

TKK Earnings Up 179 Percent in Fiscal 1979

Success needn't be complicated, as Toyo Kogyo (TKK) proved in fiscal 1979, which ended October 31. TKK parlayed a straightforward business philosophy called High Value Engineering into company record earnings and revenues. The philosophy's aim is selling top quality, well engineered, fuel efficient vehicles at economical prices.

The year's figures suggest TKK's aim was right on target. Impressive gains were made on virtually all fronts. Net after-tax earnings soared to \$30.7 million in fiscal 1979, a whopping 179 percent improvement on 1978's \$11 million.

Debts Retired

TKK took advantage of its success to strengthen its financial position by reducing long and short term debts. Notes payable were reduced by \$156 million and more than \$381 million in debt and mortgage bonds were retired.

The year's success placed TKK squarely in third place in the hotly competitive Japanese automotive industry.

"Based on our production figures for 1979, we have regained our position as the number three company in the Japanese automotive industry, due, we believe, to the development of Mazda models which suit the prevailing tastes of both Japanese and export markets," said TKK president Yoshiaki Yamasaki.

Faced with tight budgets and high

fuel costs, buyers the world over preferred small cars, Mr. Yamasaki added. That preference helped TKK's results.

The Japanese yen, however, was stronger than other currencies, particularly in the first half of the year. When the yen is strong, it takes more dollars (or francs, or lire, or pesos...) to buy Japanese products.

Call Them Irresistible

That means Mazdas cost a little more outside of Japan. But car buyers still found the fuel-slingy, value-packed Mazda line irresistible, as the record earnings prove. TKK's factory sales jumped to 1,013,159 units, an increase of 20.5 percent over 1978's 840,558 units. Passenger cars comprised 65.8 percent of the total unit sales, up 8.5 percent from 1978. The five GLC models, the RX-7 and the 626 sport coupe and sedan accounted for 82 percent of Mazda's passenger car unit sales.

Output Up

Demand for Mazdas, obviously, was sky-high. That kept TKK employees hopping, and they wound up setting a record for vehicle output, accounting for 37.7 vehicles per employee, up from 30 in fiscal 1978.

The hard work paid off for TKK. Fiscal 1979 saw a host of records set, but they probably won't stand long. TKK has been treating its success records as if they were made to be broken.

Christmas Cheer at Mazda

'Twas the season to be jolly, and Mazda employees made the most of it at company Christmas parties this past holiday season.

Mazda Gulf employees got a head start on good cheer, holding their party on December 13 at the Houston Oaks Hotel.

The dinner-dance was highlighted by a visit from Mazda Central President Tim Ogawa and Vice President of General Operations Rod Hayden. They came to congratulate MDG employees on a great year, and to help Jim Seidel, general operations manager, pass the hats — Mazda gift hats for everyone, that is.

Mazda Northwest employees were feted at the Seattle Hyatt House's Phoenix ballroom on December 19. Santa Claus, who moonlights as Dick Ryberg, district sales manager from Minnesota, was there to make sure everyone got Christmas gifts.

Santa had to keep a sharp eye on Sales Manager Bob Parker's gift — it kept trying to get away. Bob is an avid tennis player, and one of Santa's elves gave him a tennis ball that walks. This could revolutionize the game. Mr.

Ogawa and Mr. Hayden also attended the MDNW bash.

Mazda Great Lakes employees held their party in MDGL's "auto-torium" on December 21. In keeping with tradition, the new employees put on a skit about life at Mazda. They also composed a song to the tune of "Jingle Bells" that still has everyone there singing.

Mazda Central and Mazda Pacific employees celebrated on December 21 at the Long Beach Elks' Club. Door prizes were awarded to lucky ticket holders, but there was a catch. Winners had to sit in Santa Claus Bill Zornek's lap and kiss him to claim their prizes. Santa was glad the male winners sent their wives to collect.

A number of esteemed members of the Mazda family also attended the various parties.

Mr. M.S. Hirose, Mr. M. Sato, and Mr. T. Araki graced the MDG party; Mr. K. Iwata, Mr. K. Shima, and Mr. M.S. Hirose the MDNW party; and Mr. H. Yamashita, Mr. Y. Okuda, Mr. Y. Taguchi, Mr. M. Ishikawa of Sumitomo Shoji Kaisha, and Mr. S. Yamanishi, vice president of Plaza Motors in Puerto Rico the MMA (C)/MDP party.



Merry Mazda Christmas — (top left) Dick "Santa" Ryberg and helper Tawny Sayers at MDNW; (top right, left to right) H. Ejima, C. Lassen, P. Lassen and G. Goolsby at MDG; (bottom) "Peter's Pipers" — new employees singing their song at MDGL.

