



SUSTAINABILITY
REPORT

2023

(FY158)

OCTOBER 2024

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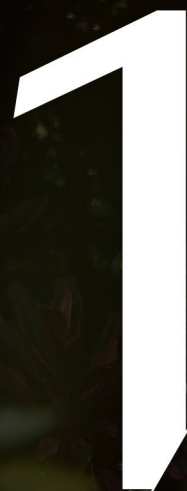
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INTRO



LEADERSHIP MESSAGE FROM THE CEO



Every year, the Mazda Canada team engages in the company-wide tradition of folding paper cranes. It's a moment when we connect with our company's Japanese heritage but also with what the paper crane represents: **hope for a better future.**

Together, we are in the pursuit of crafting a brighter, more sustainable future for the generations that will follow us.

Like every intricate fold of an origami paper crane, each partnership we create contributes to the beauty and strength of this collective mission. In 2023, we advanced this commitment in new ways, strengthening our partnerships with our customers, retailers, industry peers, team members and community partners.

Backed by this collaborative spirit, we are investing in young people in the communities we serve, taking meaningful steps to empower them through education and mentorship. This year, Mazda Canada forged key youth-focused partnerships with Indspire and Pathways to Education, two non-profit organizations that provide education, tools, funding, and support for youth from Indigenous and low-income communities across Canada. By enriching lives and removing barriers to meaningful opportunities, we're proud to help co-create a positive future – not only within the automotive industry, but also in the broader economy and society.

New challenges lie ahead and meeting them will take innovation and imagination. If we can remove the roadblocks that keep more people from reaching their full potential, we will drive our company, industry, and society forward.

For this reason, we always strive to strengthen employee well-being and experience to create a positive culture that will lay the groundwork for tomorrow. By supporting our staff, we are cultivating a workforce that will drive sustainability for years to come.

Globally, we continue to work towards an electrified future. Through our new electrified vehicle introductions and strategic partnerships, we are working tirelessly to ensure tomorrow's drivers can continue to embrace electrification – and contribute to a more sustainable world. We're not just adapting to change—we're driving it, creating a cleaner, greener earth for the long term.

As we unfold the pages of our second annual sustainability report, we invite you to learn about how we have embraced our shared responsibility for a better, more unified future, meeting the amazing humans who have helped carry out our collective vision. We are committed to staying accountable to our sustainability goals and are proud to share our progress along the way.

We're grateful to our partners, stakeholders, and team members for working together on this journey with us.

A handwritten signature in black ink, appearing to read 'D. Klan'.

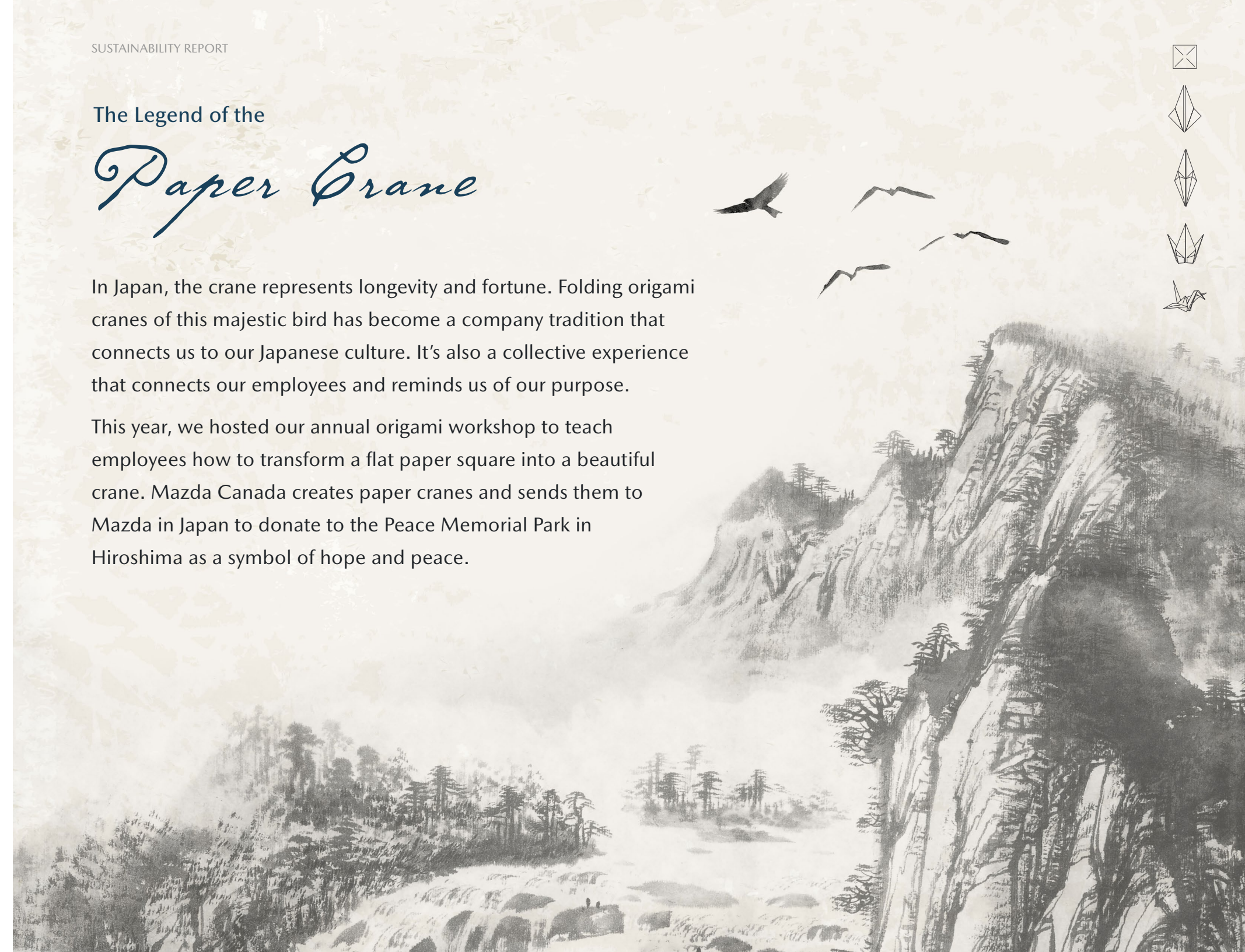
DAVID KLAN | President & CEO, Mazda Canada

