

History

Corporate

- 1920 January** Toyo Cork Kogyo Co. Ltd. is founded in Hiroshima, Japan. Shinpachi Kaizuka becomes president
- 1921 March** Jujiro Matsuda becomes president
- 1927 September** Company becomes Toyo Kogyo Co., Ltd.
- 1929 April** Begins manufacturing Toyo machine tools
- 1931 October** Starts 3-wheeled truck Mazda-go production
- 1932 —** Starts export of 3-wheeled trucks to Dalian, Mukden, Tsingtao, China
- 1935 October** Begins production of rock drills and gauge blocks
- 1945 August** Loans part of headquarters' building to Hiroshima prefecture and all functions of the prefecture office are transferred there (until July '46)
- 1949 August** Restarts 3-wheeled truck exports (India)
- 1951 December** Tsuneji Matsuda becomes president
- 1961 July** Enters into technical cooperation with NSU/ Wankel on rotary engines
- 1962 January** Begins local assembly in South Korea
- 1963 March** Cumulative production reaches 1 million vehicles
- June** Begins local assembly in South Africa
- 1965 January** Technical cooperation begins with Perkins Services N.V. (U.K.) on diesel engines
- May** Completes Miyoshi Proving Ground
- 1966 November** Completes new passenger car plant (Ujina) in Hiroshima
- 1967 March** Full-scale exports to the European market starts
- April** Establishes sales company in Australia
- 1968 July** Establishes sales company in Canada
- 1969 April** Begins full-scale exports of rotary engine vehicles



President Jujiro Matsuda



Three-wheeled truck

- 1970 April** Exports to the U.S. begin
- November** Kouhei Matsuda becomes president
- 1971 February** Establishes Mazda Motor of America (MMA)
- 1972 October** Completes Mazda Training Center in Taibi
- December** Cumulative production reaches 5 million units
- 1974 April** Completes Miyoshi diesel engine plant
- 1975 January** Confirms the Mazda Corporate Mark
- Begins local production in Thailand
- 1977 December** Yoshiki Yamasaki becomes president
- 1978 November** Cumulative production reaches 1 million units for rotary-engine cars
- 1979 June** Cumulative production reaches 10 million units
- November** Enters into a capital tie-up with Ford Motor Company
- 1981 December** Starts operations at Hofu transmission plant (Nakanoseki area)
- Establishes Autorama (begins to supply products from October 1982)
- 1982 September** Production begins at the Hofu Plant (Nishinoura district)
- 1983 April** Begins local production in Colombia (establishes CCA)
- 1984 May** Company is renamed Mazda Motor Corporation
- October** Establishes the Mazda Foundation
- November** Kenichi Yamamoto becomes president
- 1985 January** Establishes Mazda Motor Manufacturing (USA) Corporation (MMUC), later called AutoAlliance International (AAI)
- 1986 March** Establishes Mazda Motor Corporation Beijing Representative Office
- April** Cumulative production of Mazda rotary-engine vehicles reaches 1.5 million units
- 1987 December** Mazda R&D Center in Ann Arbor is completed
- April** Cumulative production reaches 20 million units in Japan
- June** Mazda opens a new research center in Yokohama, Japan
- December** Norimasa Furuta becomes president
- Reaches an OEM agreement for micro-mini vehicles with Suzuki Motors Co., Ltd.

- 1988 May** Completes the Mazda Research and Development Center in Irvine, CA. (U.S.)
- 1989 April** Establishes Mazda Eunos and Mazda Autozam dealership channels
- June** Tokyo Branch renamed Tokyo Head Office
- 1990 May** Completes the European R&D Representative Office (MRE) in Germany
- December** Cumulative production reaches 25 million units
- 1991 June** Mazda 787B No. 55 wins the Le Mans 24-Hour endurance race, claiming the first victory for a Japanese automobile and the rotary engine



Mazda 787B during the 59th Le Mans 24-Hour endurance race

- November** Establishes Anfini sales channel (formerly Mazda Auto) in Japan
- December** Yoshihiro Wada becomes president
- 1992 February** Full-scale production starts in Hofu Plant No. 2
- April** The 'Mazda Global Environmental Charter' is adopted
- September** Starts local production in China
- 1993 March** Formulates Environment-Related Activity Promotion Plan (Mazda Environmental Voluntary Plan)
- May** Cumulative production at AAI in the US reaches 1 million units

