



For Immediate Release

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## **Mazda Launches New Advertising Series to Feature Takumi Masters**

*- New ads share stories of the masters behind Mazda craftsmanship and design -*

IRVINE, Calif. (February 28, 2017) – Mazda North American Operations (MNAO) today announced the launch of a new series of Driving Matters advertising spots, meant to connect the passion of Mazda’s Takumi craftsmen and the energy they put into design, with the joy owners get out of driving their Mazda vehicles. The series of advertisements, the first of which debuted this past weekend, provides a glimpse into how Mazda vehicles are designed—showcasing the craftsmanship, design and obsession with detail that Mazda Takumi Masters put into every car.

The Takumi Masters advertising story will follow true Mazda craftsman—not actors—in their authentic work environments to capture the true essence of the process of developing new cars. The new spots are designed to intrigue Mazda customers while paying homage to the Japanese Aesthetic and the Takumi Masters who so passionately represent the Hiroshima Spirit. The advertisements, which were developed as short-form documentaries, will be part of a collection of longer-form films that more deeply depict what makes Mazda, the people behind the company, and the vehicles it develops so unique.

“Mazda is fortunate to have such passionate designers that consistently rise to the challenge of bringing the vision of our brand to life,” said Russell Wager, vice president of marketing at MNAO. “This new series of advertising spots allow us to highlight the real-life people that put their heart and soul into designing vehicles for the wants and needs of our customers.”

The first advertising spot in the design series, called “Oneness,” features Masanori Minamisawa, the actual craftsman who led the exterior design team for the all-new MX-5 Miata RF. In the spot, Minamisawa describes how music has elevated his role as a designer for Mazda. By relating the



oneness he feels when playing music to that of designing a vehicle, he has the ability to share that same feeling with Mazda owners when they drive their car. In the spot, Minamisawa describes his belief that the link between harmony within music, and the perfect harmony you feel when driving a vehicle that was designed just for you, can lead to a feeling of exhilaration, and ultimately, joy, when driving. You can [view the full video here.](#)

“Oneness” will air across major television stations including ABC and NBC, cable and sports stations and on digital media platforms from February 27 through March 26, 2017. In-cinema advertising will begin later this week.

The next spot in the design series will debut in alignment with the launch of the all-new Mazda CX-5 in early April 2017.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through more than 600 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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