The Legend of the

Paper Crane

In Japan, the crane represents longevity and fortune. Folding origami cranes of this majestic bird has become a company tradition that connects us to our Japanese culture. It's also a collective experience that connects our employees and reminds us of our purpose.

This year, we hosted our annual origami workshop to teach employees how to transform a flat paper square into a beautiful crane. Mazda Canada creates paper cranes and sends them to Mazda in Japan to donate to the Peace Memorial Park in Hiroshima as a symbol of hope and peace.



ABOUT THIS REPORT

This is the second annual sustainability report for Mazda Canada. It details our objectives and progress in several areas of environmental sustainability, social responsibility, and governance performance. Unless otherwise stated, it covers the period from April 2023 to March 2024.

ABOUT MAZDA CANADA

Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada. Headquartered in Richmond Hill, Ontario, Mazda Canada has a nationwide network of 163 retail stores.

MAZDA CANADA AT A GLANCE



Established in Canada: 1968



Parent company: Mazda Motor Corporation (Hiroshima, Japan)



Full-time employees in Canada: 168



Major Canadian locations: Richmond Hill ON, Langley BC, Pointe-Claire QC

OUR MISSION

To become the one-and-only brand for enthusiastic fans, whose loyalty is built through lasting emotional connections to our products and people.



RECENT ACHIEVEMENTS

IIHS HDI Mazda has earned the most Insurance Institute for Highway Safety (IIHS) 2024 TOP SAFETY PICK+ awards of any single brand, with six models receiving this prestigious recognition in vehicle safety (as of June 2024).* When equipped with optional front crash prevention technology, the 2024 Mazda3, Mazda3 Sport, and CX-30 receive the 2024 TOP SAFETY PICK+ award, while the CX-50 (built after August 2023), CX-90, and CX-90 PHEV also earned the TSP+ award with standard equipment.



Mazda earned the top two awards from the Canadian Automobile Dealers Association (CADA) Dealer Satisfaction Index Survey: Highest Overall Satisfaction and Most Effective Dealer Communications, for the 5th year in a row.



Mazda Canada is proud to be recognized as one of the Greater Toronto Area's Top Employers for the 9th year in a row.

*At the time the report was published.

2023 HIGHLIGHTS

EARTH

- Launched the **2024 Mazda CX-90 in Canada**, our first three-row electrified vehicle in Canada with two available powertrains: Inline-6 Turbo Mild Hybrid and Plug-in Hybrid
- Announced the first-ever **2025 Mazda CX-70 in Canada**, with two electrified powertrains: Inline-6 Turbo Mild Hybrid and Plug-in Hybrid
- Announced the adoption of the **North American Charging Standard (NACS) for electric vehicles** from 2025 onward through a partnership with Tesla
- Started construction of a new, energy-efficient Parts Distribution Centre

PEOPLE

- Developed the Mazda People Advantage and our Mazda Value Proposition framework
- Focused on employee health and wellbeing
- Implemented a new HR technology partner to manage payroll, time off, management and more
- Improved DE&I educational development
- Worked towards Truth & Reconciliation through consultation, partnership, and meaningful connection with Indigenous peoples
- Achieved an inclusion score of 79% in our representation and inclusion survey supported by Diversio, a third-party expert in inclusion data

SOCIETY

- Launched partnerships with **Pathways to Education and Indspire**, pledging \$420,000 over three years toward youth education and empowerment for future generations
- Expanded the Local Community Legends program to Rising Legends, focusing on highlighting exemplary youth across Canada
- Supported year-round fundraising for 360 Kids and Campfire Circle

“The most important thing in any of our vehicles is the people who drive them, and that they trust our vehicles to keep them and their families safe. We challenge ourselves every day to keep moving the bar higher so we can continue to earn that trust with every vehicle we make.”