- 1994 November** Mazda acquires the ISO 9002 certificate, first among Japanese auto makers
- 1995 April** Cumulative production in Japan reaches 30 million units
- November** Establishes AutoAlliance (Thailand) Co., Ltd. (AAT) (Actual operations start in February 1996)
- 1996 April** Anfini dealerships renamed Mazda Anfini
- Eunos dealerships integrated into Mazda Anfini or Mazda dealerships
- June** Mazda acquires ISO 9001 certification, the highest attainable quality mark in the ISO 9000 series, first among Japanese automakers
- Henry D.G. Wallace becomes president
- 1997 June** Inaugurates its new brand symbol, the Mazda M
- October** North American operations are streamlined (MNAO commences operations)
- November** James E. Miller is appointed president
- December** Establishes Ethics Committee
- 1998 January** Changes corporate symbol
- March** Consolidates European business (MME commences operations)
- April** Formulates Product Philosophy
- May** AAT starts production
- August** Establishes Mazda Motor Logistics Europe N.V. (MLE)
- September** Hofu Nishinoura plant acquires ISO 14001 certification
- December** AAT commences exports
- 1999 June** Cumulative production at AAI reaches 2 million units
- Mazda reaches an agreement with Mitsubishi to supply small commercial vehicles to Mitsubishi
- September** Entire Hofu Plant obtains environmental ISO certification
- December** Mark Fields becomes president



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



Mazda Motor Logistics Europe N.V. (MLE)

1920

1930

1940

1950

1960

1970

1980

1988

1994

Product

- 1931 October** Starts sales of Mazda's first automobile, the 3-wheeled truck, Mazda-go
- 1950 June** Introduces first small 4-wheeled truck, Mazda CA
- 1958 April** Introduces small 4-wheeled truck Romper (later known as D-series (Mazda Kraft), E-series (Titan))
- 1960 May** Introduces Mazda R360 Coupe, first 2-door passenger car for the company
- 1961 February** Introduces 4-wheeled light truck B360 (later known as Porter)
- August** Introduces Mazda B-series 1500 compact pickup (later renamed Proceed)
- 1962 February** Introduces Mazda Carol 600, first 4-door passenger car for the company
- 1963 October** Introduces Familia 800 Van
- 1964 October** Introduces Familia Sedan
- 1965 May** Introduces Light bus (later known as Parkway)
- 1966 May** Introduces Mazda Bongo
- August** Introduces Mazda Luce
- 1967 May** Introduces Mazda Cosmo Sport (110S), first rotary engine vehicle for the company
- 1969 April** Introduces 4-wheeled light truck, Porter Cab
- October** Introduces mid-size truck, Boxer



Romper



Carol

- 1970 May** Introduces Mazda Capella (RX-2)
- 1971 September** Introduces the Grand Familia
- Introduces Mazda Savanna (RX-3)
- 1972 June** Introduces micro-mini, Shante
- 1975 March** Introduces Road Pacer
- October** Introduces Mazda Cosmo
- 1978 March** Introduces Mazda Savanna RX-7 (RX-7)
- 1980 December** 5th generation Mazda Familia (GLC/323) wins Japan Car of the Year
- 1982 December** 4th Generation Capella (Telstar) wins Japan Car of the Year award
- 1983 June** Introduces Mazda Bongo Brawny van and wagon series (E-series)
- 1986 February** Introduces Festiva
- 1987 January** Introduces Mazda Etude



Cosmo Sport (110S)



5th generation Familia (GLC/323)

- 1988 October** Introduces Persona
- 1989 June** Introduces Mazda Scrum (Suzuki OEM)
- September** Introduces Eunos Roadster (MX-5)
- November** Introduces Eunos 100 and Eunos 300
- 1990 January** Introduces Mazda MPV
- April** Introduces Eunos Cosmo
- September** Introduces Autozam Revue (121)
- 1991 May** Introduces Mazda Sentia (929)
- June** Introduces Eunos Presso and Autozam AZ-3
- October** HR-X hydrogen rotary engine concept car is shown at the Tokyo Motor Show
- Introduces Mazda Cronos
- November** Introduces Anfini MS-6 and Anfini MS-9
- 1992 January** Introduces Mazda MX-6 to the Japanese market
- February** Introduces Eunos 500 (Xedos 6)
- March** Introduces Anfini MS-8
- May** Introduces Autozam Clef
- October** Introduces Autozam AZ-1
- November** Develops a passenger car with a natural gas engine
- 1993 January** Electric-powered vehicles based on the Mazda MX-5 are developed
- April** Develops Miller-cycle engine
- September** Introduces Mazda Lantis (323F)
- October** Introduces Eunos 800 (Xedos 6)



Eunos Roadster (MX-5)



