



April 3, 2020

Mazda Taking Pre-orders for its 100th Anniversary Special Edition Series in Japan

Available for all registered passenger vehicles in Japan* in reminiscence of R360 Coupe—the origin of Mazda’s car making.

HIROSHIMA, Japan—Mazda Motor Corporation announced that its 100th Anniversary Special Edition series will go on sale in Japan for a limited period until the end of March 2021. Featuring special equipment commemorating the company’s 100th anniversary since its foundation, the models will be available for all Mazda passenger vehicles registered and sold in Japan. Pre-orders for the special edition models start today at Mazda dealerships throughout Japan.

These special edition models were prepared as a token of our appreciation for those who have supported Mazda this far, along with our determination to continue to cherish our founder's aspiration of enriching people’s lives. The models adopt a white-and-burgundy two-tone color coordination, symbolic of Mazda’s first passenger car R360 Coupe, created in 1960. In addition, exclusive components featuring our 100th Anniversary Special Logo, are adopted on both exterior and interior of the commemorative models. The 100th Anniversary Special Edition models will be available for all major models in the Mazda lineup to accommodate to the varied tastes and needs of customers. Furthermore, to make the special edition models available to a wider pool of customers, they will be introduced in stages to markets around the globe.



100th Anniversary Special Edition series
(Photo: overseas specification models)



100th Anniversary Special Edition MX-5
(Photo: overseas specification model)

* Mazda2, Mazda3, Mazda6, CX-3, CX-30, CX-5, CX-8, Roadster (MX-5), Roadster RF

Toward the next 100 years, we will continue to strengthen co-creation and cooperation with all those who work with Mazda and always remain true to our unique trait of “co-creating with others” placing people at the center of our minds, constantly challenging ourselves to create products, technologies, and experiences that our customers love.

Main features

- Floor mats (with 100th Anniversary Special Badge)
- Headrests (embossed with 100th Anniversary Special Logo)
- Floor carpet (burgundy)
- Key fob (embossed with 100th Anniversary Special Logo and packaged in a special edition box)
- Center hubcaps (featuring 100th Anniversary Special Logo)
- 100th Anniversary Special Badge (on front fender)
- Exterior color: Snow Flake White Pearl Mica

[100th Anniversary Special Logo]

The 100th Anniversary Special Logo overlays the current Mazda brand symbol atop the round “Industry” logo created when Toyo Kogyo was first formed. The design reflects the company’s desire—inherited from its founder—to contribute to the world through engineering and its determination to strive proudly toward the next 100 years.



Sales period in Japan: Pre-orders start from Apr 3, 2020; Orders end Mar 31, 2021

Sales start in Japan is as follows:

Model	Sales start
MAZDA2, MAZDA3, CX-3	Jun 2020 or later
CX-30, CX-5, CX-8, Roadster (MX-5)/Roadster RF	Jul 2020 or later
MAZDA6	Sept 2020 or later

[R360 Coupe]

The R360 Coupe was Mazda’s first passenger car and adopted a futuristic design and unique technologies. To this day, this model stands as the starting point of Mazda’s car making.

At the time of its sale in 1960, the model featured an automatic transmission as well as a four-cycle engine which was unprecedented among micro-mini passenger cars of the time. Its distinctive and stylish coupe form significantly contributed towards weight savings. The extensive weight saving efforts also included substantial use of light alloy materials for the power train and the adoption of a monocoque body construction. As a result, the R360 Coupe offered outstanding and affordably priced driving performance that eclipsed the era’s preceding micro-mini passenger cars, accelerating the motorization of Japanese society.



■Mazda 100th Anniversary Special Edition special website

URL: <https://www.mazda.com/en/100th/anniversary-special-edition/>

(The website will be available from 12:00 on Friday, April 3, 2020. JST)

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