**2015 GENEVA MOTOR SHOW**

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# 1. Introduction

**Geneva 2015: Mazda‘s unbridled potential**

**Mazda is coming off another successful year in Europe in 2014. There’s no let-up in sight either, as demonstrated by the company’s aggressive model offensive: five launches in six months.**

All are on display at the 85th Geneva International Motor Show. Specifically, three brand-new model generations – the Mazda CX-3, Mazda MX-5 and Mazda2 – alongside the 2015 Mazda CX-5 and 2015 Mazda6.

The initial media response to the all-new Mazda CX-3, which makes its European premiere, has been overwhelming following its unveiling in the U.S., Japan and Australia. This is very encouraging in a segment expected to be one of the industry’s fastest growing in the coming years.

Instead of looking at competing models, Mazda studied the people most likely to buy the company’s first-ever small SUV – young, active and creative – and designed it around their needs and expectations. As a result, the CX-3 is an entirely new product. Based on Mazda’s SKYACTIV Technology, fuel-efficient fun is a guarantee in either front-wheel drive (FWD) or all-wheel drive (AWD) guise. And its KODO looks, smartphone con­nectivity system and vast line-up of active safety technology should resonate loud and clear with this target group.

Sharing the spotlight at Mazda’s stand, the all-new Mazda MX-5 carries on the light­weight sports car tradition that began some 25 years ago. The fourth-generation road­ster was created to appeal to the senses of those around the world who love to drive.

Alongside these two newest Mazdas are three highly lauded models, all of which re­cently went on sale in Europe. Initial demand for the all-new Mazda2, 2015 Mazda CX-5 and 2015 Mazda6 bodes well for Mazda in its effort to maintain the strong momentum in Europe during the current year.

**2. The All-New Mazda CX-3**

**All fun, no reservations**

**Designed and engineered for the active lifestyles of today, Mazda’s first small SUV looks ready to set a benchmark for a new era.**

* Mazda aims to shake up one of the industry’s fastest growing segments with:
  + an inspired KODO exterior design
  + SKYACTIV Technology for outstanding dynamic performance, Mazda’s patented sporty handling, and hybrid-level fuel economy
  + internet connectivity along with the latest active safety innovations
* Available with Mazda’s intelligent new-generation AWD system or in fuel-saving FWD format
* Scheduled go on sale in Europe by early summer

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| **Exterior**  While sharing many KODO design traits with other new-generation models, the Mazda CX-3’s uncompromising exterior design clearly expresses quality and a sense of speed, substance and purpose. |

* Bold face centred on the grille and its seven silver fins for a look of concen­trated energy that extends through the chromed signature wings into the head­lamps with:
  + a high nose that evokes confidence
  + full LED headlamps\* reminiscent of a predator’s eyes
  + futuristic light-guiding technology illu­minating the portion of signature wing within the headlamp unit
* Stylish tailgate forms conceal features like the rear parking camera
  + dual exhaust pipes underscore the car’s sporty go-anywhere nature
* Rear combination lamps stretch from body into liftgate with a shape echoing that of the headlamps

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\* Availability depends on trim level and market

18-inch aluminium wheels feature five sets of double spokes with a machined outer finish that contrasts with the gunmetal grey metallic contour surfaces

* + also available with 16-inch aluminium wheels in a simple, bold sculpted look or 16-inch steel wheels
* Offered in one of nine body colours includ­ing Ceramic Metallic, Soul Red Metallic, Arctic White, Jet Black, Deep Crystal Blue, Meteor Grey, Titanium Flash, Dynamic Blue, and Crystal White Pearl.

