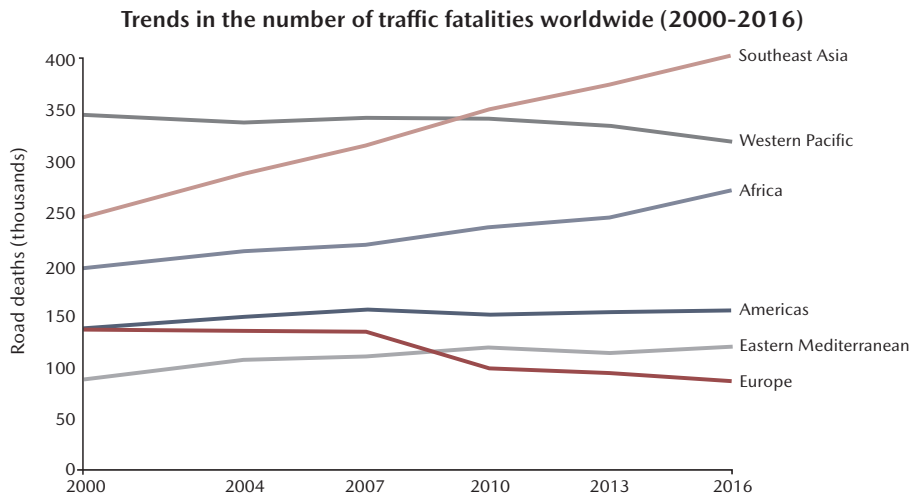


Society

Realizing a Motorized Society Free from Traffic Accidents

Recognizing Social Issues

The number of traffic fatalities has been leveling off or decreasing in developed countries. In emerging countries, however, the number has been on the rise along with the progress of motorization (widespread use of private passenger cars). As of 2016, the annual number of people killed in traffic accidents reached approximately 1.35 million worldwide. The automotive industry working to promote vehicle safety measures with a view to reducing the number of fatal road traffic accidents to zero by securing the safety of pedestrians and vehicle occupants, preventing serious accidents, and encouraging the effective and proper use of autonomous driving-related technologies.



The above graph was created by Mazda, based on the graph in the following URL, in accordance with the guidelines of the World Health Organization (WHO): "Death on the Road Based on the WHO Global Status Report on Road Safety 2018", World Health Organization, <https://extranet.who.int/roadsafety/death-on-the-roads/#trends/>

Mazda's Approach to Resolving Issues

Reasons for Addressing Social Issues

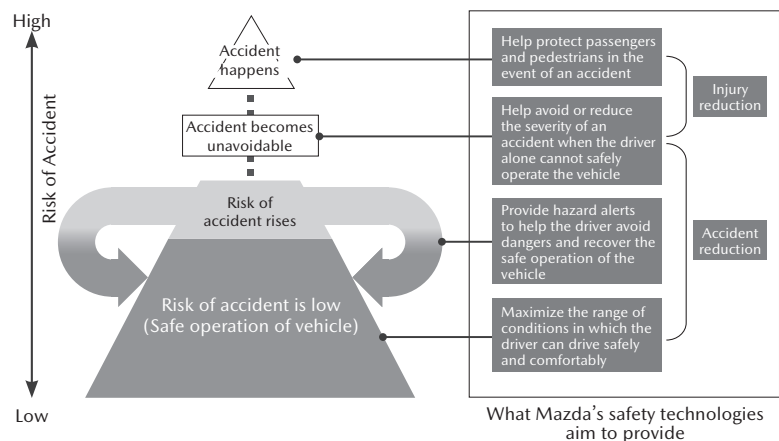
Around 2030, Mazda expects that advanced safety technology will have further evolved and become widespread, which will lead to a declining number of traffic accidents and help realize a society where people can move safely with peace of mind on a global basis.

With the goal of realizing a motorized society without traffic accidents, Mazda aims to create a system that enriches people's lives by offering unrestricted mobility to people everywhere.

Approach to Resolving Social Issues

Mazda Proactive Safety is the Company's safety philosophy based on understanding, respecting and trusting the driver. Mazda places this philosophy at the heart of its research on and development of safety technologies. To drive safely it is essential to recognize potential hazards, exercise good judgment and operate the vehicle in an appropriate fashion. Mazda aims to support these essential functions so that drivers can drive safely and with peace of mind, despite changing driving conditions. Since drivers are human beings, and human beings are fallible, Mazda offers a range of technologies which help to prevent or reduce the damage resulting from an accident.

