

MAZDA REORGANIZATION CONTINUES...

OGAWA NAMED CHAIRMAN OF MAZDA CENTRAL

Mr. Toru Ogawa, President of Mazda Motors of America (Central), Inc. since 1976, was named Chairman of Mazda Central, effective May 1.

Mr. Ogawa joined Mazda Central at the height of the mid-1970's gasoline crisis and at Mazda's low point in the United States market. He was instrumental in rebuilding Mazda's image in the U.S. and introducing this market to a new series of Mazda cars.

Mr. Ogawa graduated from Tokyo University in 1955, and joined Sumitomo Shoji, Ltd. that same year. In 1965, he was appointed automotive section manager of Sumitomo. Mr. Ogawa was appointed president of Mazda Motors of Florida, the predecessor to Mazda Motors of America (East) in 1970, and in 1973 became assistant manager of the automotive department at Sumitomo.

He was named president of Mazda Central in 1976, and accompanied MMAC on their move from Chicago to Rancho Dominguez in 1978.

TAURA RETURNS AS PRESIDENT

Mr. Yoshinori Taura, Executive Vice President of Mazda Central from February 1978 to August 1979, has been tabbed to replace Mr. Toru Ogawa as President of Mazda Central.

Mr. Taura was formerly general manager, Europe Division, Overseas Operations for Mazda Motor Corporation. He held that position since 1982. He began his career with Mazda Motor Corporation in 1961 after graduating from Chuo University in Tokyo.

Mr. Taura also served previously in the United States from 1969 to 1971 as a member of a project team which studied the feasibility of Mazda entering the U.S. market. In addition, he assisted with the formation of the importing companies located in Seattle and Los Angeles.

"We expect the appointment of Mr. Taura as president of Mazda Central will reinforce the executive management team in the increasingly competitive U.S. market," said Mr. Ogawa. "His experience in both the U.S. and Europe will provide a valuable combination of factory knowledge and marketing experience which is so important to our future business in the U.S."

DISTRIBUTORS TO MERGE

Mazda Central's three distributors, Mazda Distributors Pacific, Mazda Distributors Gulf, and Mazda Distributors Northwest, will merge June 1 to form Mazda Distributors (West), Inc. (MDW).

With the formation of MDW, the former distributor locations will become regional offices of MDW as follows:

**Mazda Distributors (West),
Pacific Region
Mazda Distributors (West),
Northwest Region
Mazda Distributors (West),
Gulf Region**

This change in distributor alignment was deemed necessary to make for more centralized planning and implementation of Mazda programs. It also is in line with recent management changes at the regional operations which will help Mazda reach its goals under the programs of U.S. 90.

Headquarters for Mazda Distributors (West), Inc. will be at the former Mazda Pacific facility in Irvine, California.

MAZDA CENTRAL MOVES INTO NEW FACILITY

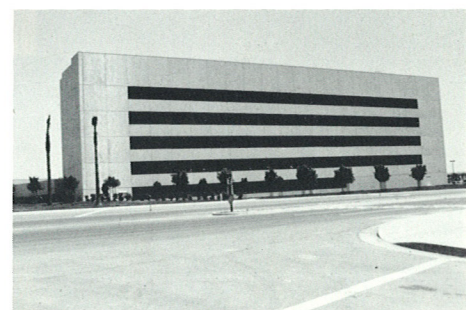
As you read this, Mazda Central has probably already moved into their new headquarters building in Irvine, Calif. The full occupation of the facility was scheduled to take place on May 18.

The 118,712 square foot complex was completed on schedule, and took approximately 18 months from groundbreaking to completion.



Mazda Central is the first company to locate in the Irvine Center area of the Irvine Spectrum, a major business and technology center developed by the Irvine Company. The new location is closely situated to many services, including John Wayne Orange County Airport. It also shares an Irvine address with both Mazda (North America) and Mazda Distributors West's Pacific Regional office.