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| **Interior**  The cabin combines the best of SUVs and normal cars. The result: crossover freedom and unconstrained fun thanks to superb visibility, the comfort of a uniquely ergonomic in-terior reminiscent of a larger class of car, and a flexible, practical boot. |

* Developers came up with a radically new cabin echoing the CX-3’s exterior design,

e.g. with:

* + interior elements that feature a handcrafted level of quality combined to create continuity
  + instrument cluster hood exclusive to CX-3 finished in a stitched leather-grain\* look
* Class-beating driver’s seat adjustability: 260mm front-back range and 40mm vertically with 45mm of steering wheel tilt and 50mm telescopic range
* Top-class front shoulder room and legroom
* Three interior packages\* offered:
  + pure-white leather combined with offblack Lux Suede® upholstery and dark

red accents and metallic panels in a machined aluminium-look finish

* + black leatherette and dark grey fabric upholstery combo with the same red accents

as above and a soft black padded decorative panel with red stitching

* + two different combinations of fabric upholstery also available along with silver

accents, dark red climate control louvre rings and the soft black padded decorative

panel with silver stitching

* Flexible 350-litre boot expands to 1,260 litres with rear seats folded\*\*

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\* Availability depends on trim level and market

\*\* DIN volumes, incl. sub-trunk

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| **Connectivity, functionality & equipment**  Safety and usability are the top priorities of Mazda’s new-generation human-machine interface. The aim is to give the driver the full benefit of the CX-3’s vast range of technology in maximum comfort and with minimal eye movement or physical exertion. |

* Driver-oriented layout, with important controls (e.g. pedals, gearshift, rotary commander) positioned to be an extension of the driver’s body
* Active Driving Display\*, one of the first head-up displays in this segment
* 7-inch touchscreen display\* located on the dash above the centre stack
* Navigation system\*
* Rotary commander on centre console designed to enable blind operation by the driver
* Comes with the MZD Connect\* smart­phone connectivity system for safe and easy internet access when in transit
* Seven-speaker BOSE® premium sound system\* – the first in a subcompact Mazda – developed exclusively for the CX-3 and its compact cabin

\* Availability depends on trim level and market

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| **Powertrains**  The choice of SKYACTIV powertrains offered move the Mazda CX-3 in ways that feel natural to the driver, with powerful linear acceleration and abundant torque. |

**SKYACTIV-G 2.0** direct-injection petrol engine

* “Rightsized” and naturally aspirated for superb linear performance and excellent real-world fuel economy
* World’s highest\* compression ratio (14.0:1) in a mass production model
* Offered for the CX-3 in two versions with standard i-stop idle-stop system; also available with the latest version of i-ELOOP, Mazda’s unique brake energy regeneration system

**Output:**

* FWD: 88kW/120PS at 6,000rpm & 204Nm at 2,800rpm
* AWD: 110kW/150PS at 6,000rpm & 204Nm at 2,800rpm

**Fuel consumption & CO2 emissions\*\*:**

* 5.9l/100km & 137g/km (FWD with six-speed manual)
* 5.8l/100km & 136g/km (FWD with six-speed automatic)
* 6.4l/100km & 150g/km (AWD with six-speed manual & i-ELOOP)
* 6.3l/100km & 146g/km (AWD with six-speed automatic & i-ELOOP)

**Emissions class:** Euro 6

**SKYACTIV-D 1.5** clean diesel

* Like the version launched on the all-new Mazda2, it delivers hybrid-like fuel economy and low-knock operation thanks to:
  + a low 14.8:1 compression ratio
  + a special combustion chamber and fuel injection system to help counter cooling losses
  + a compact high-efficiency turbocharger with variable turbine geometry
* Standard i-stop, the idle-stop system delivering the world’s fastest diesel restarts

**Output:**

* 77kW/105PS at 4,000rpm & 270Nm at 1,600-2,500rpm

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\* Available as of February 2015, according to in-house data

\*\* Mazda in-house figures for the combined cycle

**Fuel consumption & CO2 emissions\*\*:**

* 4.0l/100km & 105g/km (FWD with six-speed manual)
* 4.7l/100km & 123g/km (AWD with six-speed manual)
* 5.2l/100km & 136g/km (AWD with six-speed automatic)

**Emissions class:** Euro 6

**SKYACTIV-Drive** six-speed automatic

* Delivers the direct feel of a manual, with smooth acceleration from zero and excellent fuel economy
* Comes with a Drive Selection switch (petrol models) to change into “sport” mode for more torque in response to accelerator pressure

