

## MAZDA STARTS PRODUCTION OF ALL NEW MAZDA CX-5

HIROSHIMA, Japan—Mazda Motor Corporation started production of the all-new Mazda CX-5 crossover SUV yesterday at Ujina Plant No. 2 near the company's global headquarters in Hiroshima. The model will go on sale in Japan in February before being rolled out to global markets.

The original CX-5, which began production in November 2011, introduced a new generation of models featuring the full range of SKYACTIV Technology<sup>1</sup> and KODO—Soul of Motion design. Cumulative production reached 1 million units in April 2015, making it the second-fastest Mazda to reach the million-unit milestone after the Mazda3 (known as Axela in Japan). Total production reached approximately 1.57 million units at the end of October this year.<sup>2</sup> With global sales increasing every year since launch, the CX-5 has grown into a core model that accounts for about a quarter of Mazda's annual sales volume.

The slogan for development of the all-new CX-5 was “an SUV all customers will enjoy,” and Mazda aimed for a new dimension of driving pleasure that can be shared by everyone on board – not just the driver.

Mazda will continue its efforts to enrich people's lives through a variety of touchpoints, including high-quality vehicle production, and become a brand with which customers feel a strong emotional connection.

[Click here to download the high-resolution video](#)

*1 SKYACTIV is an umbrella term for Mazda's next-generation technologies, including gasoline and diesel engines, transmissions, body and chassis, developed to provide both driving pleasure and outstanding environmental and safety performance, based on the company's Sustainable Zoom-Zoom long-term vision for technology development.*

*2 Based on company records.*

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