

Mazda chooses Mexico for a major automotive investment

Mazda Motor Corporation will establish a new vehicle production facility in Mexico. Mazda is investing US\$ 500 million during the period of 2011-2013 in the construction of the new car manufacturing complex with an annual production capacity of 140,000 automobiles.

The Mexico production facility will be established as a compact vehicle manufacturing hub whose car production will be destined to the growing domestic market but also for Central and South America, and will include both vehicle and engine assembly plants. It will be built in the city of Salamanca, Guanajuato State, in the Central- Western region of Mexico.

Over three thousand jobs will be created as a result of the planned production of the Mazda 2 and Mazda 3 models, whose production will commence in the second half of 2013. In addition, further job creation will be realized in Guanajuato and its region with the setting up of operations of dozens of part suppliers and service logistic companies. Sumitomo Corporation will be a minority partner in the Mexican project with Mazda.

With the new Mazda investment, Mexico consolidates its position as one of the world's leaders in automotive production. In 2010, Mexico produced 2.3 million vehicles, and ranked 9th in the world as an automobile manufacturer.

Mazda decided to invest in Mexico over any other emerging economy because of its renowned quality in automotive production, high skills of its labor force, overall competitive costs, and for its network of free trade agreements, including the one with Japan, that facilitate exports of Mexican made vehicles to overseas markets enjoying preferential treatment and duty free access.

Mexico-Japan Economic Partnership Agreement

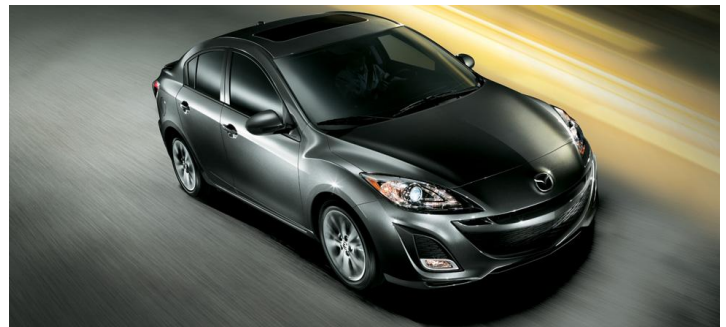
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Mazda 2



Mazda 3