Mazda Doubles '78 Sales Figures in '79

Mazda cars and trucks rolled off the cargo ships from Japan and into a record number of American car ports

in 1979. Sales were so good that Mazda dealers' only problem was keeping up with the demand.

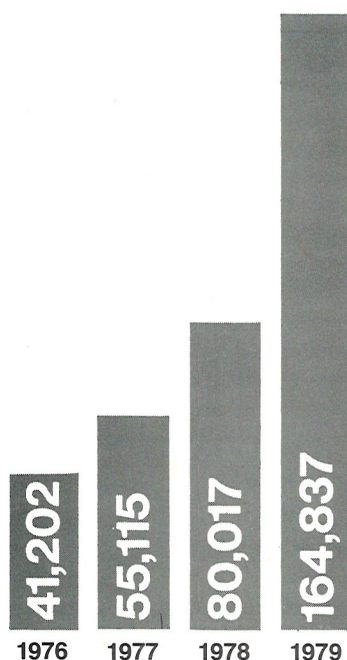
A total of 164,837 Mazdas were sold in the U.S. in 1979, better than doubling the 80,017 sold in 1978. In May alone, a staggering 18,745 Mazdas were sold.

The popular passenger car lineup of the GLC, the 626 and RX-7 proved a winning combination. They accounted for the lion's share of Mazda sales in the U.S., totaling 156,535 units between them.

That's not to say Mazda trucks were napping. More Americans wanted the hauling power and economy of the B2000 line in 1979 than ever before. Dealers sold 8,302 of the trucks in 1979, up from 4,708 the year before.

Mazda Central dealers combined for an average of approximately 18 vehicles sold per dealer per month for the year. That's some kind of batting average.

"The record year wouldn't have been possible without the total effort of the entire Mazda family. Each and every Mazda employee should be very proud," said MMA(C) Vice President Rod Hayden.



The Sky's the Limit — The steady upward sales trend of 1976-78 became an upward leap in 1979, as just one look at the above graph will tell you.

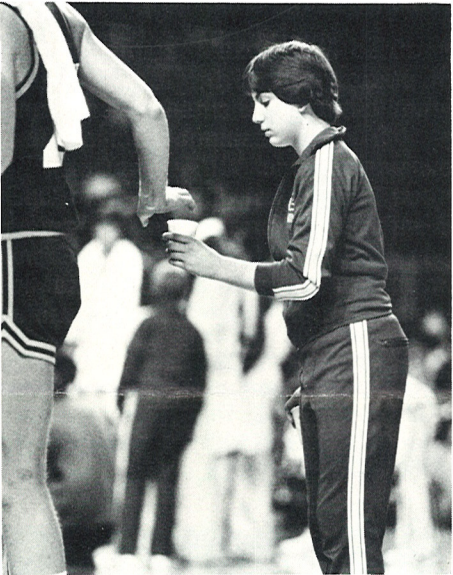
An NBA Rookie Who's Still in Junior High

He's only 13 years old and 5'6" tall, but Marc St. Yves is a rookie sensation for the Seattle SuperSonics, reigning National Basketball Association champions.

Pretty impressive considering that just two years ago Marc played for a team he called "so bad that we won only one game all season, and it was by forfeit."

Fortunately, the Sonics aren't interested in Marc's shooting, dribbling, or rebounding. The son of Mazda Northwest District 1 sales manager Dick St. Yves won't be the Sonics' MVP (most valuable player) this season, but he may be their MVB—most valuable ballboy.

By day, Marc is an eighth grader at West Seattle's Denny Junior High School. When the Sonics play at home, his nights are spent on the Seattle Kingdome basketball court.



On the Ball—Seattle SuperSonics ballboy Marc St. Yves in action at the Seattle Kingdome.

Guarding the Pros

Marc's duties as a ballboy are varied. Before the game, players often ask him to "guard" them while they practice their shooting.

"They just sort of want somebody to jump at them while they shoot so they can warm up for the game," Marc said.

Occasionally, the warmup includes a basketball lesson—Sonics star Dennis Johnson recently taught Marc the finer points of shooting a lay-up underhand.

During the game, Marc most often is behind the visiting team's bench. Marc takes a player's sweatsuit and folds it when the player goes into the game and drapes the jacket around the player's shoulders when he returns to the

bench. Marc also hands out towels and refreshments to the players.

When a lot of players are shuffled in and out, things can get confusing.

"For the first few games I worked, I didn't see any of the play. I was too busy folding and trying to keep track of which sweatsuit belonged to which player," Marc said.

Now that he's learned the ropes, he can better appreciate his courtside vantage point for watching the games.

"When we used to come to Sonics games, we sat up in the top level of the Kingdome. The players looked like ants running around. Now that I'm down on the court, I see how big they really are. They look like trees," Marc said.

