

# MAZDA MARKS 40 MILLION UNITS OF CUMULATIVE VEHICLE PRODUCTION IN JAPAN

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[Hisakazu Imaki Thanks Line Workers As The 40-Millionth Vehicle](#)

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HIROSHIMA, JAPAN-Mazda Motor Corporation today reached 40 million units of cumulative production in Japan during a commemorative ceremony at its Ujina Plant No. 2 near Mazda's headquarters in Hiroshima. Mazda's Representative Director, Chairman of the Board, President and CEO, Hisakazu Imaki, together with executive officers and union representatives, looked on as the 40 millionth Mazda - an all-new MAZDA2 - rolled off the production line. This milestone was achieved 75 years and nine months from the date when Mazda began production of three-wheeled trucks in October 1931.

"Mazda was able to achieve 40 million units of cumulative production due to the great support of our customers and the steadfast efforts of the many employees and people associated with Mazda," said Misakazu Imaki, President and CEO, Mazda Motor Corporation. "Mazda's appetite for embracing challenges and a spirited corporate culture drives us to develop new technologies and create new value. To maintain this track record of success going forward, we will continue to provide our customers with vehicles that are inviting to drive, fun to drive and make you want to drive them again."

Mazda initially established itself as a manufacturer of light trucks, beginning with three-wheeled trucks, in 1931. Mazda took a bold step into the passenger car segment in 1960 when it commenced production of the R360 Coupe minicar.

Since then, Mazda has developed into a true global corporation through production and international sales of sports cars such as the world's first dual-rotor rotary engine car, the Cosmo Sport and the iconic RX-7, along with durable models such as the Mazda Protegé, Mazda 323 and Mazda 626.

In 2002, Mazda began to introduce a new generation of products that clearly embodied the new Zoom-Zoom brand promise. Starting with the MAZDA6 and MAZDA3, the new Zoom-Zoom vehicles have since earned worldwide acclaim.

Mazda has long been committed to adopting innovative manufacturing techniques for efficient production that is both people and environmentally friendly. Recently, wider use of initiatives such as Mazda's Three Layer Wet Paint and Integrated Scheduled Production systems has enabled a uniquely flexible and high quality synchronized production line. In the future, Mazda aims to achieve further growth by raising its brand value and enhancing business efficiency in line with the Mazda Advancement Plan. Mazda will also strive to provide excellent products and services that meet our customers' high expectations, with product quality, safety and environmental performance that is second to none.

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