

mazda line

MAZDA CONSOLIDATES IMPORTING COMPANIES

Mazda's two United States importing companies, Mazda Motors of America (Central), Inc. including its distributors—Mazda Distributors (West) and Mazda Distributors Great Lakes—and Mazda Motors of America (East) Inc. will be consolidated into one operation July 1, it was announced to employees on June 14.

The new company, Mazda Motor of America, Inc. (MMA), will be responsible for the importation and marketing of Mazda vehicles in all 50 states. Hawaii, which formerly imported cars through Shelley Motors, Inc., will become a part of MMA.

Mazda employees at the corporate offices and all regional offices were informed of the consolidation by a video simulcast concurrent with a press briefing in Detroit.

"Mazda has greatly strengthened its commitment to the American market through this consolidation of operations which will benefit our employees, our dealers and our customers," said Mr. Yoshi Taura, president of Mazda Motor of America, Inc. upon the announcement of MMA.

"This consolidation will establish a new Mazda presence in the United States which is vital to our success in these very competitive and tough times," he added. "Our new organi-

zation will require that we adopt a more aggressive attitude in the development and implementation of innovative programs and employee performance. Yesterday's business methods will not guarantee we will accomplish our goals and objectives."

Mazda Motor of America, Inc.'s headquarters' staff, which will be located in MMAC's facility in Irvine, California, will be expanded to reflect increased responsibilities as a result of the consolidation.

"Our responsibilities become even larger, for now the work we perform will impact Mazda dealers and customers nationwide," said Mr. Taura. "This task will not be easy. Challenge, innovation and the New Mazda will be key words for the new company."

MMAE's current headquarters in Jacksonville, Florida will be home to the new company's Southeastern regional office. The Northeastern regional office will remain in Edison, New Jersey.

Other regional offices are located in Irvine, California; Kent, Washington; and Sugar Land, Texas. Mazda Distributors Great Lakes, based in Grand Rapids, Michigan, will remain an independently-owned distributor.

Concurrent with the consolidation of the

importing companies, Mr. Toru Ogawa, chairman of Mazda Central, and Rod E. Hayden, Senior Vice-President and General Manager of Mazda Central, will be leaving the company. Mr. Ogawa is returning to Japan and promoted to a new assignment with Sumitomo Corporation, while Hayden is taking early retirement after some 16 years of service with Mazda.

"These gentlemen have contributed enormously to Mazda's success," said Mr. Taura. "We will miss their guidance and direction, however, they have left us a legacy upon which we can build for the future."

Mr. Keiji Asano, a senior managing director of Mazda Motor Corporation will be the new company's chairman. He will be based in Japan.

Several new positions are being formed with the new company. Filling these spots will be George McCabe, formerly with MMAE, as Group Vice President-Deputy General Manager, Marketing and Sales and J.R. Seidel, formerly Vice President-Operations at Mazda's Gulf Region, who will become Group Vice President-Deputy General Manager, Operations for MMA.

OGAWA TO RETURN TO JAPAN

Mazda Central Chairman Mr. Toru Ogawa, Mazda Central's top executive since 1976, will return to Japan as Managing Director, Motor Vehicle Division, Sumitomo Corporation, effective July 1.

Mr. Ogawa first joined Mazda Central on January 1, 1976, when he was appointed president. He accompanied MMAC on their move from Chicago to southern California in 1978, and was named chairman in 1987.

Mr. Ogawa graduated from Tokyo University in 1955, and joined Sumitomo Shoji, Ltd. that

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HAYDEN RETIRES AFTER SIXTEEN YEARS

Rod E. Hayden, Senior Vice-President and General Manager of Mazda Motors of America (Central), Inc., has announced his retirement from the company, effective June 30. He is retiring to pursue outside interests, including his favorite pastime, golf.

Hayden joined Mazda in July 1972 as midwestern sales manager for Mazda Motors of America, Inc., the predecessor of Mazda Central. He was appointed midwestern area director in March 1974 and assumed responsibility for all sales, service, parts and marketing efforts in the midwestern region. He was named Vice-President and General Manager in September 1976.