**SKYACTIV-MT** six-speed manual

* Compact lightweight transmission fea­turing a lock ball-type synchroniser for short, crisp and smooth gearshifts
* Short level shaft and large drop angle for precise operation

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\* Available as of February 2015, according to in-house data

\*\* Mazda in-house figures for the combined cycle

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| **Chassis & body**  Conceived to offer unre-stricted and inspiring mobility, the Mazda CX-3 is available with either front-wheel drive (FWD) or all-wheel drive (AWD). The refined suspen-sion delivers confidence-inspiring handling and road stability, while the remarkably stiff yet lightweight SKYACTIV-Body offers outstanding crash protection and more. |

**SKYACTIV-Chassis**

* Electric power-assisted steering adapted from the Mazda2 for the CX-3’s added weight, higher centre of gravity and bigger powertrains
* Freedom expanding new-generation AWD system features
  + innovative front-wheel slip warning detection system that employs 27 sensor signals to monitor the driver’s intentions and constantly changing road conditions, instantly transmitting drive power to the appropriate wheels
  + active torque control coupling determines how much grip each wheel needs, automatically and instantly distributing the right amount of torque to each wheel

**SKYACTIV-Body**

* Outstanding strength and collision safety despite being lightest body-in-white in its class
* Adopted similar NVH measures to Mazda2 and more to handle the larger petrol engine and AWD with minimal added weight while putting the CX-3 on par with C-segment cars when it comes to high-frequency noise
* Aerodynamics concept based on streamlining underbody air flow and improving the balance of the upward and downward flows that converge at the rear of the body by:
  + optimising shapes to enhance airflow around the car, from the front bumpers to the D-pillar garnishes
  + adding various undercarriage covers

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| **Safety**  The Mazda CX-3’s considerable range of i-ACTIVSENSE active safety technology is another aspect of the unrestricted mobility concept behind Mazda’s first small SUV. |

**i-ACTIVSENSE - safety technology\***

* **Mazda Radar Cruise Control** (MRCC) uses 76GHz radar to monitor speed and distance to preceding vehicles, adjusting the throttle and brakes to maintain a safe trailing distance
* **Distance Recognition Support System** (DRSS) displays distance to preceding vehicles based on radar measurements, flashing an icon if the CX-3 gets too close
* **Forward Obstruction Warning** (FOW) sounds an alert and warns the driver to take evasive action if DRSS detects an increased collision risk
* **Smart Brake Support (SBS)** uses 76GHz radar together with a camera to monitor the road for vehicles and obstacles, pressurising the brakes should FOW sound an alert and applying them lightly at first and with increasing pressure should the danger persist
* **Smart City Brake Support (SCBS)** is a near-infrared camera based low-speed (4-30km/h) emergency braking system that, like SBS, first pressurises the brakes and then applies them to prevent or at least reduce the severity of an impact with a vehicle or obstacle up to 6m ahead
* **Blind Spot Monitoring (BSM)** uses 24GHz radar to keep tabs on the road to the sides and rear of the CX-3, warning of vehicles approaching in adjacent lanes with a flashing indicator in the side mirror and a buzzer sound should the driver signal a lane change. BSM thereby extends the functionality of the Rear Vehicle Monitor­ing (RVM) system to the areas on either side of the car, also adding Rear Cross Traffic Alert (RCTA), which warns the driver when reversing of vehicles approaching from the sides
* **Lane Departure Warning System** (LDWS) examines the lane markings using a cam­era and warns the driver of unintentional lane changes
* **High Beam Control** (HBC) switches auto­matically between high and low beams to avoid impairing other motorists’ vision,using a camera to monitor oncoming headlights and the taillights of preceding vehicles

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\* System availability depends on trim level and market