1st generation MPV



Eunos Cosmo

- 1994 February** Mazda develops a compressed natural gas-powered truck (Titan base)
- September** Introduces Mazda AZ-Wagon (Suzuki OEM)
- Introduces Mazda Familia Van (Nissan OEM)
- 1995 February** Introduces Mazda Proceed Levante
- June** Introduces Mazda Bongo Friendee
- 1996 August** Introduces Mazda Demio
- October** Mazda Demio receives RJC New Car of the Year award
- 1997 December** Mazda develops the Mazda Demio FCEV, fuel-cell electric vehicle
- 1998 May** Introduces Mazda Bongo EV, electric vehicle
- October** Introduces AZ-Offroad (Suzuki OEM)
- Introduces Carol (Suzuki OEM) (4th generation)
- 1999 March** Introduces Mazda Laputa (Suzuki OEM)
- April** Develops aldehyde remover, Life Breath
- Introduces Mazda Premacy



1st generation Demio (Mazda2)




Mazda Bongo Friendee



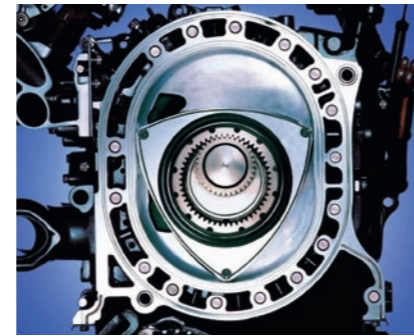
1st generation Premacy (Mazda5)

History

Corporate


- 2000 April** Mazda participates in a government supported joint project to test run fuel cell vehicles
- June** All Mazda plants in Japan acquire ISO 14001 environmental management certification
- July** Introduces a website for the media
Establishes brand DNA common to all passenger cars
- August** AAT-produced pickup trucks reach 100,000 units
- November** Announces mid-term plan, Millennium Plan
- 2001 January** Mazda expands use of recycled materials made from end-of-life bumpers
- February** Introduces the 'build-to-order' system, a first in Japan
- September** Closes Ujina Plant No. 2 (until May 2004)
- 2002 January** Cumulative production volume at Hofu Plant reaches 5 million units
Completes Nakasatsunai Proving Ground in Hokkaido
Commences production of MZR engines
- March** Opens company day-care center

- April** Introduces new brand message 'Zoom-Zoom'
- May** Enhances corporate governance by taking measures such as the introduction of an executive officer system
- June** Lewis Booth becomes president
- August** Sells auto leasing business to SB Auto Leasing Company
- September** Transfers business in subsidiary Mazda Earth Technologies Co., Ltd. to Sandvik Tamrock Japan Co., Ltd.
- December** Mazda establishes Management Advisory Committee to further enhance corporate governance

- 2003 January** Begins production of RENESIS rotary engine
Starts production of Mazda6 at FAW Car Company in China
Starts production of the Mazda2 in Europe at the Ford Valencia plant (ends June 2007)



RENESES

- July** Mazda and Isuzu agree on OEM supply of Isuzu small truck
- August** Hisakazu Imaki becomes president

- 2004 February** Starts sales of micro-mini vehicles in all dealership networks and expands cross-channel offerings of registered vehicles
- April** Ends production at the Hiroshima plant's F Plant to strengthen its production system
- May** Commences operations at retooled Ujina Plant No. 2
- September** Transfers all shares in Mazda Car Rental Corporation
- December** Ujina Plant No. 1 fire
- 2005 February** Hydrogen fueling station opens
Celebrating Mazda's 85th anniversary, the newly-renovated Mazda Museum opens

- April** Commences an advanced automobile technology research project with the Hiroshima University Graduate School Engineering Research Dept.
Operation of Ujina Plant No. 1 paint line recommences
- August** Opens China Engineering Support Center

Mazda Museum

- 2006 January** Mazda and Mitsubishi Corporation establish new energy supply company for Japan operations
- February** Starts production of Mazda3 at Changan Ford Mazda Automobile plant in Chongqing
- April** Mazda Autozam sales channel in Japan cumulative sales reach 1 million units
- May** Holds opening ceremony for Mine Proving Ground

- July** The car-carrying vessel, Cougar Ace, becomes stricken at sea
- 2007 March** Announces new Mazda Advancement Plan mid-term business plan
Sets long-term vision for technology development: Sustainable Zoom-Zoom
- April** Starts engine mass production at the Changan Ford Mazda Automobile Co., Ltd. (Nanjing)
- May** Receives certification of the Japanese Government's Kurumin mark
Celebrates the 40th anniversary of the Rotary Engine vehicle
- July** Marks 40 million units of cumulative vehicle production in Japan
AAT celebrates 1 million units of production
Achieves mixed production of V6 and in-line four-cylinder engines
Mazda Enhances Green Distribution System Between Hiroshima and the Tokai District
- October** Changan Ford Mazda Automobile Nanjing Plant commences production of the new Mazda2