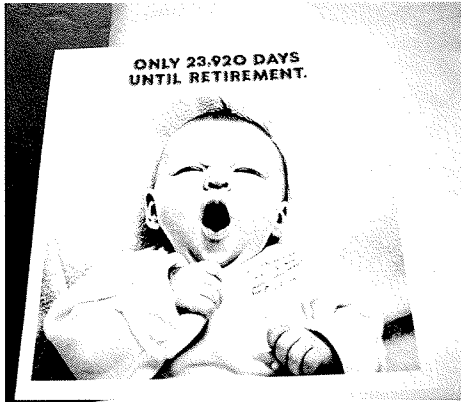
An interesting historical note about the beautiful Orange County city of Irvine: When the Spanish, led by the explorer Gaspar de Portola marched into Irvine with about 60 soldiers and a handful of priests, they were confronted by an impassable swamp. The Spanish named the Irvine area "Cienega de las Ranas"—"Swamp of the Frogs" because of the thousands and thousands of frogs that filled the night with continuous, agonizing screeches!



All future correspondence with Mazda Central (but not the frogs) should be directed to their new address:

Mazda Motors of America (Central), Inc.
7755 Irvine Center Drive
Irvine, California 92718
(714) 727-1990

RETIREMENT PARTY FOR HOWARD CAUDLE



The special retirement card prepared for Howard Caudle. The 23,920 days represents the days from Howard's birthday until his retirement April 30.

A large group of friends and co-workers gathered at La Grotte Restaurant in Long Beach, Calif. April 30 to honor Howard Caudle, long-time Sales Promotion Manager at Mazda Central who retired recently.

Caudle joined Mazda in 1976 after previous stints at Chrysler and Toyota. He had worked closely with Rod Hayden, Senior Vice President and General Manager at Mazda Central while both were at Chrysler, and it was Hayden who enticed Caudle to join Mazda as a District Manager.

Hayden presented Caudle with a fabulous gift for retirement—a full set of Ping golf clubs. He plans to find plenty of time to use them.

Bob Parker, Vice President, Marketing Services at Mazda Central presented Caudle with the traditional watch, and Caudle received a special retirement card, signed by over 100 co-workers from Jeff Badrtalei, Vice President, Finance and Administration.

Initial retirement plans called for Caudle and his wife Pat to move from their Lake Forest, Calif. home to northern Michigan, but they haven't left yet.



LET'S PLAY GOLF—Mazda Central Senior Vice President and General Manager Rod Hayden (right) presents retiring Sales Promotion Manager Howard Caudle (center) with a brand new set of Ping golf clubs to celebrate his retirement. Incoming Mazda Central President Mr. Yoshinori Taura looks on.

TEAM MAZDA DRIVES TO SECOND

Once again Mazda has made its presence felt in the Money Grand Prix, the annual driving competition in which Money Magazine challenges car makers and their advertising agencies to compare their skills on a Malibu Grand Prix driving course.

This year's event, the seventh annual affair, took place April 23 in the City of Industry, California.

The Mazda Central-Foote, Cone & Belding team took second place, marking the seventh consecutive year in which Team Mazda has placed in the top three. Among the other manufacturers, only Mitsubishi can make this claim.

Each team competing in the event could enter a maximum of 14 racers, with the runoffs taking place in two groups of seven, with the quickest seven times counting toward the team scoring.

Acura put together the seven best times, averaging 53.81 seconds to win the 1987 title. Team Mazda averaged 54.77, just edging Mitsubishi's 54.85 for second place.

Henry Caroselli of FCB had Mazda's best individual time, 53.10 seconds. Drivers representing Mazda Central in the event were Darryl Jackman, Steve Sanders, Wes Ahn, Bob Scheifele, and Mike McClelland.

MAZDA BUILDS 20 MILLIONTH VEHICLE

Mazda Motor Corporation celebrated the 20 millionth Mazda to roll off the assembly line April 1, 1987. The milestone event took place at the main Mazda factory in Hiroshima.

Vehicle number 20,000,000 was the new 929 4-door hardtop in production for the Japanese domestic market.

The production of 20 million units was attained 55 years and six months after Mazda first started motor vehicle production in 1931.

Mazda launched its motor vehicle production with a three-wheel commercial vehicle in 1931. In 1960, it started the production of passenger cars by introducing the R360 Coupe. By 1979, Mazda had achieved a cumulative total production of 10 million units. Mazda produced all of its vehicles at a single plant in Hiroshima until 1982, when an entirely new Mazda passenger car plant was completed in the city of Hofu.

Based on its annual vehicle production volume of some 1.4 million vehicles, Mazda Motor Corporation is currently the fourth largest automotive manufacturer in Japan and the eleventh largest worldwide.