**Passive safety**

* The CX-3’s SKYACTIV-Body is reinforced in the name of top-class crash safety pro-tection. It features:
  + stronger 1,180MPa floor panels to better absorb frontal impact forces & protect cabin
  + stiffer B-pillars and high-strength steel door reinforcements and outer panels
  + a front overhang providing a larger crumple zone, also preventing engine compartment damage from a mild im­pact, thus limiting repair costs
* Rear bumper crush cans with cruciform shaped cross-section reinforcing membersalong with beads to control rear side frame deformation

**Selected specifications**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **SKYACTIV-G 2.0**  **(120 PS)** | | **SKYACTIV-G 2.0**  **(150 PS) with i-ELOOP** | | **SKYACTIV-D 1.5** | | |
| Engine type |  | |  | | --- | | I4 DOHC 16 valves | | | I4 DOHC 16 valves | | I4 DOHC 16 valves | | |
| Fuel type |  | 95 RON petrol | | |  | | --- | | 95 RON petrol | | | Diesel | | |
| |  | | --- | | Max. power | | |  | | --- | | kW(PS)/ rpm | | 88(120)/6,000 | | 110(150)/6,000 | | 77(105)/4,000 | | |
| |  | | --- | | Max. torque | | |  | | --- | | Nm/rpm | | 204/2,800 | | 204/2,800 | | 270/1,600-2,500 | | |
| |  | | --- | | Powertrain | |  | FWD | | AWD | | FWD | AWD | |
| |  | | --- | | Transmission | |  | 6AT | 6AT | 6MT | 6AT | 6MT | 6MT | 6AT |
| **Performance** | | | | | | | | |
| Top speed | km/h | 192 | 187 | 200 | 195 | 177 | 173 | 172 |
| Acceleration  0-100km/h\* | Secs | 9.0 | 9.9 | 8.7 | 9.6 | 10.1 | 10.5 | 11.9 |
| **Fuel consumption** | | | | | | | | |
| Urban | l/100km | 7.4 | 7.3 | 8.1 | 7.8 | 4.4 | 4.9 | 5.6 |
| Extra urban | l/100km | 4.9 | 4.9 | 5.5 | 5.5 | 3.8 | 4.6 | 4.9 |
| Combined | l/100km | 5.9 | 5.8 | 6.4 | 6.3 | 4.0 | 4.7 | 5.2 |
| CO2 emissions  (combined) | g/km | 137 | 136 | 150 | 146 | 105 | 123 | 136 |
| Emission rating |  | Euro6 | | Euro6 | | Euro6 | | |
| **Weight** | | | | | | | | |
| Min. kerb weight | kg | 1,155 | 1,195 | 1,235 | 1,265 | 1,200 | 1,275 | 1,295 |
| Min. kerb weight  (with 75kg driver) | kg | 1,230 | 1,270 | 1,310 | 1,340 | 1,275 | 1,350 | 1,370 |
| **Dimensions** | | | | | | | | |
| Overall length x  width x height | mm | 4,275\*\* x 1,765 x 1,535 | | | | | | |
| Wheelbase | mm | 2,570 | | | | | | |
| Seating capacity |  | 5 | | | | | | |
| **Suspension, steering, brakes & tires** | | | | | | | | |
| Suspension  (front / rear) |  | Macpherson strut / torsion beam axle | | | | | | |
| Steering |  | Electric power assisted (rack and pinion) | | | | | | |
| Brakes  (front/rear) |  | Ventilated discs / solid discs | | | | | | |
| Tire size |  | 215/60 R16 215/50 R18 | | | | | | |

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\* Under Mazda test conditions

\*\* Without number plate holder

**3. The All-New Mazda MX-5**

**Inspiration comes full circle**

**The all-new Mazda MX-5: The fourth generation is the one that should bring Mazda across the 1-million mark in all-time sales, extending its world record as the bestsell­ing roadster in history.**

* Pure lightweight *Jinba Ittai* rider-and-horse-as-one enjoyment in a sports car suited to today’s needs
* 100kg lighter than the outgoing model generation by pursuing ideal structures throughout the vehicle
* Equipped with a range of state-of-the-art new technology such as:
* MZD Connect for in-car smartphone internet access
* i-ACTIVSENSE advanced active safety technology
* the MX-5’s most advanced humanmachine interface to date
* Ultra-sporty new KODO design
* Slated to arrive at dealers in Europe in fall

