

MAZDA HISTORY

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1967

Mazda builds its first rotary vehicle, the 110S Cosmo Sport.

1968

Vehicle sales begin in Canada with the R100 coupe.

1970

Mazda establishes Mazda Motor of America (N.W.), Inc.

Vehicle sales in the U.S. begin with the R100 coupe, the first mass-produced rotary-powered car in America.

1971

Mazda debuts the rotary-powered RX-2.

1972

Mazda Technical Center (MTC) and Toyo Kogyo U.S. Representative office (TKUS) established.

Mazda debuts the piston-engine 808 sedan, coupe, and wagon.

Mazda debuts the rotary-powered RX-3.

1973

Mazda RX-3 becomes the first vehicle in the world to pass strict new U.S. standards for regulating exhaust emissions.

1974

Mazda debuts the RX-4.

1975

Mazda Motor of America (Central), Inc. established.

1977

Introduction of the Mazda GLC "Great Little Car."

1978

Mazda introduces the rotary-engined RX-7 sports car.

Mazda introduces the 626 series.

Introduction of the Mazda B2000 compact pickup truck.

1979

Ford Motor Company purchases a 24.5 percent stake in Mazda Motor Corporation.

1980

Mazda introduces the front-wheel-drive Mazda 323.

1981

MTC and TKUS merge to form Mazda (North America), Inc. (MANA).

1982

Introduction of the front-wheel-drive 626.

Mazda sells its one-millionth passenger car in the U.S.

1983

MANA opens Detroit office to conduct EPA emission testing and trend research.

Mazda RX-7 named as a *Car and Driver* "10Best."

Mazda 626 is awarded *Motor Trend* "Import Car of the Year."

1984

Mazda announces plans to build an assembly plant in Flat Rock, Michigan.

Mazda changes its company name from Toyo Kogyo Co., Ltd. to Mazda Motor Corporation.

Mazda 626 named as one of *Car and Driver* "10Best."

1985

Mazda Motor Manufacturing (USA) Corporation (MMUC) holds groundbreaking ceremony for new Flat Rock plant.

Mazda introduces second-generation RX-7.

Introduction of the completely redesigned B-Series Truck.

1986

Specially prepared Mazda RX-7 sets land speed class record of 238.442 miles per hour at Bonneville National Speed Trials.

Mazda RX-7 is awarded *Motor Trend* "Import Car of the Year" and "Best New Sports Car" by the Automobile Journalists Association of Canada.

1987

Mazda introduces the MX-6 sports coupe and restyles the 626 series.

Assembly of the Mazda MX-6 begins in Flat Rock. In little more than a year, MMUC fulfills virtually all North

American demand for the MX-6.

Mazda RX-7 Turbo named as a *Car and Driver* "10Best."

Mazda introduces the 929 luxury sedan, giving the company a complete line of vehicles for its North American customers.

1988

MMUC commences assembly of the Ford Probe and announces plans to export the Probe model to Japan for sale through Mazda's Autorama dealer network. Export of the MX-6 to Taiwan and Canada follows.

Mazda dedicates all-new \$23 million R&D center in Irvine, California.

Mazda's U.S. operations undergo reorganization, with the consolidation of Mazda Motor of America (Central), Inc. and Mazda Motor of America (East), Inc. into Mazda Motor of America, Inc. (MMA), and the creation of Mazda Research & Development of North America, Inc. (MRA).

Introduction of the MY1989 Mazda MPV minivan.

1989

Mazda introduces the MX-5 Miata sports car as a 1990 model.

Introduction of the all-new 323 3-door hatchback and 1990 Mazda Protegé, which replaces the Mazda 323 sedan.

Assembly of the Mazda 626 4-door sedan begins at MMUC.

MX-5 Miata named as one of the five "World's Best Cars" by *Road & Track*.

MPV named "Best New Van" by Automobile Journalists Association of Canada.

1990

Formation of Mazda Systems Services of North America, Inc. (MSS) in Flat Rock.

MRA Flat Rock expansion to include testing for local parts development.

MX-5 Miata and MPV each receive a "10Best" award from *Car and Driver*.

Mazda enters the U.S. sport-utility market segment with the 2-door Mazda Navajo.