- David Klan, President & CEO, Mazda Canada



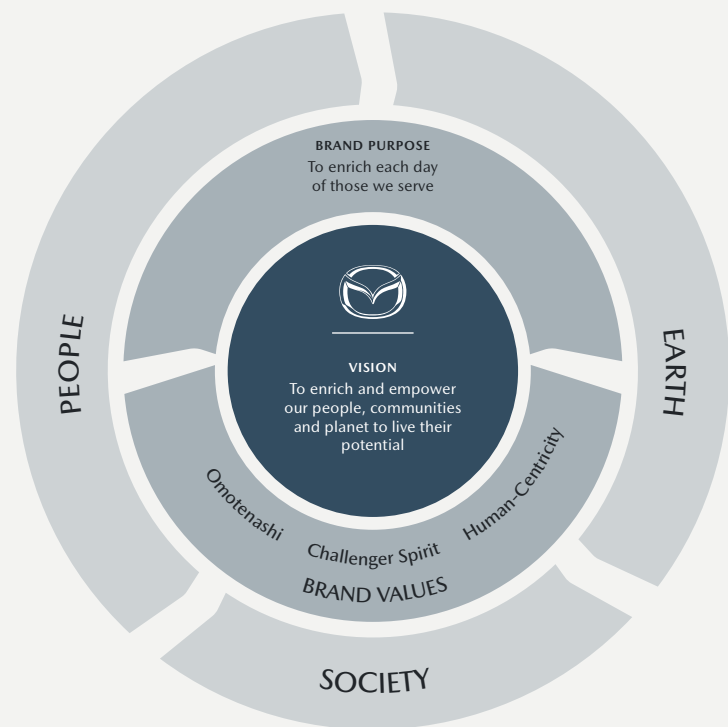
01

INTRO

PROTECTING PRIVACY & KEEPING DATA SECURE

The high standards we bring to every aspect of Mazda Canada also guide us in protecting the data of all stakeholders, including customers and our employees.

Data privacy is rapidly evolving in Canada, and we continue to put in place processes to meet these changing regulatory requirements, including but not limited to Canada's Anti-Spam Legislation (CASL), the Personal Information Protection and Electronic Documents Act (PIPEDA), and Quebec's new privacy legislation, the Act respecting the protection of personal information in the private sector.



OUR APPROACH

Mazda Canada has established our sustainability framework that aligns with Mazda Motor Corporation's material issues. Mazda Motor Corporation conducted a material analysis to determine which social and environmental issues are of the highest priority to its stakeholders, including external experts and opinions.

PEOPLE

Embedding a diverse, equitable and inclusive foundation to our workplace

EARTH

To deliver a sustainable future in which people and vehicles can co-exist with a healthy planet

SOCIETY

Supporting and inspiring the future generation to unleash their full potential

2

EARTH



Young people are counting on the generation that currently makes up the workforce to create solutions for a greener planet, and we feel confident they can rely on us. We know the decisions we make from engineering our cars to running our business, have the power to shape the world our children and grandchildren will grow up in.

We are committed to shaping a sustainable future in which automotive innovation and environmental preservation go hand-in-hand to ensure a thriving, healthy planet for future generations. This commitment drives us to reimagine what's possible. We're hard at work crafting solutions that will pave the way for cleaner air, reduced carbon emissions, and overall more sustainable operations.

We're providing current drivers with the latest options, like electric and hybrid vehicles that don't compromise performance or style. We also invest in infrastructure and partnerships with sustainability in mind.

By connecting today's innovations with tomorrow's possibilities, our focus is to ensure that when the next generation gets behind the wheel, they'll be driving in a healthier, greener world.

As we reflect on our sustainability efforts in 2023, we're proud to share the significant strides we've made towards our global goal of achieving carbon neutrality at factories worldwide by 2035 and throughout the lifecycle of our vehicles and the entire supply chain by 2050.



EMISSIONS REDUCTIONS

We had a 15% year-over-year reduction in our total business-related CO₂ output of direct emissions compared to 2022. We've now reduced our total business-related CO₂ output by 26.8% compared to our reference year of 2013.

BUSINESS TRAVEL ADJUSTMENTS

We've made significant improvements to our day-to-day operations. We achieved a 26% reduction in gasoline use for business travel since 2013. These changes not only reduce our carbon footprint but also promote more efficient and thoughtful travel practices within our organization.

MINDFUL ELECTRICITY USE

Closer to home, our Richmond Hill, Ontario head office has been leading by example. At this location, we have managed to cut electricity use by 14% compared to the previous year, demonstrating that even small, localized efforts can contribute significantly to our overall goals.

ELECTRIC AVENUE

In 2023, we partnered with our retailers to ensure more electrified options are available to drivers in Canada. This collaboration is not just about meeting market and governmental demands—it's a crucial part of following through on environmental promises we made for a healthier planet.

Mazda Motor Corporation is committed to 100% of vehicle models incorporating various levels of electrification by 2030. We continue to strive to implement other electrification technologies that reduce our corporate average "well-to-wheel" carbon emissions by 50% by 2030 and 90% by 2050 (from 2010 levels). These promises reflect our dedication to crafting a cleaner future for the next generation, leaving them a legacy of responsible innovation and environmental stewardship.

