

July 29, 2003

## **Mazda m'zPLUS Card Saison with Limited Edition RX-8 Design**

**On July 29, 2003, Credit Saison Co., Ltd. (Headquarters: Toshima-ku, Tokyo; President: Hiroshi Rinno), and Mazda Motor Corporation (Headquarters: Aki-gun, Hiroshima; President: Lewis Booth) cooperatively began taking applications for Mazda m'zPLUS Card Saison and Mazda m'zPLUS Card Saison Gold, which are refreshed versions of the previous Mazda m'z Card featuring new functions and privileges.**

At this time, Mazda RX fans are be able to apply for one of 8,888 limited edition Mazda m'zPLUS Card Saison that feature an image of the RX-8, a four-door, four-seat sports car with a new-generation rotary engine. This is a distinctive card that lovers of Mazda vehicles cannot do without. Through this cooperatively issued card, Credit Saison hopes to build strong relationships of partnership with Mazda's clientele.

- The Mazda m'zPLUS Card Saison card has no annual membership fee for an unlimited time period, and the Mazda points earned through using the card can be used for about four years, until March 31 of the fourth year following the year in which the points are earned. Accumulated points can be used through a cash-back system that offers users discounts of ¥1 per point on the price of new car purchases, car inspections, and other products and services.
- Moreover, new card applicants that apply for m'zPLUS Road Assistance can obtain a year of road assistance service for only ¥750, compared with the usually ¥2,000 fee. Those applying for the Mazda m'zPLUS Card Saison Gold enjoy the lack of an annual membership fee along with such special benefits for peace of mind as wrecker service and rescue service. They are also eligible for rent-a-car service, lodging service support, home return expense service, and signature-stamp shipment service. Cardholders who drive Mazda vehicles or other vehicles can benefit from highly

economical and convenient features that encourage them to give serious thought to buying a Mazda product the next time they purchase a vehicle.

- Credit Saison's SAISON brand has a strong image of innovation and pioneering spirit. Combining that image with the image of the well designed and highly creative RX-8 and other Mazda vehicles is expected to generate numerous synergies and increase use of Saison cards by the many young men throughout Japan who are Mazda fans. Including the 8,888-card limited issue, Credit Saison is aiming to issue 300,000 Mazda m'zPLUS Card Saison in the first year.

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