



# MAZDA

## THE MARKET

In the summer of 1968, Mazda entered the Canadian market by crossing the Pacific to open an office in Richmond, B.C., along with a few dealerships. Initially, the company from Hiroshima, Japan, offered a single product — a curious car called the Mazda R100 Coupe. This unassuming import featured the only production rotary engine in the world. The little engine had no pistons, yet managed to outperform cars with larger powerplants in races from Singapore to Germany. In time, the rotary engine would come to symbolize the innovative and nonconformist spirit of the Mazda brand.

Mazda Canada Inc. is now based in another Richmond: Richmond Hill, Ontario. The company has grown to more than 160 dealerships across Canada, sold over one million cars and trucks and today offers a full lineup of sports cars, family movers, SUVs and crossovers. But it's still a curious car company, albeit one committed to building affordable, fun-to-drive vehicles that stand out in a crowd.

## ACHIEVEMENTS

The Canadian market is one of Mazda's global success stories, with annual sales topping 80,000 vehicles for the last two years. In fact, the Mazda3 is now the second-best-selling car in the country.

Mazdas have always been popular with Canadian journalists and critics, winning 20 Automobile Journalist Association of Canada (AJAC) Car of the Year Awards since the Mazda RX-7 took the Best New Sports Car title in 1986. Nine of Mazda's AJAC wins have come since introducing "new-generation" vehicles during the



2004 model year, claiming the title of "Canadian Car of the Year" for the Mazda3.

Over the past four years, the company has won best-in-class titles with its rotary- and piston-powered sports cars, as well as sedans, wagons, hatchbacks and multi-purpose family vehicles. And the CX-9 — Mazda's seven-passenger SUV — topped 10 competitors to win *Motor Trend's* 2008 Sport/Utility of the Year.

## HISTORY

Back in 1920, a small company was launched in Hiroshima and soon evolved into a toolmaker. Just 10 years later, it had transformed into an ambitious manufacturing concern, producing a three-wheeled truck called the *Mazda-go*. The little truck's name was soon applied to the company as a whole.

In 1936, a logo was developed that represented the new company name — Mazda Motor Manufacturer — as well as Hiroshima's surrounding mountains and city emblem. Those mountains would later shield Mazda's factories from the devastation wrought by the atomic bombing of the city at the end of World War II. In 1949, the GB truck, nicknamed "Speedy Mazda," began rolling off the assembly lines. It played a vital role in Japan's reconstruction.

Mazda introduced a two-door passenger car in 1960. The R360 was compact, affordable and remarkably light for the times. By the mid-'60s, Mazda was working with Germany's NSU to adapt inventor Felix Wankel's rotary engine to production vehicles. Mazda's engineers believed

in his concept, and the company committed itself to developing a viable, high-performance rotary engine, unveiling a prototype sports car at the 1964 Tokyo Motor Show.

Over the next 45 years, Mazda would establish itself as one of the most creative and successful automotive brands in the world. During the oil crises of the 1970s, the GLC ("Great Little Car") gained popularity among cost-conscious consumers. 1978

saw the debut of the now legendary RX-7, a car that would dominate the International Motor Sports Association (IMSA) race series for more than a decade. In 1989, the company rekindled the idea of a two-seat convertible roadster with its Mazda *Miata*. In 1991, Mazda again made racing history by winning the Le Mans 24-hour race with its four-rotor 787B, becoming the only Japanese car company ever to win the prestigious race.



In 2002, Mazda introduced the *zoom-zoom* brand concept, emphasizing an emotional connection with drivers — specifically "the emotion of motion."

## THE PRODUCT

The first "new-generation" Mazdas were the 2004 Mazda6 sedans and wagons, which have since won more than 100 international awards. Next was the RX-8. Not only did this sports car feature groundbreaking design — appearing to be in motion while standing still — it broke the mould when it came to performance. The RX-8 took the World's Best Engine title for its RENESIS rotary engine and set numerous speed and endurance records on test tracks and in races.

Today, the Mazda3 and Mazda3 Sport are considered by many critics to be the best performance/value combination in the compact segment. And the innovative Mazda5 — a six-passenger Multi-Activity Vehicle — presents a vibrant alternative for people with active

lifestyles and a visceral dislike for minivans. MAZDASPEED editions are crafted for performance enthusiasts and epitomize the attributes of core Mazda models. In 2007, the MAZDASPEED3 — based on the Mazda3 platform — was named Best New Sports/Performance Car (under \$50,000) by AJAC.

