HOLIDAY SEASON SIGNALS START OF 206 MAZDA DRIVE FOR GOOD EVENT

MAZDA CONTINUES SUPPORT OF NONPROFIT PARTNERS THROUGH ANNUAL CHARITY PROGRAM

IRVINE, Calif. (November 21, 2016) – As part of its annual charity program designed to give back to those in need, Mazda North American Operations (MNAO) today announced the start of the 2016 Mazda Drive for Good® event. From November 21, 2016 through January 3, 2017, Mazda customers and potential owners are invited to help give back to those in need by taking a test drive or by buying, or leasing, a new Mazda. For every test drive, Mazda will pledge one volunteer hour to a worthy cause in the community, and when owners buy or lease a new Mazda, Mazda will donate $150 to one of the select national or local charities of their choice.[1]

In its fourth year of the Mazda Drive for Good program, Mazda is again collaborating with St. Jude Children's Research Hospital®, American Red Cross, American Heart Association, and the Mazda Foundation (USA), Inc. on a national level. In addition to the four national nonprofit organizations, Mazda Dealer Marketing Groups around the nation also have the opportunity to partner with local nonprofit organizations, which enable new Mazda owners to select an organization closer to home. The complete list of local nonprofits can be found below.

"Our Driving Matters campaign speaks directly to the experience of driving our vehicles, and by allowing Mazda test drives to matter in another way, we are able to highlight an important aspect of Mazda's purpose as an organization within the community," said Robert Davis, senior vice president of U.S. operations at MNAO. "Over the last few years, the Mazda Drive for Good program has provided us with a unique opportunity to allow our customers to direct how we give back to our communities, and we look forward to continuing to give back to those organizations that matter most to them, in 2017."

In order to spread the word about the campaign, Mazda teamed up with NBCUniversal for the 2016 Mazda Drive for Good Contest, where the winner, or the organization's representative, will attend NBC's "Christmas in Rockefeller Center" on November 30, and will be recognized for their influence in the community. The winner will receive a $30,000 donation—money raised as part of the 2016 Mazda Drive for Good program.

Supporting the Mazda Drive for Good event is a multi-faceted campaign across all media channels. Mazda's national media buy features :30 television spots featuring some of Mazda's own, designed to represent all of Mazda's employees that give back year-round. Additionally, there is a 2:00 cinema piece highlighting a Mazda dealer and dedicated Mazda Drive for Good volunteer in Charlotte, NC.

Consumers will also have access to a dedicated Mazda Drive for Good webpage at MazdaUSA.com/drive4good where they can track Mazda's progress and find Mazda Drive for Good content. Owners that purchase or lease a new Mazda during the event period can direct their donations through this page.

Since its launch in 2013, Mazda has donated more than $13 million to charity and has pledged more than 195,000 charitable service hours. Mazda believes that buying a car isn't just an artificial transaction. The time and money donated as part of the community creates a ripple effect across the country and develops a community of its own—leaving a lasting effect on those in need.

Mazda remains committed to helping communities throughout the year, through monetary donations and volunteer service. Follow the conversation at #MazdaDrive4Good or MazdaUSA.com/Drive4Good.

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 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 InsideMazda.MazdaUSA.com.

2016 MAZDA DRIVE FOR GOOD WINTER EVENT NATIONAL + LOCAL CHARITY LIST (46 TOTAL)

NATIONAL
St. Jude Children's Research Hospital
American Red Cross
American Heart Association
Mazda Foundation

GULF REGION	
Albuquerque	Ronald McDonald House
Dallas & Fort Worth	MD Anderson Cancer Center
Denver	JDRF
Harlingen	Boys and Girls Club of Edinburg RGV
Houston	JDRF
Kansas City	Children's Mercy Hospital
New Orleans	Covenant House New Orleans
Omaha	Children's Hospital & Medical Center Foundation
Austin	Austin Humane Society

MIDWEST REGION	
Chicago	Ronald McDonald House of Chicagoland & Northwest Indiana
Cincinnati	Cincinnati Children's Hospital
Cleveland	Ronald McDonald House of Cleveland
	Ronald McDonald House of Akron
Columbus	Nationwide Children's Hospital
Detroit	Children's Hospital of Michigan
Lexington	Kentucky Children's Hospital
Louisville	Norton Children's Hospital
Milwaukee	Midwest Athletes Against Childhood Cancer (MACC) Fund
Minneapolis	Ronald McDonald House – Upper Midwest

NORTHEAST REGION	
Baltimore	American Cancer Society
Boston	Doug Flutie Jr. Foundation for Autism
Hartford & New Haven	Autism Speaks

New York	Autism Speaks
Philadelphia	The Children's Hospital of Philadelphia
Pittsburgh	Autism Society of Pittsburgh
Washington	Leukemia and Lymphoma Society of Washington DC (National Capital Area)

SOUTHEAST REGION	
Atlanta	Children's Healthcare of Atlanta
Ft. Myers & Naples	Golisano Children's Hospital (Lee Memorial Health System Foundation)
Central Carolina (Raleigh)	UNC Children's Hospital (The Medical Foundation of NC, Inc)
Richmond & Petersburg	Ronald McDonald House Charities of Richmond
West Palm Beach	Place of Hope
Charlotte	Charlotte Family Housing

WESTERN REGION	
Los Angeles	Local chapters of Big Brothers Big Sisters
Phoenix	Phoenix Children's Hospital Foundation
Portland	Randall Children's Hospital Foundation
Sacramento, Stockton & Modesto	Big Brothers Big Sisters of the Greater Sacramento Area
San Diego	Rady Children's Hospital Foundation
San Francisco, Oakland & San Jose	Lucile Packard Children's Hospital Stanford
Seattle & Tacoma	Seattle Children's Hospital
Salt Lake City	Prevent Child Abuse Utah

# # #

[1] Open to legal residents of the 50 states (including D.C.), 18+ who purchase or lease a new Mazda vehicle from an authorized Mazda franchise dealer from November 21, 2016 through January 3, 2017. For complete details, visit http://www.mazdausa.com/drive4good.

Additional assets available online:
P H O T O S (1)

https://news.mazdausa.com/2016-11-21-2016-mazda-drive-good-event