A cornerstone of this commitment was **launching the 2024 CX-90**. Designed with the future in mind, the CX-90 is Mazda's new flagship three-row crossover. It's available in two models—the Plug-In Hybrid and the Mild Hybrid Inline 6 Turbo—with three electrified powertrain options. The CX-90 Plug-in Hybrid can travel up to 42 kilometres on pure electric power and return energy consumption as low as 4.2 L/100km. In all models, the driver is always in control of what power source they may want to use – be it pure electric, combustion engine, or a combination. This flexibility reflects our belief that sustainability shouldn't come at the cost of driving pleasure or personal preference. We're empowering Mazda drivers to make choices that align with convenience and environmental consciousness.



02

EARTH

The CX-90 not only provides drivers with a more environmentally friendly option, but it also significantly contributes to the betterment of our planet by reducing overall emissions. The CX-90 launch was a crucial step to improving our environmental responsibility while balancing performance and comfort with the driver in mind. Through future-focused vehicles like the CX-90, we're proving the path to a sustainable future can be both functional and exciting.

ADVANCING CHARGING OPTIONS

As we build more options for electric vehicles, we're also ensuring that Canadian drivers of today and tomorrow can adopt electrified vehicles with confidence. This is why in 2024, Mazda Motor Corporation announced an agreement with Tesla, Inc. to adopt the North American Charging Standard (NACS) for charging ports on the company's Battery Electric Vehicles (BEVs) launched in North America from 2025 onward. It also builds on our work with our retail partners in 2022 to expand charging infrastructure at retail stores and ensure that technicians are trained to service electrified vehicles.

NEW PARTS AND DISTRIBUTION CENTRE

Our new Parts and Distribution Centre in Whitby, Ontario represents a step forward in sustainability and efficiency for both the company and the planet. Unlike the previous 25-year-old facility, this newly constructed state-of-the-art building incorporates modern technologies throughout its design. We built it with our carbon footprint in mind and to minimize environmental impact, using groundwater for heating, incorporating advanced heat units, efficient plumbing systems and motion-sensor lighting.



3

PEOPLE

03

PEOPLE

We recognize that building a better world for the next generation can't happen without a team that's healthy and feels a sense of belonging. That's why in 2023, we reinforced our commitment to creating a workplace that not only meets the challenges of today, but is also prepared for the opportunities of tomorrow.

By fostering a culture of wellness, diversity, inclusion, and equity, we're empowering our team to drive innovation and positive change.

As a testament to our ongoing efforts, Mazda Canada was selected as one of the Greater Toronto Area (GTA) Top Employers for the ninth consecutive year. This achievement reflects our exemplary human-centric initiatives including our defined benefit pension plan, competitive health benefits with enhanced mental health and wellness benefits, a flexible workplace model and more. Our goal is to make sure we are setting our people up for success at work and at home so every individual can thrive and contribute to our shared vision.



"Mazda has a very special and very rare culture. Just as we build our vehicles with humans in mind, it is evident that corporate policies and processes are established with employees top of mind. This ninth consecutive win is a testament to the success of our people-first philosophy and makes me even more proud to work for Mazda Canada."

- Corporate Communications Team Member, Mazda Canada

03

PEOPLE

STANDOUT GLOBAL EMPLOYEE SURVEY RESULTS

Our Global Employee Survey responses from 2023 demonstrate how these initiatives have extremely positive results. Every year, we ask questions based around Mazda's Global Essence which is focused on the areas of employee motivation, working environment, effective leadership and management, clear advantage framework and brand engagement.

These insights guide our future efforts to create a workplace that inspires collaboration, innovation, and overall satisfaction. In 2023, we improved across key metrics like teamwork, communication, and future success. We're glad employees feel as though we're making an impact on the communities in which we serve and are proud to know our employees recognize that effort.

I would recommend my company as a great place to work



Communication in my company is open and honest



There is good cooperation and teamwork within my team



I am very confident in the future success of my company



I create win: win outcomes when I am dealing with others



I am proud of the Mazda brand, products and services



My company makes a positive impact on the community and social causes



1 INVESTING IN TALENT & EMPLOYEE EXPERIENCE

By investing in our staff—whether they work in our distribution centres or corporate offices — we are proud to nurture a workforce that is equipped to forge meaningful connections within our organization and in the broader community.

HUMAN RESOURCE INFORMATION SYSTEM - MIGRATION TO UKG

Mazda Canada is taking steps to set our workforce up for a better future. We're making enhancements to recruitment and onboarding to provide better experiences for both our employees and candidates interested in joining the Mazda in Canada team. In January 2024, Mazda Canada implemented UKG, a cutting-edge Human Capital Management technology solution. The platform offers a recruiting solution that puts candidates first by making the application process simple, personal, and fun to help cultivate successful, long-term relationships from the very first point of contact with Mazda. It also offers dynamic onboarding in the form of unique, collaborative technology to assist our new hires and enable them to connect with Mazda in a personal and impactful way. Through UKG, we can start building connections, increasing employee engagement, and improving business performance even before an individual's first official day.

CO-OP PROGRAM

Mazda Canada employs co-op students from local schools, such as the Georgian College Automotive Business Program and the Pinball Clemens Foundation. A Mazda co-op student who was hired as a permanent employee shares her experience:

“ At the beginning of my co-op, I was very nervous as English is not my first language.

But the whole team was amazing.

They were very patient with me and there to answer every question I had. Everyone on the team mentored me and gave me a chance to learn as long as I was willing to do the work.