2000

2003

2004

2006

Product

- 2000 July** Mazda Roadster is recognized as the world's top selling lightweight open-top two-seater sports car model by the Guinness World Records (565,779 production units)
- October** Introduces Titan Dash
- November** Introduces Tribute
- 2001 February** Develops a new fuel-cell electric vehicle, Premacy FC-EV. First test run on public roads in Japan
- December** Develops high-strength plastic technology for new module carriers
- 2002 February** Introduces Mazda Spiano (Suzuki OEM)
- May** Introduces Mazda Atenza (Mazda6)

- July** Drastically reduces the amount of cutting fluids used in machining processes
Minimizes environmental impact with semi-dry machining process
Develops world's first environmentally friendly painting technology
- November** Mazda Atenza wins RJC New Car of the Year award
- December** Begins public road trials of Advanced Safety Vehicle (ASV)


1st generation Atenza (Mazda6)

- 2003 February** Mazda introduces a world first aluminum joining technology using friction heat
- April** Mazda develops an impact-absorbing hood
- May** Develops an emissions reduction technology for diesel engines where the particulate matter is reduced by over 75% compared to the current model
- June** Mazda's RENESIS engine wins International Engine of the Year award
- September** Mazda develops a new paint stripping technology for recycling bumpers which removes 99.9% of paint to produce high quality material for new bumpers
- October** Introduces Mazda Axela (Mazda3)




1st generation Axela (Mazda3)


- November** RENESIS rotary engine named RJC Technology of the Year
Mazda RX-8 wins RJC Car of the Year award
- December** Mazda6 named Car of the Year in China

- 2004 May** Mazda's RENESIS wins 2.5-3.0 liter category of International Engine of the Year for second year running
- June** Introduces Mazda Verisa



Verisa

- October** Starts public road testing of the RX-8 Hydrogen RE vehicle
- November** Mazda's Three Layer Wet Paint technologies wins the Minister of Environment Award for prevention of global warming
- 2005 March** Bumper-to-bumper recycling technology is introduced to produce new bumpers for the RX-8
- April** Mazda resumes Ujina Plant No. 1 paint shop operations with the new state-of-the-art Three Layer Wet Paint system installed
- June** Develops world's first steel-to-aluminum friction spot welding technology
- November** 3rd generation Mazda Roadster wins Japan Car of the Year


3rd generation Roadster (MX-5/Miata)

- 2006 February** Begins commercial leasing of world's first rotary hydrogen vehicle (RX-8 Hydrogen RE)


RX-8 Hydrogen RE

- May** Mazda develops high-strength heat-resistant bioplastic for interior parts with Hiroshima area partners
- November** Mazda MPV 2.3L DISI turbo engine vehicle wins the Chairperson's Award of the Eco-Products Awards Steering Committee
- December** Introduces Mazda CX-7 to the Japanese market


CX-7

- 2007 September** Develops world's first biofabric made with 100% plant-derived fiber for vehicle interior
- October** Develops world-first catalyst material structure for autos using single-nanotechnology
- November** 3rd generation Mazda Demio wins RJC Car of the Year award
Participates in Norwegian National Project, HyNor, by providing hydrogen cars to Norway from summer 2008

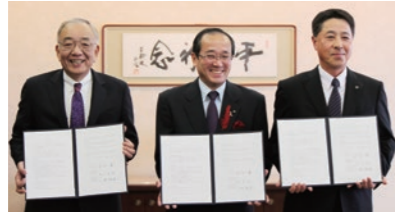
History

Corporate

- 2008 February** Receives Japan's first Human Rights Merit Award
- March** Forms strategic alliance in auto financing business in Japan
- April** Launches the environment management system 'Eco-action 21' among Japanese distributors
- June** Launches new Global Visual Identity to express the company's brand identity
Announces plan to reduce CO₂ emissions
Announces plan to improve vehicle fuel economy 30% by 2015
- July** Establishes Mazda Parts Co., Ltd. in Japan
- September** Commences vehicle transport on the Trans-Siberian Railroad
- October** Mazda Museum welcomes 1 millionth visitor
- November** Takashi Yamanouchi becomes president
- December** Obtains naming rights for the new Hiroshima baseball stadium and names the stadium Mazda Zoom-Zoom Stadium Hiroshima



