



“Appreciation for your ceaseless effort and passion in CS & CRM” - by Takashi Yamanouchi (Representative Director, President and CEO)

To Mazda distributors,

First of all, I would like to express my heartfelt appreciation for your commitment in Mazda brand and hard work for our past fiscal year, which made us announce better than expected solid financial outlook made in early February 2010 as One Mazda. This is indeed the testament and accumulation of the great achievement that each of you has made with a passion even under the greatest against wind for the century storming through all over the world in our automotive industry. I would say congratulations to you all.



When looking ahead this year, business environment is still unpredictable due to the unstable exchange rate, the delay in economic recovery and the reaction after the economic stimulus measures are over in many markets.

Whatever situation we face, we can't stop and wait for the future product planning and development. At the Tokyo Motor Show last year, we have announced the renewal of the powertrain based on the Mazda Sky Concept, aiming at the introduction from 2011 and our environmental strategy of “the Building Block Concept”, and we have been highly acclaimed. As shown in these examples, we have been attending to the competitive future technology and products. Although Year 2010 still continues to be “the Year for our survival”, I want to make this year as “the Year for our future”.

We have just celebrated our 90th anniversary since its foundation in January this year. Here, I would like to express my sincere gratitude to all of your Mazda distributors and dealers who have supported us continuously on both good days and bad days, which only made us celebrate our 90th anniversary. And, we have a great deal of customers during this long history, and it is our mission to keep pleasing those customers to become a brand ambassador to acquire more Mazda fan. Most recently, I personally participated in 4A CS/CRM Meeting held in August last year, and I do understand you have been attending to CS/CRM. I sincerely appreciate your ceaseless effort in this area, and here I would like to announce and congratulate on the great performers of the “CRM Award FY144 (2009)” organized by OSD and “Customer Service Award CY2009” by CSD as follows;

CRM Award FY144 (2009)

<Category 1>

- 1st: Towell Auto Centre LLC, Oman
- 2nd: Compañía Colombiana Automotriz S. A., Colombia

<Category 2>

- 1st: Mazda Motor (Singapore) Pte Ltd, Singapore
- 2nd: Mazda Motors (Hong Kong) Limited, Hong Kong

Customer Service Award CY2009

<Overall award>

- 1st: Distribuidora de Automoviles S.A., Guatemala
- 2nd: Towell Auto Centre LLC, Oman
- 3rd: Grand Motors Sendirian Barhad, Brunei

<Individual award in business growth>

- Haji Husein Alireza & Co. Ltd., Saudi Arabia
- Mazda Sales (Thailand) Co., Ltd., Thailand
- Vehículos Mazda de Venezuela, C.A., Venezuela

<Individual award in CS>

- Mazda Australia Pty. Limited., Australia

I want Mazda to continuously be the company where everyone energetically works and that delivers “the joy and excitement” that other companies cannot provide to our customers.

In closing, I wish this fiscal year will be the wonderful year for every one of you.

Individual Award in Business Growth

The news of qualifying for this award for two consecutive years has delighted and honored HHA team. It gives us determination to remain on TOP by improving our performance further. Thanks Mazda for your support.



Haji Husein Alireza & Co. Ltd., Jeddah (Saudi Arabia)
Mr. Khalid Qureshi, General Manager, Parts Division



Mazda Sales (Thailand) Co., Ltd (Thailand)
Mr. Krerkrit Khamsura, Customer Satisfaction Director

Our entire team is pleased that we receive the Business Growth Award. We will focus more on Customer Retention in 2010. And this must be significant for us to achieve the Overall Award for 2010.

I am very proud to have led the management of spare parts for the last 3 years. This award motivates me to meet new challenges together with my excellent team. Thank you very much.



Vehículos Mazda de Venezuela, C.A. (Venezuela)
Mr. Martin Medina, After Sales Manager