Perhaps the most significant additions to the Mazda product line have been two new crossover vehicles. First out of the gate was the all-wheel-drive Mazda CX-7. The five-passenger CX-7's dramatic and angular body style clearly announced the arrival of a new category and design language.

The Mazda CX-9 is a luxurious SUV that accommodates seven passengers. In addition to the *Motor Trend* Sport/Utility of the Year award mentioned, the influential car comparison website Edmunds.com named the CX-9 to its Editor's Most Wanted Vehicles list for 2007. Its 273-hp 3.7-litre V6 engine with a six-speed transmission injects a strong dose of *zoom-zoom* into the SUV market. And while it may look like a million bucks, it's not as pricey as many competitors.

#### RECENT DEVELOPMENTS

Mazda has committed itself to reducing the environmental impact of all of its vehicles, not just a few specialty "green" cars. Its engineers have proven time and again that outstanding performance is compatible with reduced emissions — and *zoom-zoom*.

Consider the DISI engine introduced in the MAZDASPEED6 and now powering the Mazda CX-7 and MAZDASPEED3. DISI (pronounced "dizzy") stands for direct-injection spark-ignition. Direct injection has long been used in diesel engines to improve fuel efficiency, but Mazda added spark-ignition technology and a turbo-charger to achieve the seemingly improbable: great acceleration, power that doesn't trail off at higher revs and reduced exhaust emissions. This powerplant achieves Japan's tough SU-LEV designation, meaning its exhaust emissions are



75% lower than 2005 standards. It was recently named one of *Ward's* "10 Best Engines."

Rotary engines are well suited to alternative fuels such as hydrogen, and Mazda is testing hydrogen/petrol and hydrogen/hybrid vehicles in Japan and Norway. The Mazda5 Hydrogen RE Hybrid is a concept car in which a hydrogen-rotary engine with dual-fuel (hydrogen and gasoline) capability is combined with a hybrid



electric system. And the stunning new Mazda *Furai* concept, which appeared at the 2008 Canadian International Auto Show, is a 450-hp supercar that runs on 100% ethanol (E100) fuel.

Mazda's environmental focus isn't limited to alternative fuels. 75% of all plastic parts are now suitable for recycling, and all gaskets and brake pads are asbestos-free. No ozone-damaging CFCs are used in Mazda's foam padding. Mazda has also patented a unique paint system that dramatically reduces emissions of volatile organic solvents and CO<sub>2</sub> — actually improving paint quality, durability and rust protection in the process.

#### PROMOTION

Mazda's most widely known advertising theme is the *zoom-zoom* song, which continues to appear across media channels. Today, Mazda vehicles past and present are featured in several popular gaming titles,

most notably Electronic Arts' *Need for Speed Carbon*. Mazda Canada often plays long-form commercials in movie theatres, has collaborated on a reality TV show called *Star Racer* with Discovery Channel and has backed several battle of the bands competitions with music magazines and on college and university campuses.

The company's 15-year sponsorship of the National Canoe Kayak Team is one of the longest corporate sponsorships of a national team in Canadian amateur sports history, providing financial and transportation support to national, world and Olympic competitors.

#### BRAND VALUES

Since 1998, the firm's brand identity has been defined by its Design DNA proposition: build

vehicles that are **stylish, insightful and spirited**. The physical results of these traits are products with distinctive designs, exceptional functionality and responsive handling. The experiential sum of these parts is *zoom-zoom* — a feeling of youthful exuberance only possible when motion turns into pure joy.

Mazda's engineers and designers immerse themselves in more than materials and technology in their pursuit of *zoom-zoom*. They also look to the contrasts and harmonies found in nature, such as the gentle curves and straight lines of a bird's wing and the sense of "oneness" between a horse and rider.

The latest articulation of Mazda's brand values can be seen in its 2006–08 concept vehicles. Five new designs, including the *Furai* mentioned above, have been unveiled at a succession of automotive shows to rave reviews. Each

concept is an expression of the *Nagare* design theme (pronounced "na-ga-reh"). *Nagare*, meaning "flow," is one of a hundred or more Japanese words that describe the embodiment of motion — on land, in the air and in water. *Nagare* concepts, including the *Furai*, illustrate an evocative surface language that will appear on future Mazda production vehicles.



#### THINGS YOU DIDN'T KNOW ABOUT MAZDA

- Mazda started out as a cork company in 1920: Toyo Cork Kogyo Co., Ltd.
- International exports began in 1932 with three-wheeled trucks sold in China.
- Mazda has invested \$25 million in its Canadian headquarters and a state-of-the-art parts distribution centre.
- Domestic manufacturing plants have reduced direct landfill waste to near zero.