MAZDA

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Mazda Museum Marks 2 Million Visitors

—Celebrating a milestone with local elementary school students

and sharing the appeal of Hiroshima's manufacturing culture with future generations—

HIROSHIMA, Japan — Mazda Motor Corporation (Mazda) announced today that the cumulative number of visitors to the Mazda Museum, the company's corporate museum located on its headquarters grounds in Fuchu-cho, Aki-gun, Hiroshima Prefecture, has reached 2 million since its opening in May 1994. The milestone visitors were a group of 71 fifth-grade students from Ohkou Elementary School in Hiroshima who visited the museum as part of a social studies field trip.

Mazda Museum 2 Millionth Visitor Commemorative Ceremony

At the commemorative ceremony held on the same day, Mazda President and CEO Masahiro Moro remarked, "Congratulations on becoming the Mazda Museum's 2 millionth visitors. I would be delighted if today's tour inspires you to think, "Cars are cool" and "Manufacturing is exciting." This milestone of two million visitors has been made possible thanks to each and every guest who has visited the Mazda Museum over the years. Looking ahead, we will continue to cherish every opportunity to connect with our visitors and further enhance the museum as a place where people can experience the Mazda brand and its deep ties to the local community." As a commemorative gift, Mazda also presented a 1:18 scale model of the MAZDA ICONIC SP to Ohkou Elementary School.

Since opening in May 1994, the Mazda Museum has welcomed a wide range of visitors and shared Mazda's history, technologies, and passion for vehicle manufacturing. Following major renovations in 2005 and 2022, the museum now offers a cohesive experience that takes visitors on a journey from Mazda's founding to its vision for the future. In addition to Mazda owners and automotive enthusiasts, the museum welcomes a diverse range of visitors from Japan and around the world who are interested in the automotive industry and Hiroshima's manufacturing culture. It also serves as an educational venue for

students through school visits and educational trips. In recent years, the museum has expanded its hands-on programs, including casting workshops for children, allowing visitors of all ages to experience the excitement and craftsmanship of car manufacturing firsthand.

Through the Mazda Museum, Mazda will continue to provide more people with opportunities to experience the appeal of vehicle manufacturing and the values that guide the company. At the same time, Mazda will continue to showcase Hiroshima's rich manufacturing culture and heritage to a broader audience, helping to preserve and pass on these values to future generations.

■ **Related News Release**

- **Mazda Museum Welcomes One Millionth Visitor**
  https://newsroom.mazda.com/en/publicity/release/2008/200810/081023a.html

■ **Related Information: Mazda Corporate Website**

- **Mazda Museum | Experience the Mazda Brand**
  https://www.mazda.com/en/experience/museum/

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