



*MAZDA MOTOR CORPORATION*

EXHIBIT 101-101-101

2012 OCT 19 P 1:15

3-1, Shinchi, Fuchu-cho, Aki-gun  
Hiroshima 730-8670, Japan

TEL : 81(82)287-4873  
FAX : 81(82)287-5147

October 11, 2012  
Our Ref. No. NH12/23

The Honorable David Strickland  
Administrator  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Attention: VIN Coordinator

Subject: 2014 Model Year VIN Coding for CX-5

In accordance with the requirement of §565.7 in CFR Part 565, we are submitting the VIN code information for the 2014 model year CX-5.

If you have any questions, please contact Mr. David Robertson (313) 594 7778 at Mazda North American Operations.

Sincerely,

Mitsuhide Kikkawa  
Manager  
Vehicle Regulation & U.S. Certification Group  
Environmental and Safety Engineering Department

ES12-005867

**Generic Format**

1st section			2nd section					VIN Check digit	Model year	Plant of Manufacturer	3rd section																							
World Manufacturer Identifier (WMI)			Line Series Body type Engine type Restraint system type								Numerical Sequence Vehicle Identifier																							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17																		
?	?	?	?	?	?	?	?	?	E	?	?	?	?	?	?	?																		
										<table border="1"><tr><td colspan="2">Serial No.</td></tr><tr><td colspan="2">100001-999999</td></tr><tr><td colspan="2">Plant</td></tr><tr><td>0 =</td><td>MAZDA; Hiroshima, Japan</td></tr><tr><td>1 =</td><td>MAZDA; Hofu, Yamaguchi, Japan</td></tr><tr><td colspan="2">Model Year</td></tr><tr><td>E =</td><td>2014</td></tr><tr><td colspan="2">Check digit</td></tr><tr><td colspan="2">Caluculation according to Part 565.6(c)</td></tr></table>							Serial No.		100001-999999		Plant		0 =	MAZDA; Hiroshima, Japan	1 =	MAZDA; Hofu, Yamaguchi, Japan	Model Year		E =	2014	Check digit		Caluculation according to Part 565.6(c)	
Serial No.																																		
100001-999999																																		
Plant																																		
0 =	MAZDA; Hiroshima, Japan																																	
1 =	MAZDA; Hofu, Yamaguchi, Japan																																	
Model Year																																		
E =	2014																																	
Check digit																																		
Caluculation according to Part 565.6(c)																																		
										0-9,X																								
										A-Z or 0-9																								
										See Individual Passenger Car Line Sheets																								
										A-Z																								
										See Individual Passenger Car Line Sheets																								
										A-Z or 0-9																								
										See Individual Passenger Car Line Sheets																								
										JM1 = MAZDA MAKE Passenger Car manufactured by MAZDA																								
										JM3 = MAZDA MAKE Multipurpose Passenger Vehicle manufactured by MAZDA																								

• **VIN system of CX-5**

1st section			2nd section					VIN Check digit	3rd section							
World Manufacturer Identifier (WMI)			Line Series Body type Engine type Restraint system type						Model year	Plant of Manufacturer	Numerical Sequence Vehicle Identifier					
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

J	M	3	K	E	?	?	?	?	E	?	?	?	?	?	?	?
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Serial No.		100001-999999			
Plant		0 = MAZDA; Hiroshima, Japan 1 = MAZDA; Hofu, Yamaguchi, Japan			
Model Year		E = 2014			
Check digit		Calculation according to Part 565.6(c)			
Engine type		E = PE (2.0L) Y = PY (2.5L)			
Trim level		Body type			
W = - (not identified)		Wagon			
A = SV/Base					
B = Sport/GX					
C = Touring/GS					
D = Grand Touring/GT					
E = SE					
Chasis type		Side & curtain airbag		GVWR	
2 = 4 x 2		with		Class C	
4 = 4 x 4		with			
Carline & series		KE = CX-5			
JM3 = MAZDA MAKE Multipurpose Passenger Vehicle manufactured by MAZDA					