MAZDA MOVES UP IN TRUCK SERIES

For the first time in their history, Mazda and California Gold Racing entered three trucks in a Mickey Thompson Off-Road Championship Grand Prix event, with Rod Millen joining Glenn Harris and Jeff Huber at the Rose Bowl in Pasadena, California May 2.

Through the first heat race of the evening, Team Mazda had one of the great evenings in the history of the series going. Huber and Harris qualified first and second, Harris in a brand-new truck, and finished that way in the Trophy Dash. Heat race one brought similar results, as Millen returned to the team in style by winning the heat, with Huber second.

From that point on, things got a little tougher. Shortly after the start of the second heat race, Harris was hit by Dan Esslinger in his Ford, and the collision caused the rear end housing on Harris' truck to break, leaving him stranded on the track.

The main event was even more heartbreaking. Millen had the misfortune of turning his truck over on lap one, while once again Harris was taken out of the race by another driver. Danny Thompson forced Harris into the hydro-barriers lining the track, and the steering rack on Harris' truck was broken, disabling him once again.

This proved the virtues of a three truck team. Huber was able to hold onto second in the race, and despite all the other misfortune, Mazda was able to close on Toyota in what promises to be a tight manufacturers' championship race all the way to the end of the season.

DEPARTMENT NAME CHANGED

Effective May 1, the department name of "Import Planning" changed to "Logistics Operations."

"We feel that this name more accurately reflects the functions that we perform," said David Watson, Vice-President, Logistics Operations at Mazda Central.

The Logistics Operations Department is responsible for the transport and importation processing of Mazda vehicles and parts from the factories at Hiroshima and Hofu, Japan, through the ports and to Mazda dealers throughout Mazda Central's 31-state area. They also handle all transportation damage claims and adjustments.

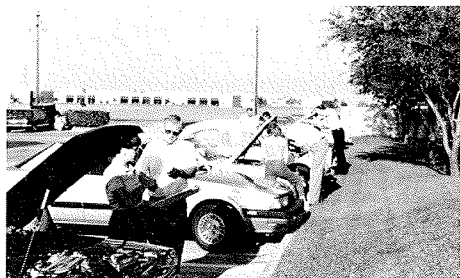


EXPERIENCED DRIVERS BUCKLE UP

"CARTOONERS" LEARN CAR CARE

In the March 1987 issue of MAZDA LINE, we ran a story about Mazda Central's Service Training Department providing an automotive maintenance course for employees. Well, Mazda Gulf took the lead from that article, and responding to requests from its employees, held their own classes for the MDG female employees.

The classes, called the "Cartooners" were put together by Service Manager Ray Baker and Technical Instructor Don Prock, taught the



"Cartooners" maintain their cars under Texas sunshine.

students basic auto maintenance on their own personal vehicles.

At the final class session, there was a "secret contest" with the winner receiving prizes courtesy of three Houston area Mazda dealers, two local hotels, and Mazda Gulf.

Following the final session, the students were off to a local pizza parlor for a celebration feast.

Nine MDG employees went through the class, and much to Baker's surprise, not one missed a class or dropped out of the course.

"I would like to think this was due to our skillful instructors," said Baker, "but I know it was because of the prizes."

Taking part in the class were Bobbie Adams, Ginny Burdick, Beth Kuroiwa, Melodee Fritz, Gwen Duggan, Sandy Smart, Paula Harris, Julie Boesker, and Lora Norwood.



The students in Mazda Gulf's "Cartooners" class. Standing left to right are Bobbie Adams, Virginia Burdick, Beth Kuroiwa, Melodee Fritz and Gwen Duggan. Seated left to right are Sandy Smart, Paula Harris, Julie Boesker and Lora Norwood.

TOP DISTRICT MANAGERS TRAVEL TO JAPAN

A ten day trip to Japan was the reward for hard work throughout 1986 for 12 lucky and very deserving Mazda employees. They were the 1986 District Sales, Service and Parts Managers of the Year.

The trip to Japan took place between April 8 and April 18, and combined visits to both Sumitomo Corporation headquarters in Tokyo and Mazda Motor Corporation headquarters in Hiroshima with many pleasurable and enjoyable moments of Japanese culture.