I wish every company supported youth like Mazda. Mazda really allows me to prosper, and I see myself growing in my career here. I'm very grateful to them for believing in me.

– People and Culture Team Member, Mazda Canada

2 INVESTING IN WELLNESS & WORK-LIFE BALANCE

We have always been committed to fostering an environment that supports both the professional and personal lives of our employees because we recognize that a healthy, balanced workforce is essential for our success.

In 2023, we made enhancements to boost our wellness initiatives and promote work-life balance. Our approach included mental well-being and quality time with loved ones, from preventative health measures, to creating a memorable experience for employees and their families.

With employee health and safety being our top priority, we set up a flu clinic at our head office in Richmond Hill to offer employees flu vaccines.

We also brought our people together on Family Day when we invited Mazda employees and their families for a day of fun and quality time at Canada's Wonderland (Ontario) and La Ronde (Quebec). Across Canada, 267 employees and family members joined the fun.



THE MAZDA PEOPLE ADVANTAGE: MAZDA'S NEW VALUE PROPOSITION FRAMEWORK

Through a collaborative approach, the People and Culture Team plus internal leaders developed The Mazda People Advantage: A framework that demonstrates Mazda Canada's employee value proposition beyond simply base salary. It looks to simply and easily convey the uniqueness of our internal culture and our intentional employee-centric approach to everything we do. It also demonstrates all the value-added benefits and programs Mazda Canada offers to ensure employee safety and well-being. We are constantly communicating with employees to see what they want, so this framework is perfectly curated to make sure it meets employees' needs. We openly and transparently convey our value proposition both internally to our employees as well as externally.

NEW BENEFITS PROVIDER

In May 2023, we introduced Industrial Alliance as our new benefits provider to provide employees with comprehensive benefits coverage, including additional mental health support and resources.

We actively listened to employee feedback and took this as an opportunity to proactively look for a new group benefits provider that was aligned with our values. This led us to our new provider, Industrial Alliance. iA Financial Group is one of the largest insurance and wealth management groups in Canada. We are aligned on our goal of being digital leaders in our respective industries and our commitment to diversity, equity, and inclusion.

3 INVESTING IN DIVERSITY, EQUITY & INCLUSION & LEARNING

VOLUNTARY REPRESENTATION AND INCLUSION SURVEY

In line with our commitment to partnership and collective action, we collaborated with our strategic partner Diversio to conduct an employee representation and inclusion survey to obtain our first-ever inclusion score. This initiative not only reflects our dedication to fostering a diverse and inclusive workplace but also demonstrates how strategic partnerships can provide valuable insights into our progress. By voluntarily participating in this anonymous survey, our employees played a crucial role in shaping our understanding of representation and inclusion within our organization, further reinforcing our collective journey toward a more equitable and sustainable future.

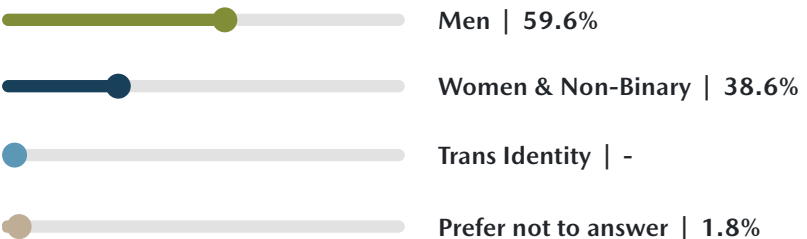
This data is reflective of the 65% of MCI employees who elected to participate in the voluntary survey. While this was a solid response rate, our goal for our next survey is to increase it to 75% to ensure more of our employee base is represented.

Our 2023 Inclusion Score was 79.1%. Our goal for our next survey is to increase this score by 3% to 82.1%. This is the first survey of its kind conducted within the automotive industry in Canada. It was aligned on in advance and supported by the Global Automakers of Canada.

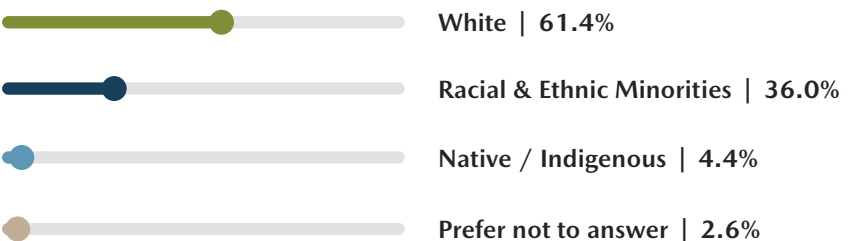
REPRESENTATION SUMMARY FOR MAZDA CANADA INC.



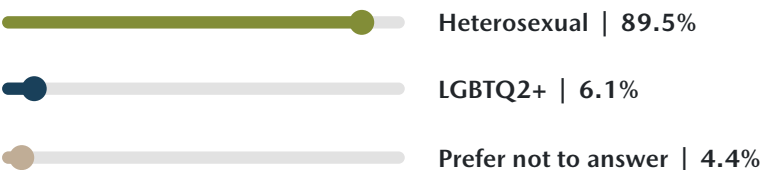
GENDER



RACE & ETHNICITY



SEXUAL ORIENTATION



ENHANCING EMPLOYEE RECOGNITION: THE KANSHA PLATFORM

Mazda Canada has continued to evolve our KANSHA employee recognition platform. In 2023, we enhanced the platform's usability and accessibility, including support for visually impaired users. This reflects our dedication to creating a workplace where every employee can participate fully in recognizing and celebrating their colleagues' contributions. The platform's "give back" option allows employees to donate points to charities, which further exemplifies our commitment to extending our positive impact beyond our workplace. By continually improving KANSHA, we're strengthening the bonds within our team and fostering a collaborative environment that aligns with our vision for a more unified and sustainable future.



