

Mazda and Sumitomo Hold Opening Ceremony for MMVO

HIROSHIMA, Japan—Mazda Motor Corporation and Sumitomo Corporation today announced that a ceremony was held to mark the official opening of their joint venture production facility in Mexico, Mazda de Mexico Vehicle Operation* (MMVO).

Among the approximately 600 people present at the ceremony, were MMVO employees including President and CEO, Keishi Egawa, guests from Mazda and Sumitomo, and MMVO's business partners. Distinguished guests from the United Mexican States, the state of Guanajuato, and the city of Salamanca also attended. The ceremony included guest speeches celebrating the opening and a signing of names on the first model to come off the line.

Speaking at the ceremony, Takashi Yamanouchi, Mazda's Representative Director and Chairman of the Board commented, "It is only through the cooperation and hard work of a great number of people that we have arrived here at the opening ceremony for MMVO, and I would like to express my sincere gratitude. MMVO has three vital missions before it. Firstly, contribute to the growth of the automotive industry and the Mexican economy, as a good corporate citizen. Secondly, realize the fruits of our Structural Reform Plan and begin a new chapter in the history of Mazda. And thirdly, contribute to the preservation of environment by making our SKYACTIV models available to more people around the world. We are absolutely committed to fulfilling these three missions, and will continue working towards them with our full power."

Sumitomo's Representative Director, President and CEO, Kuniharu Nakamura said, "I am moved by, and grateful for, the dedication and support of everyone that made it possible for us to successfully hold this opening ceremony here in Salamanca as planned. We are convinced that MMVO's business will benefit not only the employees working there, but also the city of Salamanca, the state of Guanajuato, and the country of Mexico as well as the lives of their residents, and that the customers worldwide who purchase the products made here will find their dreams realized. We hope to serve as a bridge between Guanajuato and Japan, and between Mexico and the rest of the world."

MMVO is a cooperative enterprise that leverages the strengths of both parties to enhance Mazda and Sumitomo's operations in the rapidly growing Mexican market. Production of the Mazda3 (known as Axela in Japan) for the USA began in January 2014, and production for Central and South American, and European countries will follow. Production capacity at the facility is currently 140,000 units per year. Moving forward, the production model line-up will be expanded to include the Mazda2 (Demio in Japan) and capacity increased to 230,000 units in fiscal year ending March 2016.

[History of MMVO]

2011 Sep: Mazda and Sumitomo Corporation jointly establish MMVO
Oct: Groundbreaking ceremony for MMVO
2013 Jan: Announced planned production capacity increase to 230,000 units annually (including Toyota vehicles) in fiscal year ending March 2016
2014 Jan: Start of mass-production
Feb: Opening ceremony for MMVO
Oct: Operations start scheduled to begin at engine machining factory

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* Mazda Motor Manufacturing de Mexico, S.A. de C.V. is a trade name of Mazda Motor Manufacturing de Mexico, S.A. de C.V. and Mazda Motor Operaciones de Mexico, S.A. de C.V. collectively.

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