

# MAZDA CORPORATE FACT SHEET

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For over 30 years, Mazda Motor Corporation has manufactured innovative and thrilling vehicles, which are sold worldwide. Headquartered in Hiroshima, Japan, and started in 1931, Mazda has made its mark in the automotive market through creating cars that are both affordable and fun to drive. While Mazda's largest shareholder is Ford Motor Company, which owns 33.4 percent of the company, it is a publicly held and traded corporation on the Nikkei exchange.

In North America alone, Mazda North American Operations (MNAO) directly and indirectly employs more than 30,000 people. With headquarters in Irvine, Calif., Mazda operates facilities in several states and provinces, including R&D and emissions facilities in Irvine and Flat Rock, Mich., and manufacturing in Flat Rock as well. Mazda's port facilities include Port Hueneme, Calif., Tacoma, Wash., Midlothian, Texas, Jacksonville, Fla., Woodhaven, Mich., and Baltimore, Md.

Mazda also operates several U.S. facilities where its vehicles are built. All MAZDA 6 Sports Sedans, Sport Wagons, and 5-Doors are built at the AutoAlliance International facility in Flat Rock, Mich., a joint venture between Mazda Motor Corporation and Ford Motor Company. In addition, the Tribute model line is built in Kansas City, Mo., and all B-Series trucks are built at Mazda's Twin Cities facilities in Minneapolis, Minn.

Mazda has been importing vehicles into the United States since 1970, and has since continued to create an automotive brand that provides the most thrilling vehicles, as well as parts and accessories, to its loyal customers.

## ALWAYS THE SOUL OF A SPORTS CAR

Thoroughly infused through the DNA of every Mazda built is the soul of a sports car. And on the road-racing tracks throughout North America, they prove it every day. There are more Mazdas participating in club racing and autocross than any other single brand of vehicles. Not only participating, Mazda is finding itself on the podium. The 2005 race season has proven to be our most successful to date:

- American Le Mans Series - Mazda has six podium finishes in the 2005 season with an LMP-2 Courage chassis, powered by an R20B RENESIS rotary-powered engine.
- SCCA SPEED World Challenge Series - MAZDA 6 thus far has eleven podium finishes this season, with one race to go.
- Grand Am Cup - Sports Touring Class - Mazda's 2005 RX-8's have had five podium finishes this season.
- MAZDASPEED Miata Cup - Mazda's proprietary race series pits first- and second-generation Miatas against each other in an ever-growing field - top podium spot will be taken during the Petit Le Mans weekend at Road Atlanta.

In addition, the Pro Formula Mazda Series boasts RENESIS rotary engines in every vehicle in the series, the same engine found in the production RX-8.

Mazda Raceway Laguna Seca is one of the nation's premier racing facilities, boasting 11 turns, including the notoriously heart-pounding Corkscrew at turn 8. Mazda, being the Zoom-Zoom company with the soul of sports car, considers the raceway it's "home away from home", and hosts dealer and media events regularly at the facility, as well as using it for new vehicle development.

## **ZOOM-ZOOM THAT BREATHES EASIER**

While Mazda is actively investigating the areas of hybrid technology with Ford Motor Company, the company is doing what it can with its pure gasoline-powered vehicles. The MAZDA 3 and MAZDA 6 Sports Sedan, and 2.3L engine-equipped MAZDA 6 5-Doors, meet the ultra-clean Partial Zero Emissions Vehicle (PZEV) standards in five states in America, including California. Vehicles certified to PZEV standards emit more than 90-percent fewer smog-forming emissions than the average new vehicle on the road.

## **MAZDA RETAIL REVOLUTION - INNOVATION AT THE CUSTOMER LEVEL**

A dealership experience that is informative, positive, engaging and even fun was the core of Mazda's Retail Revolution initiative. This unique endeavor, proprietary to Mazda, is aimed at enhancing the consumer car-buying and ownership experience, and has literally transformed the way people shop for cars. Transcending many levels, from the way Mazda dealerships are designed, the provision of customer-centric technology and business tools to educate and inform customers, current and potential customers benefit from the Retail Revolution experience, and Mazda is encouraged and enlivened by the results.

A Retail Revolution facility is unique in that three main components are brought to life: customer information, environment, and the Mazda Test Drive. Customer feedback has been tremendous, as they feel more in charge of the overall purchase process. Spending more time, asking more questions, feeling self-assured and understanding the vehicle's they're interested in on a much more meaningful level are just some of the ways Mazda customers are having a better time while visiting a Retail Revolution Facility.

Retail Revolution is one of the most important ways Mazda is looking to change the face of the vehicle buying and ownership experience. Stellar customer service, an amazing line-up of products and an overall commitment to customers are at the foundation of Mazda, and Retail Revolution is proving to be one of the strongest ways Mazda can deliver on its commitments.

EDITOR'S NOTE: For more information on Mazda vehicles, visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com) [1].

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