**Product concept**

* Maximise the roadster experience by appealing to the senses and sensations through which people enjoy cars with:
  + an agile design that sets the heart pounding, featuring body surfaces that richly express the contrast between stillness and motion
  + an experience that captivates any driver with the ultimate *Jinba Ittai* feeling
  + a pleasantly refreshing and universally enjoyable roadster that lifts the spirits
* And at the same time satisfy today’s technology and convenience demands

**Exterior**

* Unique ultra-sporty rendition of Mazda’s award-winning KODO – Soul of Motion design
* More dynamic than ever with the cabin moved towards the rear and the hip-point of the seats lowered, thus making its occupants stand out
* Body panels wrap around into the door trim, dissolving the boundaries between the inside and outside of the car
* Reflections on the body surfaces change with the angle of the light, making the car actually look alive

**Interior**

* A people-oriented interior built for driving and pure top-down roadster pleasure, featuring:
  + advanced wind control, with the shape of the door trim and smaller quarter win­dows optimised for just the right amount of top-down wind
  + new headrest speakers deliver a clear sound, whether listening to music or talking on the phone
  + a soft top that is simple to operate even when seated
* The cabin remains snug and secure, true to the MX-5’s *Jinba Ittai* spirit, but with a symmetry that lets the driver focus.

**Connectivity, functionality & equipment**

* MZD Connect, Mazda’s next-generation connectivity system, works in tandem with a smartphone to enable safe and easy access to the internet and communication services when in transit
* The MX-5’s most advanced human machine interface yet, with a highly ergonomic layout
  + pedals, controls, gauges and other equipment located in the optimum positions, enabling the driver to maintain a straight, comfortable posture

**Powertrains**

* Upholds the MX-5’s front-midship engine, rear-wheel drive layout with perfect 50:50 front-back weight distribution
* Powered by one of two lightweight SKYACTIV-G petrol engines, specially modified for the MX-5 to deliver direct responsiveness and outstanding agility
  + SKYACTIV-G 1.5: 96 kW/131PS at 7,000rpm
  + SKYACTIV-G 2.0: 118 kW/160PS at 6,000rpm
* Driven by a choice of specially tuned six-speed manual or automatic transmissions, featuring e.g. the SKYACTIV-MT’s patented short, crisp gearshift stroke

**Chassis & body**

* Takes faithful responsiveness and precision handling to a new level for the ultimate *Jinba Ittai* experience
* Perfect front-rear weight distribution with lowest centre of gravity to date and a maximum amount of weight concentrated as close as possible to the lower centre of gravity
* Brake system optimised for top controllability and effectiveness, so the driver can maintain posture even when braking hard
* Lightweight yet highly rigid suspension utilises a front double-wishbone and rear multi-link set-up

**Safety**

* Incorporates i-ACTIVSENSE active safety technology and the Mazda Proactive Safety philosophy, which aims to:
  + minimise the possibility of accidents by identifying risks early on
  + maximise the range of conditions in which the driver can operate the vehicle safely
* Takes a multi-layered approach to passive safety:
  + safer than ever thanks to SKYACTIV Technology, which adds strength to the open-top body and enhances the absorption of crash impact energy
  + features SRS side airbags with a head protection function