CONTINUOUS DE&I LEARNING

We provide access to **LinkedIn Learning** (a robust learning and development platform) with over 20,000 courses available to our employees to leverage and assist with their ongoing growth and professional development. These professional development opportunities include education on diversity, equity, and inclusion (DE&I) topics. Leveraging LinkedIn Learning, we assigned specific DE&I learning paths to employees each quarter to further enhance leader and employee knowledge and awareness of important DE&I topics, including:



Inclusive leadership



Diversity, equity, inclusion and belonging



Unconscious bias



Gender inclusive language



Pronouns

03

PEOPLE

Topic selection and alignment was done through collaboration with our DE&I committee, Mazda leaders and the People and Culture team.



To date, leaders and employees have completed **over 98% of diversity, equity, and inclusion learning.**

As a woman and a minority, Mazda's DE&I priorities make me feel like it's an emotionally safe environment. We sell cars, but we are doing so much more.

- Marketing Team Member, Mazda Canada



ADVANCING OUR RECONCILIATION JOURNEY

In 2023, Mazda Canada continued to advance our Reconciliation efforts in line with the Government of Canada's Truth & Reconciliation Commission's business calls to action. We are committed to building meaningful relationships with Indigenous peoples, receiving informed consent, and granting equitable access to jobs and training.

Our efforts so far have included:

- 1 Making Reconciliation part of our workplace culture by investing in learning and development for employees and integrating Reconciliation-focused language (land acknowledgments) into our building.
- 2 Committing to engagement and collaboration with Indigenous peoples on new projects, including our offices and Parts Distribution Centres.
- 3 Partnerships to advance opportunities for Indigenous youth.

We know that it's our responsibility as a brand with a platform to put out the message that Truth & Reconciliation is not an option, it's a must. We are always educating employees and engaging them in initiatives like Orange Shirt Day. Our people are passionate about Truth & Reconciliation, and it feels like a whole community who are trying to undo history.



At the heart of Mazda Canada's vision for a sustainable future lies our commitment to society, with a particular focus this year on empowering the next generation. In 2023, we zeroed in on initiatives that would make a tangible difference in communities across Canada, placing a strong emphasis on supporting inspiring youth to reach their full potential.

Our efforts go beyond corporate philanthropy, they represent a genuine, shared commitment to nurturing the leaders, innovators, and change-makers of tomorrow.

Giving back to the communities we serve is a core pillar of our organization, and we're proud of how these partnerships are shaping a better, more inclusive future for Canadian youth.

INVESTING IN YOUTH PARTNERSHIP LAUNCH: INDSPIRE & PATHWAYS TO EDUCATION

In February 2024, we announced two significant long-term partnerships with Indspire and Pathways to Education to empower the next generation of thinkers through equitable access to education, support, and opportunities. These partnerships reflect Mazda's core belief that education is a catalyst for positive change and innovation. We know that moulding the minds of future innovators depends on nurturing diverse talent. By investing in education and mentorship, particularly for underrepresented communities, we're proud to contribute to a more equitable society.

"This partnership will significantly help to address the current underrepresentation of Indigenous students in STEAM fields of study. We are proud to be working with Mazda Canada on this initiative which will not only enable First Nations, Inuit, and Métis students to pursue STEAM studies, but will also ensure that they are well-equipped to enter STEAM careers after graduation."

- Mike Degagné, President & CEO of Indspire



Over the next three years, Mazda promised to invest \$420,000 between the two organizations to uplift youth from Indigenous and low-income communities across Canada.

Indspire is a national Indigenous charity that invests in the education of First Nations, Inuit, and Métis people by inspiring achievement. Indspire's programs meet a variety of pressing needs for students in kindergarten to grade 12 and beyond, from awarding much-needed scholarships and bursaries, to supporting educators and providing mentorship. Mazda Canada's support will go towards supporting youth in science, technology, engineering, arts, and math (STEAM). At Mazda, we recognize the transformative power of mentorship because many of our team members have benefitted from mentors in their own careers. Now, they are eager to pay it forward.

What's amazing is that more than 70% of employed Indspire graduates return to their communities, serving Indigenous populations as educators, healthcare professionals, engineers and more.

Pathways to Education ensures that youth living in low-income communities have the necessary support to graduate from high school and build the foundations of a successful future. Mazda Canada and Pathways to Education will work together to meet their mutual objective to build a social responsibility program that equips youth from low-income communities with lifelong skills through mentoring, one-on-one support, and enriching programming, with a focus on youth interested in STEAM programs.

We will also provide employees opportunities to actively engage in both organizations through volunteering, fundraising, and mentoring.

