

For release March 13, 2017

Mazda to Produce All-New CX-5 at Hofu Plant

– Move will further enhance automaker's ability to meet growing demand for SUVs globally –

HIROSHIMA, Japan—Mazda Motor Corporation announced today that, starting from November, it will produce the all-new Mazda CX-5 crossover SUV at Hofu Plant in Yamaguchi prefecture in addition to the Hiroshima Plant where it is currently produced. The move will help the automaker respond quickly and flexibly to growing demand for SUVs globally.

Mazda aims to create a production system that can respond flexibly to changes in demand for crossover vehicles as it works to meet its global sales goal of 1.65 million units, as laid out in its Structural Reform Stage 2 medium-term business plan (covering the period from fiscal year ending (FYE) March 2017 through FYE March 2019). In December last year the company began producing the Mazda CX-3 subcompact crossover SUV at Hofu plant in addition to Hiroshima Plant.

Launched domestically in February, the all-new CX-5 is already proving popular. In approximately one month sales reached 16,639 units, about seven times the monthly target.

“As with the CX-3, starting production of the CX-5 at Hofu Plant as well is part of our plan to build a production framework that gives us more flexibility between plants and between models,” said Masatoshi Maruyama, Managing Executive Officer in charge of Global Production. “We will do everything we can to get customers the crossover vehicles they want as quickly as possible.”

Mazda will continue its efforts to enrich people's lives through a variety of touchpoints and become a brand with which customers feel a strong emotional connection.

###