Ceremony for the 1 millionth visitor to Mazda Museum



Ceremony held after being granted naming rights for the new Hiroshima baseball stadium

- 2009 March** Opens training centers in Beijing, Shanghai and Shenzhen
- April** Increases capital investment from 25% to 40% in FAW Mazda Motor Sales Co. Ltd (FMSC)
- July** Inaugurates new passenger car plant at AutoAlliance Thailand (AAT)

- 2010 March** Agrees to hybrid system technology license with Toyota Motor Corporation
- April** A joint program by Mazda Foundation and Hiroshima University, Science Waku-Waku project wins the 2010 Ministry of Education, Culture, Sports, Science and Technology award
- September** Joins Hiroshima Morisukuri Forum. Begins forest conservation activities in the local community through Mazda no Mori (Mazda Forest)
- 2011 January** Nissan and Mazda agree on new OEM contract with Nissan
- February** Mazda and Hiroshima University sign comprehensive cooperation agreement
- June** Establishes vehicle production facility in Mexico and sales company in Brazil with Sumitomo
Implements outside director system
- October** Mazda and Sumitomo Corporation hold groundbreaking ceremony to mark start of construction of the new plant in Mexico
Local assembly of Mazda2 begins at Vina Mazda's new plant in Vietnam



Mexico plant "MMVO"

- 2012 January** Completes new wing of the Mazda Hospital (in-patient ward)
- May** Begins discussions with Fiat regarding development and production of new open-top two-seater sports car
- July** Increases production capacity of SKYACTIV-G and SKYACTIV-D engines to 800,000 units per annum
- September** Established Mazda SOLLERS, a local production company in Russia in partnership with Sollers
Mazda and Malaysia's Bermaz establish joint venture company Mazda Malaysia
- November** Reached agreement with Toyota to produce Toyota vehicles at new plant in Mexico
- 2013 January** Signed agreement with Fiat to produce a new Alfa Romeo
- April** Takashi Yamanouchi, then president and CEO is awarded Mexico's Order of the Aztec Eagle
- June** Masamichi Kogai becomes President
- July** Begins construction of new transmission plant in Thailand
- August** Announces addition of engine machining factory to Mexican plant
Announces increase in production capacity for SKYACTIV engines in Japan to 1 million units
Hofu Plant builds ten millionth car
Establishes a new national sales company in South Africa
Obtains naming rights for Hiroshima baseball stadium, keeps name Mazda Zoom-Zoom Stadium Hiroshima

2008

2009

2010

2012

Product

- 2008 January** Conducts ITS test on public roads as part of a Hiroshima prefecture industry-academic-government group
Realizes Japan first rear vehicle monitoring system
- March** 3rd generation Mazda2 wins World Car of the Year award
Starts public test driving of the Advanced Safety Vehicle, ASV
- June** Starts industry-academia-government collaboration to realize non-food-based bioplastics by 2013
Gains government approval to begin public road tests in Japan for the Mazda Premacy Hydrogen RE Hybrid



Mazda Premacy Hydrogen RE Hybrid (Delivered to Hiroshima City, Hiroshima Prefecture)

- July** Introduces new Mazda Biante
- September** Develops a unique idling stop system using direct injection engine technology
Develops plastic molding technology which reduces consumption of plastic resins by 30%



1st generation Biante

- 2009 January** Cuts precious metal usage 70% with new single-nanocatalyst
- February** Participates in 'ITS-Safety 2010' combined road trials
- March** Develops world-first automated recycling technology for end-of-life vehicle bumpers
Becomes first Japanese automaker to develop a urea SCR system for cars
Begins commercial leasing of world's first hybrid rotary hydrogen vehicle, Premacy Hydrogen RE Hybrid
- June** Succeeds in developing world's lowest environmental impact water-based paint system, Aqua-tech, and launches it in Ujina Plant No. 1
- November** Mazda i-stop wins RJC Technology of the Year award
Mazda Axela and Mazda Biante with i-stop win Eco-Products Award in Japan
Provides Demio as the base architecture for the electric vehicle test project, Tsukuba Environmental Style Test Project



2nd generation Axela (Mazda3) Sport

- 2010 September** Announces new design theme Kodo - Soul of Motion



Mazda Shinari

- October** Announces next-generation Skyactiv technology
- 2011 February** Builds 900,000th Roadster/MX-5, applies to Guinness World Records to update record for best-selling two-seat sports car
Mazda3/Axela global production reaches 3 million units
- May** Launches Demio with highly-efficient direct-injection SKYACTIV-G 1.3 gasoline engine
- June** Launches second SKYACTIV model in Japan, Axela (Mazda3)
- September** Launches final special edition of the RX-8; Mazda RX-8 SPIRIT R
- November** New engine SKYACTIV-G 1.3 wins RJC Technology of the Year Award
Develops brake energy regeneration system for a passenger car that uses a capacitor

