

MAZDA DONATES MORE THAN \$5.3 MILLION TO NONPROFITS FOLLOWING MAZDA DRIVE FOR GOOD EVENT

MAZDA EMPLOYEES AND DEALERS TO DONATE MORE THAN 72,000 CHARITABLE SERVICE HOURS

IRVINE, Calif., Jan. 19, 2016 /PRNewswire/ — Mazda North American Operations (MNAO) today announced that it is donating \$5,354,550 to select charities as a result of its Mazda Drive for Good event, an 8.4 percent increase over 2015. In addition to the monetary donation, Mazda employees and dealers across the nation also will donate more than 72,000 charitable service hours in 2016 through various local charitable service opportunities, an increase of 9.1 percent over 2015.

“Mazda Drive for Good is in its third year and we are honored to again announce continued growth in donations to our nonprofit partners,” said Masahiro Moro, president and CEO, MNAO. “With more than 72,000 hours pledged, volunteering continues to be the best opportunity for our employees and dealers to make a real difference in their local communities.”

Mazda’s Drive for Good event ran from November 23, 2015 through January 4, 2016. For every new Mazda vehicle purchased during this time period, Mazda donated \$150 to one of four national, or 46 local, charities, with the choice of the charity being left up to the customer. Customers who bought a vehicle during the program period still have until January 31, 2016 to make their donation decision. In addition to the monetary donation, Mazda also pledged an hour of charitable service for every test drive of a new Mazda vehicle taken during the Mazda Drive for Good event.

Nationally, Mazda worked with St. Jude Children’s Research Hospital, American Red Cross, American Heart Association and Mazda Foundation. Additionally, Mazda offered a local charity option to its customers by partnering with an additional 43 charities based on dealer input in the local markets.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 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 www.mazdausamedia.com.

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SOURCE Mazda North American Operations

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