Though he earns \$8 per game, Marc finds the fringe benefits the best part of his job.

"I get two free season tickets so my folks can come to the games, a sweat-suit, shirts, two pairs of Adidas, and every kind of souvenir you could want," Marc said.

He's a "Shoe-In"

Among those he's collected are three pairs of old sneakers players have given him. The sneakers aren't quite his size. Fred Brown, Sonics captain, once asked Marc what he does with the size 14 sneakers given him by longtime NBA player Paul Silas.

"I sleep in them," Marc replied.

He probably needs the rest, too. Since the Sonics often draw capacity crowds of nearly 20,000 vocal, enthusiastic fans, Marc doesn't get to relax much on the job.

Working in front of that many people takes some getting used to.

"At first it's really scary—you feel like everybody's watching you. Now, though, it's really fun because I get to hear how the visiting players react to all the noise the fans make," Marc said.

Frequently, Marc also can hear what play the opposite team is setting up. But he wouldn't be much help as a spy. "They call things like a 'G-38.' I have no idea what a 'G-38' is," he confessed.

But he does know his job, and he does it well. His work has even garnered him some fans. "Yeah, a bunch of cheerleaders who were visiting from eastern Washington asked for my autograph," Marc said, sounding a little embarrassed.

Did the rookie sign?

"I signed," he admitted. He paused a moment and added, "I don't *think* they mistook me for a player."

Price Increases

Prices on most Mazdas will be up in 1980. Higher production costs in Japan have been cited as the primary cause of the increases.

The hikes are \$100 for four of the five GLC models, \$200 for the 626 sport coupe and sedan, and \$300 for the S and GS RX-7 models.

Mazda did, however, hold the line on prices for the GLC three-door hatchback and the B2000 pickup truck.

The standard GLC will still sell for \$3,695, the B2000 shortbed model for \$4,695, and the Sundowner longbed

model for \$5,045.

Mazda will introduce two new trucks in 1980 — the shortbed and longbed Sport models — which will sell for \$5,295 and \$5,495 respectively.

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Keep on Truckin'—Mazda will expand its line of trucks in 1980 to include the Sport longbed model (pictured above) and the Sport shortbed model.

Mazda's NFL Player of the Year

Dan Fouts, quarterback of the American Football Conference Western Division champion San Diego Chargers, was named "Mazda NFL Player of the Year" at a January 21 luncheon in Los Angeles.

Fouts was presented with a new 1980 RX-7 by Rod Hayden, Mazda Central's vice president of general operations.

During the 1979 season, Fouts ranked third among NFL quarterbacks with an 83.2 pass rating, and his 24 touchdowns were fourth best in the league.

Several league passing records fell

prey to the quarterback's deadly accurate arm. Fouts racked up 4,082 yards passing, beating former New York Jets quarterback Joe Namath's 1967 mark of 4,007 yards.

Fouts tied another record by passing for 300 yards or more in six games. Four of Fout's six 300 yard games came in a row, also a record.

This was the third year Mazda has sponsored the award. Denver Broncos quarterback Craig Morton won it for his play in the 1977 season. The 1978 season winner was Terry Bradshaw, quarterback of the Pittsburgh Steelers.

Letters to the Editor

Have you got a question concerning the company? The universe? How about an idea for a story you'd like to see in Mazda Line? We'd like to hear what you've got to say, and we'll print as many letters, and provide as many answers, as we can. Letters may be written on shoe boxes, the family dog, or anything else you've got handy, although paper is preferred (and a lot easier to write on). Try to keep letters brief and send them to Editor, Mazda Line, Public Affairs Department, Compton.

Classifieds

Who says you can't get something for nothing? A Mazda Line classified ad reaches readers from Port Allen, Louisiana to Kent, Washington. That's something. And the cost is nothing.

If you're buying, selling, swapping, offering, or in need of anything from A to Z, take advantage of the classifieds. The price is right.

Submit your ads to the Public Affairs Department at Compton by the 15th day of the month for inclusion in the following issue.

Transition

Congratulations to Mazda Central's Claudia Church, who gave birth to a baby girl on December 22.

Welcome to the following people who joined Mazda recently:

Mazda Central

M.S. Hirose
A. Hampton

Mazda Pacific

K. Fagg
W. Schaffner

Mazda Gulf

Z. Beltrand
P. Fossa

Mazda Port Allen

L. White
M. Smith

The following personnel changes were made recently:

Mazda Central

V. Delgado moved from Mazda Pacific training instructor to MMA (C)'s Service Department.

Mazda Pacific

K. Warpness moved from training manager to district parts and service manager.

Mazda Northwest

G. Perry moved from Mazda Pacific district parts and service manager to MDNW district parts and service manager.