Prior to joining Mazda, Hayden was a

regional manager for Chrysler Corporation.

During his tenure at Mazda Central, Hayden has watched Mazda grow into the fourth largest importer of cars and trucks in the United States. Sales have increased steadily during his years at Mazda, and with the consolidation of the two Mazda importing companies, a major goal in his career has been attained.

"Everyone at Mazda should look forward

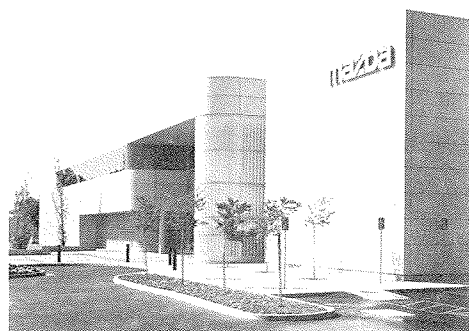
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**EXPERIENCED
DRIVERS
BUCKLE UP**

MAZDA OPENS NEW R&D CENTER

Mazda (North America), Inc. (MANA) officially opened its new Research and Development Center May 19 with an open house and ribbon cutting ceremony. The R&D Center is located adjacent to MANA headquarters in Irvine, California.



The facility, completed in March 1988, houses Mazda's Advanced Product Development and Research and Testing divisions. The \$23 million, two-story R&D Center expands the scope of Mazda's worldwide research and development efforts, particularly in the areas of design and application of new automotive technologies.

"Many technological innovations and design trends have been born here in Southern California," said Kenichi Yamamoto, chairman of Mazda Motor Corporation, while speaking to the open house gathering. "We believe this center will not only help Mazda create distinctive vehicles that Americans will enjoy and love, but that it also will be a place where ideas and cars that are ahead of their time are created."

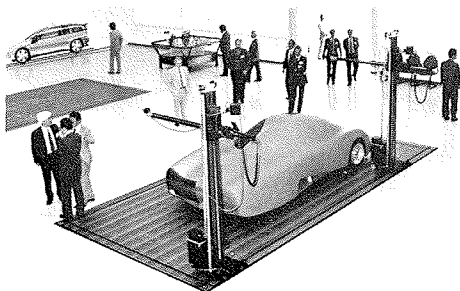
The center is part of an overall expansion of Mazda research and development facilities in the U.S., Europe and Japan.

Design and development work conducted in Irvine, in conjunction with similar efforts at Mazda's R&D centers in Japan, will be incorporated into products produced by Mazda Motor Manufacturing (USA), Corp. (MMUC) in Flat Rock, Michigan.

"Over the years, Mazda has earned a reputation for meeting the demands of the marketplace with innovative research and technology," said Hisao Kaide, president of Mazda (North America), Inc. "The staff located here is committed to developing unique and attractive products to meet the demands of our customers."

The Mazda Research and Development Center sits on 4.2 acres, with a total floor space of 126,170 square feet. Plans call for total employment of some 60-70 people.

MANA is a wholly-owned subsidiary of Mazda Motor Corp., and operates facilities in Flat Rock and Ann Arbor Township, Mich.; Jacksonville, Fla., and San Juan, Puerto Rico.



MANA is responsible for research and development, accessory development, air-conditioning assembly, distribution of MMUC-built vehicles to Mazda Motors of America companies as well as providing support to service, marketing and public relations.

MIDLOTHIAN PROCESSES 250,000TH MAZDA

Mazda's Inland Port at Midlothian, Texas celebrated the processing of its 250,000th vehicle on May 19 with an open house celebration.



The 1988 MX-6 which was the 250,000th vehicle processed through Mazda's Inland Port at Midlothian, Texas.

The 250,000th unit, a 1988 MX-6 LX from the Mazda Motor Manufacturing (USA) Corp. plant in Flat Rock, Michigan, was processed five years and four months after originally opening for business on January 1, 1983.