MPV 4WD named "Best New Van" by Automobile Journalists Association of Canada.

MX-5 Miata receives "Automobile of the Year" award from *Automobile Magazine*.

1991

MX-5 Miata and MPV 3.0-liter V6 each receive a *Car and Driver* "10Best" award.

Agreement with Ford Motor Company to develop and manufacture a new Mazda compact B-Series Truck for the North American market, starting in 1993.

Introduction of the all-new MY1992 Mazda 929 luxury sedan and MX-3 sports coupe, the first in its class offered with a 1.8-liter V6 engine, the smallest V6 in mass production.

MX-3 awarded "Best New Sports Car" by Automobile Journalists Association of Canada.

One-millionth Mazda B-Series Truck sold in the U.S.

Automobile Magazine names MX-5 Miata to its "All-Star" list.

RX-7 wins "Best New Performance Car" by Automobile Journalists Association of Canada.

Mazda's four-rotor 787B wins Le Mans, becoming the first and only Japanese manufacturer to win this famous endurance race.

1992

Introduction of the MY1993 RX-7.

Opening of the new \$9 million MRA/MSS building in Flat Rock.

MMUC becomes a joint venture between Mazda and Ford Motor Company, named AutoAlliance International, Inc. (AAI).

Assembly of the all-new 1993 Mazda MX-6, 626, and Ford Probe begins at AAI.

Completion of MANA's Quality Research Building and the \$25.6 million Woodhaven Inland Port facility in Woodhaven, Michigan.

Mazda MX-6 and 626 classified as a domestic fleet under EPA guidelines.

MX-5 Miata receives a "10Best" award from *Car and Driver*.

Automobile Magazine names MX-5 Miata to its "All-Star" list.

1993

Assembly of the one-millionth vehicle at AAI.

Introduction of Mazda's all-new MY1994 B-Series Truck, assembled in Edison, New Jersey.

Mazda RX-7 named as a *Car and Driver* "10Best."

Automobile Magazine names MX-5 Miata to its "All-Star" list.

1994

Introduction of the 1995 Mazda Millenia, an all-new luxury sedan.

Introduction of the high-output, fuel-efficient Miller-cycle engine (in the Millenia S), the first automotive application of Miller-cycle technology.

Mazda sets sixth year of record passenger car sales in the United States.

Mazda introduces the MY1995 Protegé, featuring OptiSpace design.

Mazda RX-7 named as a *Car and Driver* "10Best."

1995

Mazda RX-7 receives fifth "10Best" award from *Car and Driver*.

Automobile Magazine names MX-5 Miata and Millenia to its "All-Star" list.

Millenia S named "Best New Luxury Car" by Automobile Journalists Association of Canada.

Millenia S Miller-cycle engine named as one of the "Best Engines" by Ward's Auto World.

1996

J.D. Power and Associates Initial Quality Study rated the following among the top three vehicles per segment in initial quality: Compact Car - Mazda Protegé; Compact Pickup - Mazda B-Series; Sporty Car - Mazda MX-5 Miata; Entry Luxury Car (Under \$35,000) - Mazda Millenia.

Ford Motor Company increases its equity in Mazda Motor Corporation to 33.4 percent.

Millenia S Miller-cycle engine named as one of the "Best Engines" by Ward's Auto World.

Automobile Magazine names MX-5 Miata and Millenia to its "All-Star" list.

1997

MSS, MRA, MANA, and MMA consolidate operations under the new business name Mazda North American Operations (MNAO), headquartered in Irvine, California.

Millenia S Miller-cycle engine named as one of the "Best Engines" by Ward's Auto World.

Mazda introduces its new "Winged M" brand marquee worldwide.

Automobile Magazine names MX-5 Miata to its "All-Star" list.

1998

Mazda redesigns the MX-5 Miata for the first time since its introduction nine years earlier, debuting the new car as a 1999 model.

The MX-5 Miata receives a *Car and Driver* "10Best" award.

Debut of the MY1998.5 Mazda B-Series Cab Plus 4, the first 4-door import brand truck.

Introduction of the all-new third-generation Protegé as a 1999 model. The Protegé receives Ultra Low Emission Vehicle status in California.