"Now more than ever, young people living in low-income communities across the country are facing increased barriers to success. This partnership with Mazda Canada underscores our shared commitment to empowering these students to become the next generation of leaders. Together, we're building a future where every young person in Canada is equipped with the skills, resources, and opportunities they need to thrive."

- Tracey Taylor-O'Reilly,
President & CEO of Pathways to Education



“Sometimes we have a gilded vision in Canada that education is available to everyone without the understanding that there can be many social, economic, and cultural barriers to education. It can be shocking to realize that something as foundational as education is more a dream than a reality for so many people in our communities. This is why Mazda’s focus on removing those barriers to education is crucial, and our partnership with organizations that truly understand those struggles on a personal level are key to ensuring we can maximize our impact in the lives of these youth who need our support the most.”

- Service Operations Team Member,
Mazda Canada



RISING LEGENDS

In 2023, we expanded our Local Legends initiative to celebrate exceptional young Canadians who are making an extraordinary impact in their communities. This shift not only honours the spirit of our youth, but also reinforces our commitment to inspiring the next generation.

To demonstrate our commitment to empowering young changemakers, Mazda Canada and our Retailers jointly pledged \$1,000,000 to support Canadian youth initiatives. This pledge includes \$750,000 contributed by our Retailers and \$250,000 from Mazda Canada, specifically dedicated to recognizing and supporting five exceptional young individuals we’re calling our “Rising Legends.”

Meet Mazda’s Rising Legends:



CHLOE GOODISON, BRITISH COLUMBIA

At 21, Chloe is the executive director of NaloxHome, a non-profit that provides overdose education and naloxone training to the community. Her organization provides de-stigmatizing education on life-saving overdose treatment to combat the opioid epidemic in British Columbia. Rising Legends funding will help Chloe provide support so NaloxHome Educators can continue reaching students and community members to help those suffering with addiction.



BILL ZHENG, ALBERTA

Through his work supporting Calgary community members experiencing homelessness, Bill observed that many people experiencing unsheltered homelessness need safer and more equitable access to water and hygiene facilities. His non-profit organization, RadiCalgary, provides dignity and support for those living with systemic vulnerabilities and poverty. Rising Legends funding will help Bill in supporting the rollout of mobile hygiene units, giving vulnerable individuals across Calgary safe access to showers and washrooms.



NEVAEH SARAZIN, ONTARIO

Nevaeh is an educator and dancer from the Algonquins of Pikwakanagan First Nation who, at just 15 years old, is already emerging as a role model for her community. She is dedicated to preserving and strengthening her culture and actively works to make a positive impact in her community. Rising Legends Funding will provide her with resources for classes and cultural activities in her community, which will help her peers stay connected to their culture, language, and traditions. Nevaeh will also donate to causes that support Murdered & Missing Indigenous Women & Girls.



JULIA MARCOUX, QUEBEC

Julia tragically lost her mother to cancer, which inspired her to help other women going through the challenges that follow a cancer diagnosis. Project Eli, a courageous effort named after her mother, provides hair prosthesis for women experiencing hair loss during their cancer treatment. Rising Legends funding will allow her to help more women living with cancer. In addition, as someone who lived with anorexia, Julia also plans to use some of the funds to support youth with eating disorders.



KAYLEE WILMOT-JOE, NEW BRUNSWICK

As a member of the Esgenoôpetitj First Nation, Kaylee is a youth mentor, volunteer, and is passionate about supporting elders affected by the Residential School system. She’s worked with the Esgenoôpetitj First Nation youth summer program and Esgenoôpetitj Child, Family & Community Services to aid in enhancing the lives of fellow residents, and continually strengthening her community. Rising Legends funding will help support the Esgenoôpetitj First Nation youth summer program, which encompasses sports, cultural teachings, art, cooking classes and field trips.

SUPPORTING OUR COMMUNITIES

When we come together, we can make a significant impact. The following examples highlight how our employees get involved with charity partners to make positive change. **Notable donations in 2023 included:**

- **Toronto Wildlife Centre:** Provided and maintained two Mazda5 vehicles used to help transport sick and injured animals.
- **360Kids:** 30+ employees donated grocery gift cards, clothing, toiletries, and other necessities to two teenagers experiencing homelessness for 360 Kids’ *Gifts that Matter* initiative. During the holiday season, Mazda Canada also hosted a charity auction to raise funds for 360 Kids.
- **Sporting Life 10K Run in support of Campfire Circle:** Participated in the run to raise funds to provide children with cancer with a week-long experience at summer camp.
- **SickKids HEATWAVE Volleyball Tournament:** Participated in a volleyball tournament in support of SickKids.

CONNECTING WITH OUR JAPANESE HERITAGE

Our Japanese heritage gives us wisdom and values that guide our approach to sustainability and community engagement. We are on a never-ending quest to deepen our connection to our cultural legacy and find ways to connect it to our vision for the future.

By embracing the best of both Japanese and Canadian cultures, we can create meaningful connections and experiences for our people.

JAPAN SCHOLARSHIP

This global approach has created opportunities for the next generation. For several years, Mazda Canada has sponsored the Youth for Understanding (YFU) Student Exchange Program in Japan.

