

MAZDA LAUNCHES MAZDA2 IN NORTH AMERICA WITH BRANDED FACEBOOK GAME

Zoom-Zoom Concentrated Position Taps Your Inner Driver

Southfield, Mich. – July 28, 2010

News Facts

How do you bring a new automotive nameplate to a generation of digital natives that is connected, and lives and buys like no other? You do it in a smart, new, engaging way and enable consumers to author their own brand experience.

- Beginning July 28th Mazda North American Operations (MNAO) will launch the 2011 MAZDA2 in North America with a branded social game on Facebook.
<http://facebook.com/mazda> (click on the DriverVille tab) US
<http://facebook.com/mazdacanada> (click on the DriverVille tab) Canada
- Called DriverVille and created by Doner, the game showcases the MAZDA2, positioned as Zoom-Zoom Concentrated: compact and efficient, yet packed with style and substance.
- Built around the Zoom-Zoom Concentrated theme, DriverVille puts consumers in a virtual world to learn about and compete with the eco-friendly, fun-to-drive, five-door hatchback in a sweeping social adventure.
- DriverVille incorporates the best of classic “ville-style” Facebook games where all game activities can be shared with friends via the social network’s newsfeed.
- Players can customize their Your Inner Driver avatar to fit his or her driving personality and then play to win Driver Bucks virtual currency to buy virtual items as well as win weekly sweepstakes prizes.
- Among the challenges are mini-games like a race at Mazda Raceway and quests like acquiring snow tires, a snowboard and accessory roof rack in order to go snowboarding.
- Various media channels will support The MAZDA2 launch and DriverVille game. In turn, the game will support other launch media, including: cinema/TV, online

lifestyle/engagement sites, print, customer relationship marketing, a music tour and MazdaUSA.com.

Quotes

- “The MAZDA2 is Zoom-Zoom in its most concentrated form. And DriverVille is where Your Inner Driver can learn about the MAZDA2 and connect with other inner drivers in the social space.” **(Don Romano, president of Mazda Canada and chief marketing officer of MNAO)**
- “At the heart of this campaign is a big idea: to follow ‘Your Inner Driver’ to the all-new MAZDA2. The Inner Driver is part of everyone that loves to drive, and Your Inner Driver wants a car with unique styling and the driving dynamics that only a MAZDA2 can deliver in this segment. The launch of this car is all about creating high-engagement content that allows our target to take ownership of their Inner Driver thru the MAZDA2 and then share those deep experiences with their social networks and their world at-large.” **(Rob Strasberg, co-CEO and chief creative officer of Doner)**
- Since young drivers already live on Facebook, the “logical place to start was to develop a virtual world called DriverVille. There, they can experience the MAZDA2 through play, express themselves by pitting their unique Inner Drivers against others' in all manner of entertaining ways, and then share the stories they've built. Our brand socializing system radiates outward from DriverVille by distributing content through other social networks, live events, music, cinema, and content integration on leading video and passion point-oriented properties in gaming, music and fashion.” **(Justin Smith, executive VP-executive creative director-interactive of Doner)**

Boilerplates:

About Mazda

Celebrating its 40th Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service

support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

About Doner

Doner is one of the largest independently owned advertising agencies in the world, with approximately \$1.5 billion in combined billings. Based in Southfield, Mich., the agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil and Sherwin-Williams. A full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.

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