribute to education in local communities.

In FY2017, they gave lectures at 31 elementary, junior, and senior high schools, primarily in Hiroshima Prefecture, with themes such as "What is Your Dream?" and "Mazda's Environmental Initiatives".

In addition, Mazda is happy to send current and former employees with specialized knowledge

and skills (such as safety, English, music, magic, rakugo, sports, etc.) to events in Hiroshima and Yamaguchi prefectures, upon request.

By the numbers

Duration of program: **24** years

Number of specialists dispatched in FY2017:

62 events, **132** specialists

Cumulative Total: **3,059** events

MNAO Pledges Charitable Service for Each Customer Test Drive

Mazda Drive for Good Campaign

[United States of America] Mazda North American Operations (MNAO)

The Mazda Drive for Good winter event was in its fifth year of fundraising through monetary donation of \$150 per new Mazda sold or leased as a joint funding initiative with dealers. In addition, MNAO pledges one hour of charitable

service for every test drive of a new Mazda. MNAO employees and dealers across the nation will donate more than 50,000 charitable service hours in 2018 through various local charitable service opportunities.

Giving Back to the Communities that have Supported Us



By the Numbers

Duration of campaign: **5** years

Hours of volunteer activities in 2017: About **50,000** hours

Total hours of volunteer activities: About **270,000** hours