- 2012 February** Launches Mazda CX-5, a new crossover SUV which adopts the full range of SKYACTIV technologies and advanced safety technology, Smart City Brake Support



All-new CX-5

- June** Launches Mazda Flairwagon micro-mini, an OEM vehicle from Suzuki
- October** Begins leasing the Demio EV (electric vehicle)
- November** The Mazda CX-5 with SKYACTIV-D 2.2 wins Car Technology of the Year award from Japan Automotive Hall of Fame
Launch of 3rd generation Atenza (Mazda6) featuring advanced safety technology, i-ACTIVSENSE
Mazda CX-5 wins the 2012-2013 Car of the Year Japan
- 2013 January** Launched upgraded Premacy
- May** Launched upgraded Biante
- September** Mazda Atenza ASV-5 advanced safety vehicle begins trials on public roads
- November** Launches 3rd generation Mazda3 (Axela)
3rd generation Atenza (Mazda6) wins Emotional Award of 2013-2014 Car of the Year Japan
3rd generation Atenza (Mazda6) wins RJC Car of the Year

History

Corporate

- 2014 January** Production starts at new plant in Mexico
- February** Opening ceremony for new plant in Mexico
- March** Production of all-new Mazda3 begins in Thailand
- April** Production of all-new Mazda6 and all-new Mazda3 begins in China
- May** Construction of (Mazda-exclusive) vehicle assembly plant is completed in Malaysia
Operations begins at new national sales company in Columbia



Opening ceremony at the assembly plant in Malaysia

- June** Accumulated production volume of Axela (Mazda3) for driving schools reaches 10,000 units
- July** Operations begin at new national sales company in Taiwan
Production of all-new Mazda2 (Demio) begins at Hofu Plant
Announces new-generation dealership in Japan
Announces production capacity increase for SKYACTIV transmissions at Hofu (Nakanoseki)
- August** Mazda Technology for Kids receives Prime Minister's Award in Kids Design Awards 2014
- September** Production of all-new Mazda2 begins in Thailand
Mazda renews headquarters' lobby
- October** Production of all-new Mazda2 begins in Mexico
Mazda vehicles now available in all ten ASEAN member countries

- 2015 January** Mazda starts production at transmission plant in Thailand
- May** Toyota and Mazda team up to make cars better
Hiroshima Industry-University-Government Collaboration Promotion Conference on Automobile Sector
- July** Mazda starts production of Mazda BT-50 in Thailand



BT-50

- September** Mazda's Miyoshi Proving Ground celebrates 50th anniversary
- November** Aqua-tech Paint System wins Prime Minister's Prize of the 6th Monotsukuri Nippon Grand Award
- December** Ranked number one in the Corporate Average Fuel Economy of the EPA's (US Environmental Protection Agency) Fuel Economy Trends Report for the third consecutive year

- 2016 January** Opens Mazda Brand Space Osaka



Mazda Brand Space Osaka

- February** Strengthens the domestic sales structure by further improving brand value
- April** Starts global roll-out of Aqua-tech Paint System
- May** Wins the 8th Japan Marketing Award
- June** Mazda and Nishikido begin sales of assorted momiji manju cakes in package commemorating one million MX-5s produced
Starts collaborative research with the University of Hyogo
- July** Mazda and Isuzu agree on OEM supply of Isuzu next-generation pick-up trucks
- August** Announces increase in engine production capacity at Thai powertrain plant
- September** Signs special investment contract with the Russian government for establishment of an engine plant by the joint venture production company created with the Russia's Sollers
- November** Introduces Mazda car insurance: Sky Plus
Ranked number one in the Corporate Average Fuel Economy of the EPA's Fuel Economy Trends Report for the fourth consecutive year
- December** Starts production of CX-3 at Hofu Plant



Vehicle representing the one-million unit mark in the Roadster (MX-5/Miata) production

2014

Product

- 2014 February** Global production of Mazda3 (Axela) reaches 4 million units
- April** Global production of SKYACTIV models reaches one million units
- September** World premiere of all-new Mazda MX-5 (Roadster)
Pre-sale orders for all-new Demio (Mazda2) begin in Japan



Premiere of all-new Roadster (MX-5/Miata) (photo taken at THANKS DAY in JAPAN)