Millenia S Miller-cycle engine named as one of the "Best Engines" by Ward's Auto World.

Mazda Protegé DX named "Best New Car" under \$13,000 by Kiplinger's New Cars and Trucks 1999 Buyers Guide.

Consumers Digest names the MX-5 Miata, Protegé, and B-Series Truck to its 1999 "Best Buy" list.

1999

The MX-5 Miata celebrates its 10th anniversary with a Special-Edition model and receives numerous accolades, including:

- Fifth "10Best" award from *Car and Driver*.
- Named to *Consumers Digest* "Best Buy" list.

- "Best Convertible" in *MotorWeek's* Driver's Choice Awards.
- One of Sport Compact Car's "Eight Great Rides."

Protegé named "Best New Family Sedan (Under \$25,000)" by Automobile Journalists Association of Canada.

Mazda debuts MY2000 MPV.

2000

Car and Driver ranks Mazda Protegé ES "#1 Compact Sedan."

Automobile Magazine names MX-5 Miata to its "All-Star" list.

Tribute introduced as a 2001 model year vehicle.

2001

Mazda Motor Corporation celebrates 70th anniversary of automobile manufacturing.

Introduction of the MP3, a production-quality sport compact car.

Mazda MX-5 Miata, MPV, and Tribute named *Consumers Digest* "Best Buys."

Introduction of the Mazda Protegé5 as a 2002 model.

Tribute named "Best New Compact Sport Utility" and "Canadian Truck of the Year" by Automobile Journalists Association of Canada.

MNAO acquires naming rights to one of the nation's premier road racing circuits, now called Mazda Raceway Laguna Seca.

2002

Mazda Tribute receives several awards, including:

- *Automobile Magazine's* Reader's Choice Award for "Best Small Sport Utility Vehicle."
- Edmunds.com Editor's Choice Award for "Small SUV of the Year."

The MX-5 Miata named to *Automobile Magazine* "All-Star" list for the 12th time.

MNAO launches *MAZDASPEED* performance badge.

Mazda introduces turbocharged *MAZDASPEED* Protegé as a 2003 model.

MAZDASPEED Protegé, parts, accessories, and merchandise go on sale at Mazda's exclusive *MAZDASPEED* dealers.

Mazda launches U.S. production and North American sales of 2003 MAZDA6 sports sedan.

2003

Mazda introduces 2004 RX-8 sports car. The world's only rotary-engine sports car is first with "Freestyle" door system and room for four adults.

Mazda introduces the 2003.5 *MAZDASPEED* Protegé.

Mazda introduces 2004 MAZDA3 4-Door and 5-Door.

RX-8 RENESIS rotary engine wins 2003 International Engine of the Year.

MAZDA6 wins more than 60 domestic and international awards during its first year, including a *Car and Driver* "10Best," *Automobile Magazine* "All-Star," and *MONEY*® magazine "2003 Best Mid-Sized Sedan."

2004

Mazda introduces 2004 MAZDA6 5-Door and Sport Wagon, and 2004 *MAZDASPEED* MX-5 Miata.

Edmunds.com awards MAZDA3 the "Most Wanted Sedan Under \$15,000."

Kiplinger's Personal Finance awards MAZDA 3 "Best New Car Under \$17,000" and "Best New Sports Car" honors to the RX-8.

RX-8 receives *Car and Driver* "10Best" award, *MONEY*® magazine's "Best Sports Car" award, and is a 2004 *Automobile Magazine* "All-Star"

Automobile Journalists Association of Canada awards:

- 2004 Canadian Car of the Year - MAZDA3
- 2004 Best New Economy Car - MAZDA3
- 2004 Best New Sports Coupe/Sedan (under \$35,000)
- MAZDA3 Sport
- 2004 Best New Sports/Performance Car - Mazda RX-8
- 2004 Best New Family Car - MAZDA6

Mazda RX-8 awarded 2004 Le Guide de l'Auto Car of the Year.

MAZDA6 named an *Automobile Magazine* "All-Star" for the second year in a row and *MONEY* magazine's "Best Family Sedan."

AutoWeek awards MAZDA3 "America's Best Economy car."

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