From an original design of 30 acres, 45 employees and 24,000 vehicles processed per year, the Midlothian Inland Port now covers 54 acres, employs 121 people, and is capable of processing more than 72,000 vehicles per year.

Midlothian is the inland port of entry for the processing and shipment of Mazda vehicles to dealers in an eight state area. Those states are Texas, Arkansas, Louisiana, Oklahoma, Mississippi, Tennessee, Kentucky and parts of Missouri.

THOMPSON JOINS MAZDA

Jan Thompson has joined Mazda Central as Vice President, Advertising, it was announced by MMAC president Mr. Y. Taura.

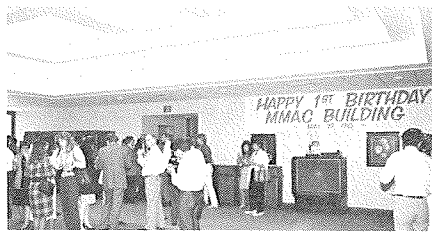
Thompson has spent over 16 years in the automobile industry, first with the Chrysler Corporation, and since 1984 with Toyota Motor Sales. Her duties at Toyota included National Video Communications and Field Training Manager, National Truck Advertising Manager and National Marketing Manager for the Lexus division.

She holds a B.A. degree in marketing from Western Michigan University and an M.B.A. in marketing from the University of Detroit.



The 1987 District Managers of the Year and their hosts gather during an evening of fun at the Yamashiro Spa at the Araya Inn in Japan. The District Managers traveled to Japan in April, and visited Mazda Motor Corporation and Sumitomo Corporation headquarters, as well as many various locations in Japan.

MAZDA CENTRAL CELEBRATES ANNIVERSARY



It's already been a whole year since Mazda Central moved into its new headquarters facility in Irvine, California. How time flies when you're having fun! Mazda Central celebrated the first anniversary of its new headquarters building with a cake and champagne birthday party May 18 in the MMA(C) cafeteria.

Ogawa to return

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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) Inc. in 1970, and in 1973 became assistant manager of the automotive department at Sumitomo.

"I will miss my friends in the United States very much," said Mr. Ogawa, "both those at Mazda Central and my many friends among our dealers. I am looking forward to returning to the United States sometime in the future to play golf with my friends.

"Although I may be in Japan, my heart will always be here in the United States."

OKADA RETURNS TO JAPAN, YAMAWAKI TO U.S.

Hank Okada, Executive Coordinator, Parts at Mazda Central, is returning to Mazda Motor Corporation in Japan at the end of June, it was announced by Mr. Y. Taura, MMAC president. He will be assigned to Parts Sales Department No. 2.

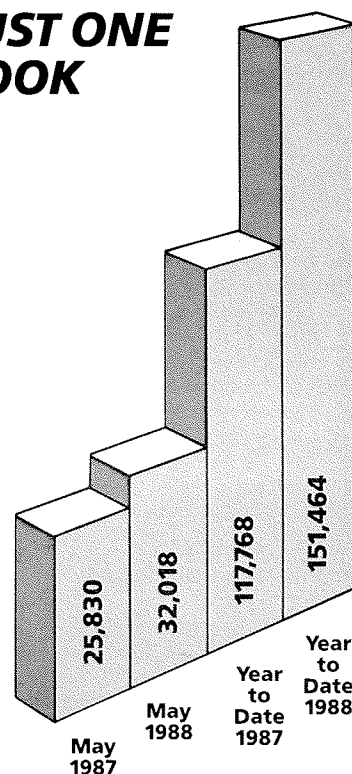
He will be replaced by Mr. Sam Yamawaki, who formerly served with MMAC from 1979 through 1984. He rejoined Mazda Central as Executive Coordinator, Parts on June 1.

GREAT LAKES ACTIVITIES

Mazda Great Lakes employees are planning various events during the next few months. The fourth annual employee company picnic is scheduled for July 9 at Fallasburg Park located outside Lowell, Michigan. This is for all employees and their families to enjoy a day with wonderful food and games with special prizes all compliments of Mazda Great Lakes.

