

Accident That Occurred During Safety Feature Demonstration Test Drive (First Report)

HIROSHIMA, Japan—Mazda Motor Corporation confirms that on November 10, 2013, there was an accident causing injury to a customer and a dealership employee during a test drive event to demonstrate safety features using a Mazda CX-5. The demonstration was organized and held by a company called Sakata Jidosha Kogyo, which runs three Mazda Autozam dealerships in Japan's Saitama prefecture.

Mazda expresses its heartfelt sympathy and prays for the prompt recovery of the customer and employee injured in the accident. Also, Mazda extends its sincere apologies for causing concern to our customers and other interested parties.

Details of the accident are currently being investigated by the police. Mazda is ready to assist the police with the investigation to determine the cause of the accident as soon as possible and together with Sakata Jidosha Kogyo implement preventive measures to avoid reoccurrence of similar accidents.

1. Location

Parking lot of Sakata Jidosha Kogyo (Fukaya city, Saitama, Japan)

2. Time and date

Mid-day Sunday, November 10, 2013

3. Accident occurrence

Sakata Jidosha Kogyo held a test drive event to demonstrate Mazda's safety feature, Smart City Brake Support (SCBS), and during the event, a Mazda CX-5 equipped with SCBS collided with a fence while a customer was in the vehicle.

4. Status of injury

The two occupants were injured; a customer who suffered whiplash and an employee of the Mazda Autozam dealership who suffered a broken arm.

5. Cause and Countermeasures

Smart City Brake Support uses a near-infrared laser to detect the vehicle in front and supports braking depending on the drivers actions. A number of factors can stop the system from operating as expected, and for this reason Mazda instructs all dealerships throughout Japan to carry out safety feature demonstration test drives only under a strict set of conditions which define elements such as the size, type and distance of the obstacle, surrounding environment, vehicle speed and driver actions. The circumstances and causes of this accident, including whether or not the demonstration test drive event held by Sakata Jidosha Kogyo followed Mazda's guidelines, will be revealed by the ongoing police investigation. Both Mazda and Sakata Jidosha Kogyo are fully cooperating with the police investigation to understand the causes of the accident as soon as possible so that countermeasures to prevent similar accidents from occurring in the future can be implemented. To date Mazda has received no reports of accidents occurring on public roads due to a malfunction of the Smart City Brake Support system.

Mazda instructs all dealerships to take the greatest care when conducting safety feature demonstration test drives, and to ensure that they are carried out under a prescribed set of conditions established by the company. However, under the circumstances, we have decided to voluntarily suspend all such test drives until the cause of the accident has been established and countermeasures taken.