**Seleted specification: (preliminary data)**

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| --- | --- | --- | --- |
|  |  | **SKYACTIV-G 1.5** | **SKYACTIV-G 2.0** |
| Engine type |  | I4 DOHC 16 valves | I4 DOHC 16 valves |
| Fuel type |  | 95 RON petrol | 95 RON petrol |
| Max. power | kW(PS)/rpm | 96(131)/7,000 | 118(160)/6,000 |
| Max. torque | Nm/rpm | 150/4,800 | 200/4,600 |
| Powertrain |  | RWD | RWD |
| Transmission |  | 6MT | 6MT |
| **Weight\*** | | | |
| Min. kerb weight (with 75kg driver) | kg | 1,050 | 1,075 / 1,090\*\* |
| **Dimensions** | | | |
| Body type |  | Open-top sports car | |
| Seating capacity |  | 2 | |
| Overall length x width x height | mm | 3.915\*\*\*/1.735/1.235 | 3.915\*\*\*/1.735/1.240 |
| Wheelbase | mm | 2,310 | |
| **Suspension, steering , brakes & tires** | | | |
| Front suspension |  | Double wishbone | |
| Rear suspension |  | Multi-link | |
| Steering |  | Electric power assisted (rack and pinion) | |
| Brakes  (front / rear) |  | Ventilated discs / solid discs | |
| Tires |  | 195/50 R16 | 205/45 R17 |

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\* Varies depending to trim level and equipment

\*\* With i-ELOOP and i-stop

\*\*\* Without number plate holder

**4. The Models in stage at Geneva**

**An overview**

**2015 Mazda6**

Giving the flagship a sophisticated maturity, the 2015 Mazda6 adds some tantalising high­lights to its award-winning KODO design and efficient lightweight SKYACTIV Technology. The revolutionary heads-up cockpit adds new meaning to the cabin’s usability care of Mazda’s latest human-machine interface. It helps the driver reap the most from the new connectivity and infotainment technology, thanks to the head-up display, 7-inch touchscreen ergonomically positioned on top of the centre stack, and the rotary commander on the redesigned centre console. As for style, the interior features a new blend of fashionably subtle high-quality materials. Outside, the 2015 Mazda6 gets full-LED headlights with new lighting signatures front and back as well as a stronger nose, more prominent signature wing and redesigned wheels.

And for the first time, a Mazda6 diesel is offered with the company’s unique new-generation all-wheel drive tech-nology, which features an intelligent front-slip detection warning system. The suspension, too, was restructured to smoothen out the road for greater ride comfort, increased stabil­ity and a better initial steering response. Like the 2015 CX-5, the 2015 Mazda6 features sev­eral new active safety systems. Mazda’s most advanced array of i-ACTIVSENSE protection yet gives the driver more flexibility than ever in choosing the desired level of direct assis­tance. As for powertrains, it retains the same unconventional combination of outstanding performance with top-class fuel economy. In short, it’s a flagship whose looks evoke high expectations about performance that its engi­neering can more than fulfil. Widening the gap in front of its mainstream mid-sized competi­tors, the 2015 Mazda6 is knocking on the door of the premium class.

**2015 Mazda CX-5**

Having quickly rose to become Mazda’s best-selling model in Europe, the 2015 Mazda CX-5 now leads the brand’s evolution once more. The company revamped its KODO – Soul of Motion design a more powerful grille, sharper LED head- and taillight signatures and re­designed wheels. It also achieved a quieter, smoother ride by enhancing the suspension and shock absorbers, and installing additional insulation and thicker glass.

Speaking of comfort, Mazda embarked upon extensive cabin upgrades, with a new level of design and material quality to go with revamped seats and a bigger and better centre console fea­turing (among other things) a space-saving electric parking brake. Unsurprisingly, the 2015 Mazda CX-5 is available with Mazda’s latest technology such as the intuitive MZD Connect in-car connectivity

system, a 7-inch touchscreen, and a redesigned rotary commander to controlit all. Brand-new active safety systems, meanwhile, include Advanced LED Headlights (ALH) and Driver Attention Alert (DAA) along with the CX-5 debuts of Smart Brake Support (SBS) and Mazda Radar Cruise Control (MRCC).

There’s no shortage of oomph with the com­pany’s most powerful engine – the SKYACTIV-G 2.5 with i-ELOOP brake energy regenera­tion system – added to the already formidable line-up of clean diesel and petrol powerplants transferring power to the front or all four wheels via SKYACTIV automatic and manual gearboxes.