According to Al Aipperspach, Sales Operations Manager at Mazda Central, and host of the trip, the district managers were chosen for having the outstanding performance in each distributorship in all facets of the district manager position. "The District Managers had to be #1 in each distributor based on a number of factors," said Aipperspach. "These include, but certainly are not limited to, retail sales, wholesale sales, and filing of dealer contact reports."

While at Sumitomo Corporation and Mazda Motor Corporation headquarters, several of the trip attendees made presentations to the gathered executives about various aspects of Mazda Central's programs.

Benny Burns, Dealer Development Manager at Mazda Pacific, made a presentation on dealer development, Mike Gilligan District Sales Manager of the Year at MDP, presented the sales topic, Michael Fleming, District Service Manager of the Year and recently promoted



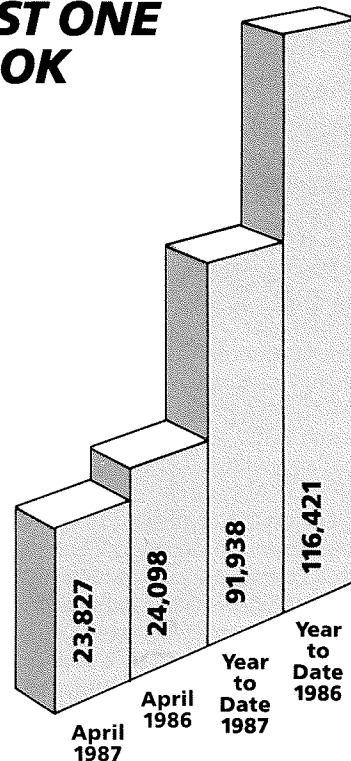
READY FOR THE KABUKI?—The attendees of the District Manager of the Year trip gather for a photo dressed to kill at the Dragon Dance at the Japanese hot springs resort of Beppu.

Service Operations Manager at Mazda Gulf, made the service presentation, while Wesley Martin, Mazda Northwest's top District Parts Manager for 1986, and new Depot Manager told the executives of Mazda Central's parts programs. In addition, Jeff Theisen of Foote, Cone & Belding, Mazda's advertising agency, made a presentation about that subject.

Several of the winners were making a return trip to Japan as District Managers of the Year. Included in this group were Fleming, Al Starr, District Parts Manager at MDP, and Neal Berson, MDG Sales Manager of the Year.

Other Sales Managers making the journey to Japan were William Sharp from MDNW and Tom Cosgrove of Mazda Great Lakes. Tom King of MDP, David Carey of MDNW and Bill

JUST ONE LOOK



Cowen from MDGL were Service Managers of the Year, while Jim Majors of Mazda Gulf and Gordon Furzey of MDGL went as District Managers of the Year. Dale Peterson, Service Operations Manager at Mazda Northwest was also in attendance.

Among the sights the trip winners were able to see were the Mazda 626 factory at Hofu, the Peace Memorial Park in Hiroshima, and Kyoto, the original capital of Japan, from the days of the Shogun.

Aipperspach concluded that it is a trip well worth earning. "I know I always worked very hard trying to win this trip," he said.

FAREWELL TO RANCHO DOMINGUEZ



In bidding a fond farewell to Mazda Central's headquarters in Rancho Dominguez, California, a giant pot luck luncheon was held May 1. It was so big, in fact, that it had to be held out in the warehouse, since there was not an area in the offices large enough to handle everyone. Mazda had occupied the facility at 3040 E. Ana St. since late 1970, when Mazda Motors of America, Inc. opened for business.

TRANSITIONS

Welcome to the following people who joined Mazda recently:

Mazda Central:

William Pastel, Service Management Training Specialist
Alfred Trosko, Tool and Equipment Specialist, Service
Alan Frankel, Service Merchandising Specialist, Service
Tony Lawrence, Parts Test Technician, Service
Sharon Hartman, Parts Merchandising Specialist, Parts
Susan Carter, Assistant Transportation Claims Adjuster, Logistics Operations
Deborah Abbott, Owner Retention Processor, Consumer Communications
Laurie Johnson, Secretary I, Service
Nina Cuyong, Secretary II, Data Processing
Trayce Albright, Receptionist, Administration
Sharon Barnett, Department Clerk, Warranty
Judy Papazian, Secretary II, Service

Mazda Pacific:

Roger Shorr, Management Trainee, Sales Department
David Linton, Technical Instructor, Service
Michael Rudnik, District Sales Manager
Ed Huxen, District Parts Manager
John Yurkovich, District Parts Manager
Ken Moffatt, District Parts Manager