The annual MGL Golf Tournament will be held at Saskatoon Golf Club for all interested employees. Also on the schedule is the annual softball game against Yamaha Music Corporation.

JUST ONE LOOK



NEW R&D COMPANY FORMED

Mazda has taken a big step toward responding quickly to changes in the U.S. market by announcing the formation of Mazda Research and Development of North America, Inc.

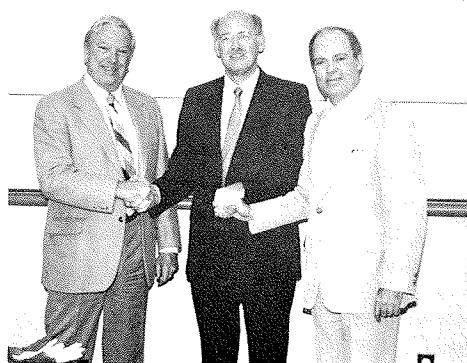
This new company will be headquartered in Irvine, California, in a newly dedicated \$23 million facility which will serve as Mazda's North American design center. The Irvine location also will have responsibility for product planning, advanced product development and evaluation testing, and vehicle certification procedures.

The new company's Ann Arbor Township, Michigan facility, a \$7.8 million investment which was dedicated in April 1987, will engage in the development of new technology and interface with the U.S. Environmental Protection Agency facility located there. A Washington, D.C. office will be responsible for U.S. patent matters, while the company's Flat Rock, Michigan operation will be involved in parts and accessory development and the search for U.S. sourcing of parts and equipment.

Hisao Kaide, current president of Mazda (North America), Inc. (MANA), will be chairman of both MANA and MRDNA. Hiroshi Moriyoshi has been named president of the new company, which will be officially established on July 1, while Muneo Kishimoto will become president of MANA.

GREAT LAKES LOSS IS CENTRAL'S GAIN

Mazda Great Lakes recently said goodbye to



MGL Chairman of the Board Peter Cook (left) and Data Processing Manager Clarence Grimm (right) wish Bill Visser well as he leaves MGL after 30 years.

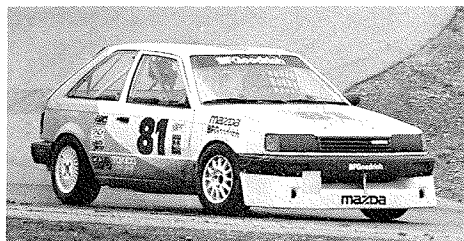
its first 30 year employee. Bill Visser, Systems Programmer, has left MGL after some 30 years and headed west, to Mazda Central, where he has been named Technical Support Manager.

The move to California is not the first big move for Bill and his wife Henny. They immigrated to the United States from the Netherlands as newlyweds in 1957. Sponsored by William Rothcaffer, a member of Church World Services, they arrived in New York after enduring 14 seasick days aboard the Dutch liner Maasdam. Through their new church in Grand Rapids, Bill met Ernst Grund, Parts Manager at Import Motors (former MGL company name) and went to work for the company. Now, 30 years later, he is moving to California for MMAC.

His friends and co-workers at Mazda Great Lakes will miss Bill very much, but they wish him and Henny a wonderful new life in California.

JOLLY, JOHNSON POST IMSA SEDAN WINS

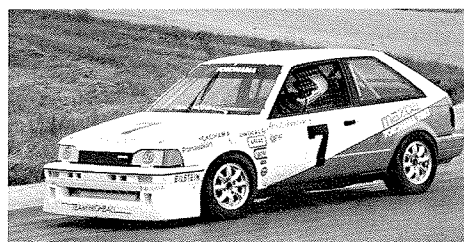
Dave Jolly and Amos Johnson drove their Mazda 323s to consecutive wins in the latest two IMSA International Sedan races at Summit Point Raceway in West Virginia and Lime Rock Park in Connecticut.