- October** All-new Demio (Mazda2) wins 2014-2015 Car of the Year Japan
- November** All-new Demio Wins Good Design Gold Award 2014 in Japan
SKYACTIV-D 1.5 awarded 11th Eco-Products Award
- December** Mazda6 global production reaches 3 million units



Demio

2015

- 2015 January** Mazda releases updated Mazda Atenza and Mazda CX-5
- February** Mazda CX-3 goes on sale in Japan
- March** Three New Mazdas capture 2015 Red Dot Awards
- May** All-new Mazda Roadster goes on sale in Japan
- June** Mazda Introduces Digital Owner's Manuals Starting with All-New Roadster in Japan
Mazda participates in 2015 Goodwood Festival of Speed
- July** Adaptive LED Headlight wins the 9th Kids Design Award
- September** Mazda to unveil Mazda KOERU Concept at Frankfurt Motor Show
Mazda receives German Design Awards in three categories
- October** Mazda Reveals Mazda RX-VISION Concept at Tokyo Motor Show



CX-3



Mazda RX-VISION

- November** 4th generation Mazda Roadster wins Car of the Year award from Japan Automotive Hall of Fame
World premiere of the CX-9, a new 3-row seating mid-size crossover SUV, at the Los Angeles Auto Show
- December** 4th generation Mazda Roadster wins Japan Car of the Year
Global production of new-generation products reaches three million units

2016

- 2016 January** Mazda RX-VISION selected as the most beautiful concept car in France
- February** Production of all-new Mazda CX-9 begins
- March** Announces plans for sponsorship of 2016 motor sport events
World premiere of MX-5 RF retractable hard roof model
4th generation Mazda Roadster wins World Car of the Year and World Car Design of the Year
- April** World premiere of CX-4, an all-new crossover SUV
Global production of Roadster reaches one million units
Global production of Mazda3 (Axela) reaches five million units
CX-3 wins the JNCAP Five Star Award with the highest score for 2015
Combustion chamber structure of SKYACTIV-D wins the Imperial Invention Prize of the 2016 All-Japan Invention Awards
- July** Mazda3 (Axela) is updated
Announces SKYACTIV-VEHICLE DYNAMICS, a new-generation vehicle motion control technology
- August** Mazda6 (Atenza) receives product update
G-Vectoring Control and automatic brake technology win the 10th Kids Design Award



CX-9


- 2016 October** Production of MX-5 RF begins
Announces product updates for CX-3 and Mazda2 (Demio)
- November** Mazda MX-5 (Roadster) RF debuts in Japan
World premiere of all-new CX-5 at Los Angeles Auto Show
Announces of new body color Soul Red Crystal
CX-4 wins 2017 Chinese Car Design of the Year award for the first time
- December** Axela (Mazda3) achieves the highest rank "ASV++" in the 2016 Japan New Car Assessment Program
Roadster (MX-5/Miata) RF wins the 2016 Auto Color Award
Mazda CX-5 Goes on Sale in Japan



Mazda MX-5 (Roadster) RF


History

Corporate


- 2017 February** Recognized as a Certified Health and Productivity Management Organization - White 500
- March** Production of all-new CX-5 confirmed at Hofu Plant
Announces the standardization of the "i-ACTIVSENSE" advanced safety technology
- August** Toyota and Mazda sign an agreement to enter a business and capital alliance
Announces long-term vision for technology development "Sustainable Zoom-Zoom 2030"
- 
- Announces Sustainable Zoom-Zoom 2030
- September** Mazda listed on the global Dow Jones Sustainability Index for the first time
Mazda enhances its production system in Malaysia
— Assembly of the new CX-5 starts at the local plant in August —
Mazda, Denso, and Toyota enter a joint agreement to develop electric vehicle technologies

2017

Product


- 2017 March** CX-3 wins the Thailand Car of the Year 2016 award
"SOUL of MOTION" fragrance representing the "Kodo - Soul of Motion" design wins the golden iF Design Award 2017 (packaging discipline) in Germany
- April** Launches Demio (Mazda2) with advanced safety technology as standard equipment
First stage in the standardization of "i-ACTIVSENSE," all models classified in the "Safety Support Car S (Sapo Car S/Basic)" category
MX-5 RF wins the 2017 Red Dot: Best of the Best award in Germany
- June** CX-3 passes the Worldwide harmonized Light duty driving Test Cycle (WLTC)
Adds a gasoline engine model to the CX-3 lineup
- July** All the Mazda target models included in the IIHS safety test in the United States are given the highest "2017 Top Safety Pick+" ranking
- August** Updates the Axela (Mazda3) models - introduces the "360° View Monitor"
- September** Mazda unveils the CX-8 model, a brand-new crossover SUV with three seat rows
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- CX-8
- October** Mazda unveils its concept models, Mazda KAI CONCEPT and Mazda Vision-Coupe, at Tokyo Motor Show in front of a global audience
- November** Mazda installs a front grille on Mazda CX-5 made from eco-friendly high-quality bioengineered plastic