After a break due to the pandemic, the program returned in late 2022, opening up the opportunity to send two Canadian high school students, who are the children of Mazda in Canada employees, to Japan in the summer of 2023. The program offered students the chance to improve their communication and language skills, increase their self-confidence and expand their knowledge at the international level by immersing themselves in a new culture and living with a host family.

YFU alum Owen Dixon from Forest City Mazda shared his experience in his own words:

“ This exchange gave me another outlook on life as it showed me another way of living, a different school system and how people do things around the world.

The trip also gave me more confidence in myself. I feel like I can go anywhere and do anything. I believe I could not have learned these life skills any other way.

I enjoyed every single bit of this exchange. It took a little while to believe it was really happening and it was not just a dream. I think my favourite parts were the food and meeting new people and spending time with them. The food was amazing, and I do not think I had anything that I did not like. My favourite was sushi and beef tongue. Everyone was so kind, which made me feel welcome, and my host family started to feel like my real family by the end of the second week.

I had the opportunity to visit the Mazda Museum and really enjoyed this part of my journey as I am interested in cars, and I like to see how things are built. It was also neat to see the history behind the cars and technology today.



Living in Hiroshima City was an amazing experience, and I would definitely go back. The historical monuments and Peace Park were very humbling and made me realize how lucky I am. I went there multiple times and I was glad I got to go once by myself. I just sat there alone and really tried to soak in everything.

I really enjoyed the experience and would not have traded it for the world. Life skills that I have learned on this trip will be with me for the rest of my life. I learned to take in my surroundings and to be truly present. I am very lucky to have had this opportunity and I would like to say thank you again to Mazda Canada and YFU for this once in a lifetime experience.

– Owen Dixon, Youth for Understanding (YFU)
Student Exchange Program Alum

“ When I read the One Mazda bulletin calling for students to apply for the Youth for Understanding exchange program, I knew my son Owen would be a great fit.

Owen applied and was so thrilled when he got accepted. I was so excited he would have the opportunity to go abroad to Japan and immerse himself in a new culture at such a young age.

He was so nervous in the beginning but warmed up quickly. He told me that he even rode a bike alone to the Mazda Museum in Hiroshima. I was really proud of him for that.

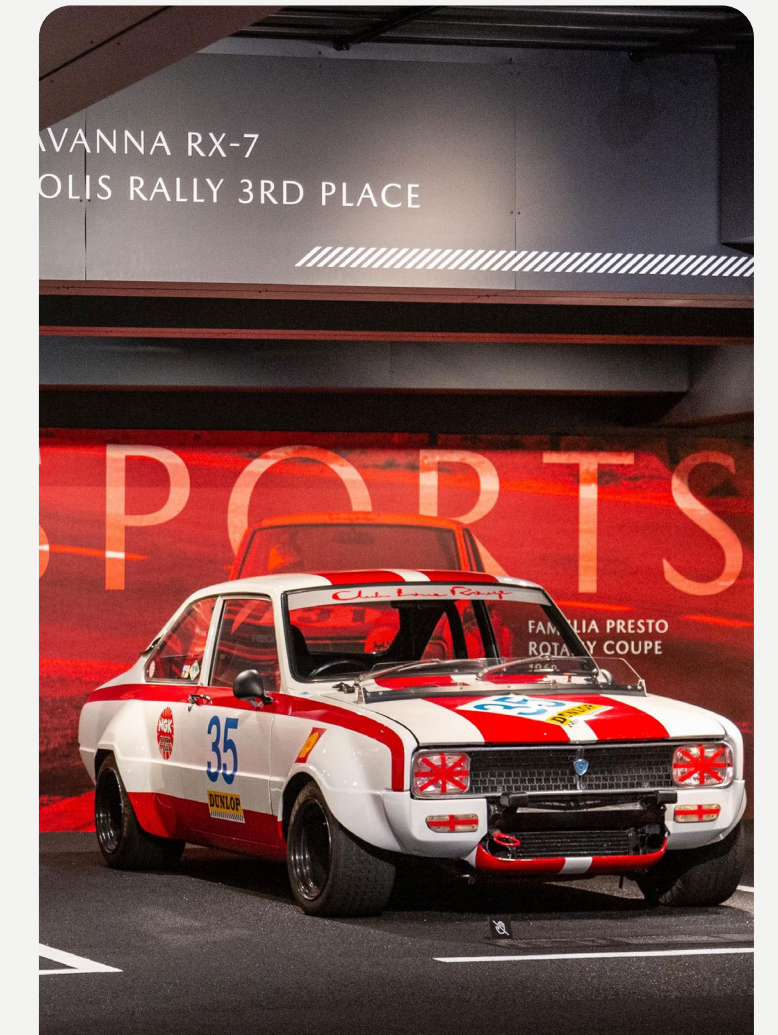
Owen also had an absolutely awesome host family. He still speaks to his host mom daily and they even came to visit us recently in Ontario!

He came back with worldly experience and a newfound confidence in himself. Ultimately, this program made Owen feel more connected to Mazda, and working here one day is definitely on his radar.

Working at a company like Mazda that supports our families and invests in youth makes me excited to come to work in the morning. After all, they are our future.

Thank you, Mazda, for giving Owen this once-in-a-lifetime opportunity.

– Paul Dixon, Forest City Mazda Service Manager



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For questions or comments, please reach out to mcisustainability@mazda.ca