**Mazda2**

The Mazda2 and Geneva Motor Show have a thriving history. It was where the outgo­ing Mazda2 generation was launched before winning 2008 World Car of the Year. Build­ing upon that was no easy task, so Mazda set out to erase all notions associated with this class, throwing out the rulebook for the B segment with its latest supermini. Simply put, they gave the all-new Mazda2 more of eve­rything – except weight. And it does actually feel like a bigger car from a higher segment in terms of comfort, ergonomics and technology like a head-up display (a class first), MZD Connect smartphone connectivity, and active safety systems such as Blind Spot Monitoring (BSM) with Rear Cross Traffic Alert (RCTA). Under the bonnet, the all-new Mazda2 debuts a brand-new small displacement clean diesel – the SKYACTIV-D 1.5 – that delivers hybrid-like fuel economy. It is available alongside a range of rightsized SKYACTIV-G petrol enginesand indeed the full SKYACTIV line-up of in­novative, lightweight transmissions, chassis and body. The all-new Mazda2 also features a KODO design that brilliantly combines form and function in a lighter yet stiffer package, enhancing safety as well as the subcompact’s already superb handling.

**Mazda3**

Finalist for 2014 World Car of the Year and World Car Design of the Year, winner of Car of the Year in numerous countries, and a fixture of “best car” lists around the world, the Mazda3 has seen a lot of time on the podium since its launch less than 18 months ago. Sales of Mazda’s all-time bestseller re­main strong too. The Mazda3 delivers an unmatched combination of performance, fuel efficiency and functionality for its class in a package that’s as safe and practical as it is stunning. Its slick KODO looks, magnificently adapted to a compact’s agility, grab hold of the senses, arousing anticipation.

And its innovative SKYACTIV Technology exceeds expectations at every turn. This was the car that debuted Mazda’s new interior concept featuring ergonomic comfort that simply must be experienced. It was also the first Mazda with the MZD Connect, bringing people online safely and conveniently when on the go, and the company’s new head-up display – all in an afford­able C-segment model. Scarcely showing any age, it’s hard to believe that the Mazda3 is soon going to be the oldest new-generation Mazda available.

**5. Mazda Motor Corporation**  
**Facts & Figures**

Fiscal year ending 31 March 2014

|  |  |
| --- | --- |
| **Headquarters** | 3-1 Shinchi, Fuchu-cho, Aki-gun, Hiroshima  730-8670, Japan |
| **Founded** | Toyo Cork Kogyo founded 1920 in Hiroshima;  production of first Mazda vehicle  (a three-wheeler) in 1931; renamed Mazda  Motor Corporation in 1984 |
| **Chairman of the Board, President and CEO:** | Masamichi Kogai |
| **Capital** | ¥259.0 billion (as of 31 March 2014) |
| **Listed at** | Tokyo Stock Exchange |
| **Employees** | 40,892 worldwide |
| **Production sites in Japan:** | // Hiroshima plant (head office, Ujina)  // Hofu plant  // Miyoshi plant (engines only) |
| **Overseas:** | // China, Thailand, Zimbabwe,  South Africa, Ecuador  // Mexico (started operation in  January 2014)  // Colombia (ended automobile  production in April 2014)  // Taiwan, Vietnam (some models  are assembled locally)  // Malaysia, Russia (assembly only) |
| **R&D centres** | // Hiroshima, Japan  // Yokohama, Japan  // Irvine, California, USA  // Flat Rock, Michigan, USA  // Oberursel, Germany  // Shanghai, China |
| **Global vehicle production (units)** | 1,269,000  (973,000 Japan / 296,000 overseas) |
| **Total unit sales** | 1,331,000  (244,000 Japan / 1,087,000 overseas) |
| **Revenue** | ¥2.69 trillion  €20.1 billion\*\* |
| **Operating income** | ¥182.1 billion  €1.36 billion\*\* |
| **Net income (loss)** | ¥135.7 billion  €1.01 billion\*\* |
| **Global presence** | Exports to some 100 countries and  regions around the world |

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\* Figures for fiscal year 1 April 2013 to 31 March 2014 Irvine, CA 92618-2922, USA unless stated otherwise

\*\* Calculated at € 1 = ¥ 134

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