2018

- 2018 January** Mazda and Toyota build a new joint factory in Alabama, U.S.A. — A 1.6-billion-dollar investment is made and approximately 4,000 workers are employed in order to start the operation in 2021 —
Opens an engine machining plant at Mazda's Thai powertrain plant — Engine production capacity in Thailand to reach 100,000 units per year —
Mazda signs the United Nations Global Compact initiative
- March** Mazda and Toyota establish a new joint enterprise in the U.S.A. under the name Mazda Toyota Manufacturing, U.S.A., Inc.
Mazda, ELIY Power, and Ube Industries enter a joint agreement to develop 12V lithium-ion batteries used in vehicle start systems
- April** Double shift operation to be introduced at Hofu Plant No. 2 in August of this year
- May** Mazda marks 50 million units of cumulative vehicle production in Japan
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- Marks 50 million units of cumulative vehicle production in Japan
- June** Mazda joins the Hiroshima "Your Green Fuel" Project
- October** Mazda ranked number one in the Corporate Average Fuel Economy of the EPA's Fuel Economy Trends Report for the fifth consecutive year
Mazda announces its technological strategy, combining electric vehicle and connectivity technologies for the production of cars that can revitalize both the human mind and body
- November** Mazda and Toyota build a new joint factory in the U.S.A. Mazda Toyota Manufacturing, U.S.A., Inc. (MTMUS) holds the groundbreaking ceremony

Groundbreaking ceremony at MTMUS





- 2018 February** Mazda Vision-Coupe selected as the most beautiful concept car in France
SKYACTIV-X next-generation gasoline engine receives the Q Global Tech Award in Italy
Kodo design - Car-Making Philosophy behind the Mazda Brand wins the METI Minister's Prize of the 7th Monotsukuri Nippon Grand Award
- March** Mazda Vision-Coupe wins the Concept Car of the Year award in Europe
- April** SKYACTIV-X next-generation gasoline engine receives the golden 2018 Edison Award
- May** Mazda CX-8 wins the JNCAP Five Star Award with the highest score for 2017
— Receives the highest JNCAP score in both the preventive safety performance assessment and collision safety performance assessment —
Mazda's Aqua-tech Paint System that utilizes water-based paints for vehicles receives the Invention Prize at the 2018 All-Japan Invention Awards
- October** Mazda develops G-Vectoring Control Plus (GVC Plus), a vehicle motion control technology
Mazda participates at the Tokyo Midtown DESIGN TOUCH 2018 exhibition
— A fusion of Mazda Vision-Coupe, a next-generation vision design model, and works of art —
- November** Mazda CX-8 wins Car of the Year award from Japan Automotive Hall of Fame
World premiere of all-new Mazda3
Mazda unveils its new-generation models
- 
- All-new Mazda3
- December** Mazda starts testing its new transportation services with connectivity technologies in Miyoshi City
The company aims to create a new model for boosting social development in order to revitalize local communities by including both their residents and government institutions

Corporate

- 2019 January** Changes name of joint engine production company in China to Changan Mazda Engine Co., Ltd.
Mazda acquires Ford's stake in Changan Ford Mazda Engine Co., Ltd.
- March** Signs new agreement related to the naming rights of the Hiroshima baseball stadium
The stadium keeps the name Mazda Zoom-Zoom Stadium Hiroshima
- June** Transitions to a Company with an Audit and Supervisory Committee
Isuzu, Suzuki, Subaru, Daihatsu, and Mazda enter a business and capital alliance with MONET

2019

Product

- 2019 January** Mazda develops world's first cold-stamped parts using 1310 MPa-class high-strength steel and begins utilizing them in its vehicles starting with the new Mazda3 model
Mazda CX-8 becomes best-selling three-row SUV model in Japan in 2018
- February** Mazda unveils the 30th anniversary edition of MX-5 limited to 3,000 units around the world
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- 30th anniversary edition of MX-5
- 
- CX-30
- March** Mazda unveils CX-30 compact crossover SUV, the second in a new generation of models
- April** New Mazda3 wins the 2019 Red Dot: Best of the Best award in Germany
Mazda announces launch of new clean diesel CX-5 model for the US market at the New York International Auto Show
Mazda announces a new model for driving schools - a compact sedan specially designed to meet all the needs of learner drivers