Mazda Proactive Safety: Mazda's Safety Philosophy

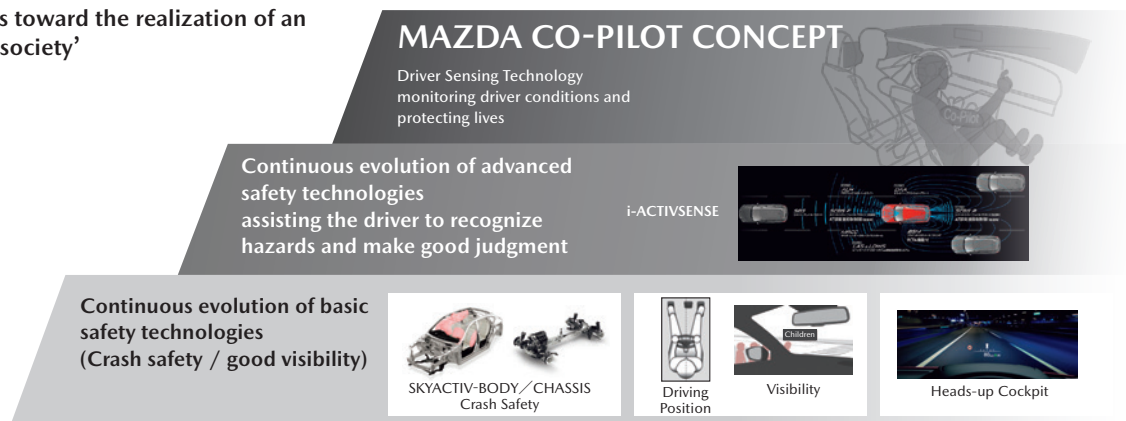


Mazda's Initiatives

Building Blocks toward the Realization of an Automotive Society that Offers Safety and Peace of Mind

To realize an automotive society that offers safety and peace of mind, Mazda has strived to develop technologies in accord with the Mazda Proactive Safety Philosophy. The Company adopts its Building Block Strategy in developing safety technologies, as in the case of environmental technologies. The base block at the bottom of the figure below comprises basic safety technologies, such as the ideal driving position and pedal layout, excellent visibility, and human machine interface. Mazda has been committed to continuous evolution of these technologies, as exemplified by the adoption of an organ-type accelerator pedal and efforts to further enhance visibility. The middle block constitutes of i-Activsense, a series of Mazda's advanced safety technologies developed to deliver safer, more reliable cars to a greater number of customers, from total beginners all the way to elderly drivers. The features of i-Activsense include active safety technologies, which support safer driving by helping the driver to recognize potential hazards; and pre-crash safety technologies, which help to avert collisions or reduce their severity in situations where they cannot be avoided. Mazda also works to continuously evolve these safety technologies. The uppermost block is the Mazda Co-Pilot Concept, which the Company declared in 2017 as its development concept for advanced driving support technology.

Building blocks toward the realization of an 'accident-free society'

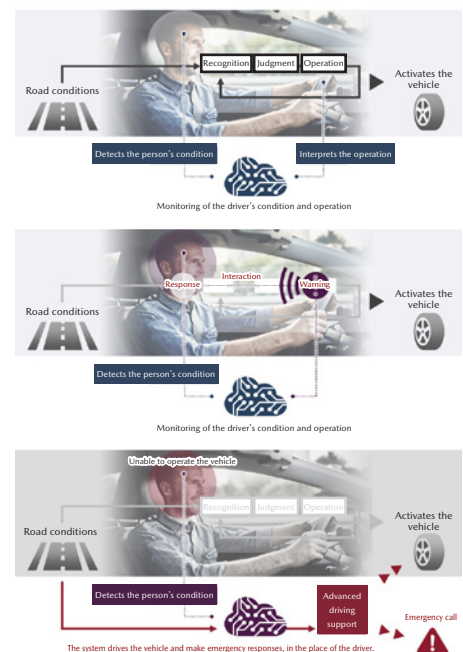


TOPICS

MAZDA CO-PILOT CONCEPT

The Mazda Co-Pilot Concept is Mazda's unique concept for human-centered advanced driving support technology. This concept envisages a driving support system that monitors the driver's condition and behavior at all times, and that stands ready to intervene to assist the driver should an emergency occur. If the system detects that a sudden change has occurred in the driver's physical condition—for example, the driver gets drowsy or loses consciousness—an alarm is issued to alert the driver. Furthermore, if the driver is deemed as unable to continue normal operation of the vehicle, the system causes the vehicle to decelerate or come to a stop and then places an emergency call if necessary. Anyone can experience a sudden complication while at the wheel. However, Mazda believes that, in such a case, this technology will be able to reduce the risk of accidents and damage to not only the driver, but also the surrounding vehicles and passersby. Thereby providing as much peace of mind to the driver and their loved ones as to others on the road or nearby. The Company plans to introduce Mazda Co-Pilot 1.0, as a first step, starting from its Large Products with 2022.

* This system is not intended to allow autonomous driving while the driver is asleep or inattentive.



Contribution to the SDGs

Goals and Targets



(3.6) Halve the number of global deaths and injuries from road traffic accidents.