Mazda Great Lakes:

Rick Zwald, Pilot

Mazda Northwest:

Tami Jo Lawson, Department Clerk, Administration

Mazda Gulf:

Steven D. Mears, District Service Manager
Jeff Boudreaux, District Sales Manager

Congratulations to these recently promoted employees:

Mazda Central:

Richard Colliver, from Vice President, Operations (MDP) to Group Vice President, Sales (MMAC)
Gary McClusky, from Sales Planning and Administration Manager to Manager, Financial Relations
Robert Rooney, from Port Quality Assurance Specialist (Port Hueneme) to Technical Specialist, Service
Teri Hancock, from Transportation Claims Supervisor to Traffic Supervisor, Logistics Operations
Attilio Guadagno, from Traffic Clerk to Traffic Analyst, Logistics Operations
Debbie Davidson, from Vehicle Inventory and Traffic Analyst to Logistics Operations Administrator
Wanda Kruse, from Company Car Coordinator, Sales to Inventory Analyst, Logistics Operations
Kathy Cook, from Accounting Clerk II-Cost to Company Car Coordinator

Mazda Pacific:

Dennis Ahlgrim, from Senior Auto Technician to Management Trainee, Service
Curran Howard, from District Sales Manager to Sales Promotion Manager
Brian Ochs, from Technical Instructor to Key Personnel Trainer

Mazda Gulf:

Lester McAlister, from District Service Manager (B), to District Service Manager (A)
Larry Kinsland, from Training Instructor (Kansas City Depot) to Training Manager (KC Depot)

Congratulations to the following proud parents:

Mazda Pacific:

Toshio and Suzanna Matsushima, a baby girl, Emi, born on March 17, 1987

Congratulations to the following people on their anniversary with Mazda:

Mazda Pacific:

Mark Cate, ten years

Mazda Gulf:

Pete Lassen, ten years

We would like to take this opportunity to apologize to Mr. Lassen for overlooking his ten year anniversary with Mazda. He celebrated his anniversary February 22.

MAZDA LEADS GTU AGAIN

Can a full season sweep of IMSA's GTU category be possible?

That is what Mazda racers and fans are asking following Mazda's fifth win in five 1987 events.

Defending GTU champion Tom Kendall won his first race of the year in Clayton Cunningham's RX-7 May 2 at Laguna Seca after running into bad luck at all four previous events.

Kendall took a one-lap victory over Terry Visger's Pontiac Fiero, with Sebring 12-Hour winner Al Bacon placing third in his RX-7.

In Mazda's five 1987 GTU wins, four different cars have visited the winner's circle. Only Amos Johnson in the Team Highball RX-7 has been a repeat winner. His most recent win came April 26 in a 300-kilometer event at Riverside International Raceway in California. In that race, Johnson and Kendall were battling for the lead when Kendall had to stop to replace a worn tire in the final five laps of the race. He managed to hang on to second, while Bacon was again third.

Over 1,000 Mazda employees and guests were treated to great racing at Riverside under ideal weather conditions.

Mazda holds a commanding lead in the GTU Manufacturer's standings, as it shoots for an unprecedented eighth consecutive championship.

Mazda is also staying competitive in the International Sedan (formerly Champion Spark Plug Challenge) series, due mainly to the efforts of Dennis Shaw, Dave Jolly, and once again Amos Johnson.

Shaw and Jolly have debuted 1987 323 hatchbacks for the series and the cars have performed very well. Shaw placed second at both Riverside and Laguna Seca, while Jolly took third at both events. Johnson, meanwhile, placed second at the Road Atlanta season opener, while he finished fourth at Riverside and fifth at Laguna Seca.

While Mazda is dominating GTU and hanging tough in the International Sedan category, Camel Light champion Jim Downing has had a difficult time of it so far in 1987.

Pontiac has been the dominant make in Camel Lights thus far in 1987, with Downing still managing to take seconds at Miami and Laguna Seca, and third at Riverside.

Finally, Roger Mandeville had top-ten finishes in the revolutionary three-rotor GTO RX-7

at both Riverside and Laguna Seca. The GTO RX-7 has been undergoing development during the 1987 season, and has made great strides in both performance and reliability in recent events. Look for it to be running up front very shortly.

MAZDA LINE

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