Dave Jolly

Jolly's win at Summit Point led a one-three Mazda finish, with Johnson taking third place. Jolly is currently second in the driver's points standings.

Johnson led an impressive Mazda charge at Lime Rock, with teammate Dennis Shaw taking third and Jolly fourth. Johnson's IS win was his second International Sedan victory in 1988, the first coming in the season opener at Road Atlanta. He also has GTU wins at Daytona and Sebring, and currently leads the points standings in both series.



Amos Johnson

Mazda now holds a ten-point lead over Acura in the seasonal Manufacturers points battle.

In GTU action at Summit Point, Johnson had transmission trouble which put him out of the race early. Al Bacon drove his RX-7 to second place in GTU, helping Mazda hold on to its manufacturers lead as it attempts to win the championship for the ninth consecutive year.

The major competition in GTU in 1988 comes from two-time defending champion and former Mazda standout Tom Kendall, driving a Chevrolet Beretta. Kendall has won two races in 1988, at West Palm Beach, Florida and Summit Point.

Defending Camel Light champion Jim Downing is also holding tough in his Mazda-powered Argo. Downing is currently tied for third in the IMSA Camel Light points standing.

CURRENT STANDINGS DISTRICT MANAGER OF THE YEAR

SALES

Pacific Region

1. Rob Fecher
2. Mike Rudnik
3. Greg Silvestri

Gulf Region

1. Ted Schloz
2. Randy Pressgrove
3. Dick Kovach

Northwest Region

1. Bill Sharp
2. Rick Faar
3. Patrick Follain

Mazda Great Lakes

1. (Tie) Jim Chambers
2. (Tie) Jason Bender
3. (Tie) Bob Riggs
4. (Tie) Mary Kay Walsh

Hayden retires

(continued from page 1)

to this exciting time," said Hayden. "Although I won't be here to help implement the consolidation of the two companies, I know the dedicated people at Mazda Central and now the new MMA will work hard to make all our aspirations for Mazda in the United States come true. After more than 30 years in the automobile industry, I am looking forward to a less hectic schedule."

ERRATA!

The gremlins have attacked. In the May issue, we noted that Mazda's Northwest Region had two District Managers who had won the District Manager of the Year award. These two individuals were listed as Dick Ryberg and Jeff Blake. That is only half right. The winners actually were Dick Ryberg and Jeff BEUCK. In addition, he hasn't won the 1988 contest yet, and should have been noted as winning in 1985, 1986 and 1987. MAZDA LINE regrets any inconvenience.

TRANSITIONS

Welcome to the following people who joined Mazda recently:

Mazda Central:

- Patricia Snodgrass, Department Clerk,
Logistics Operations
- Bill Visser, Technical Support Manager,
Data Processing

Pacific Region:

- Jill Richardson, Department Clerk,
Distribution

Congratulations to the following people on their recent promotions:

Mazda Central:

- Jo Borman, from Department Clerk to Senior
Department Clerk, Parts Department
- Linda Tysl, from Senior Department Clerk
to Parts Information Coordinator,
Parts Department

Congratulations to the following people on their anniversary with Mazda:

Mazda Central:

- Diane Thomas, ten years
- Jim Richert, fifteen years

Pacific Region:

- Tom Donald, ten years
- Alfred Najera, five years

Mazda Great Lakes:

- Cathy Mahynski, five years

Congratulations to the following newlyweds:

Northwest Region:

- Larry Mooney to Paula Eckroth on
May 21, 1988
- Bret Burgdorf to Penny Owen on
May 28, 1988

Congratulations to the following proud parents:

Port Hueneme:

- John and Marie McHarg, a baby boy, Dylan,
born April 8, 1988

Mazda Great Lakes:

- Cathy and Tony Mahynski, a baby boy,
Nathan Alexander, born May 11, 1988

Pacific Region:

- Rob and Pamela Fecher, a baby boy,
Alexander, born May 16, 1988

Northwest Region:

- Stan and Cindy Jones, a baby boy, Jake
Casey, born on June 2, 1988

MAZDA LINE

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