



GENEVA MOTOR SHOW 2011

zoom-zoom
zoom-zoom
zoom-zoom

MESSAGE FROM TAKASHI YAMANOUCHI

*PRESIDENT OF MAZDA
MOTOR CORPORATION*

"This year, the Geneva motor show is an important occasion for Mazda as we enter a brand new chapter in our history. We are unveiling the first concrete vision of our future: a glimpse of the kind of next-generation products that combine our new SKYACTIV technologies with our new design theme, 'KODO - Soul of Motion'. I hope you see it as tangible evidence that Mazda is delivering on its commitment to offer driving pleasure coupled with outstanding environmental performance to all its customers.



As you walk around Mazda's stand, you can also see individual exhibits of our new SKYACTIV technology family, including the SKYACTIV-G gasoline engine, SKYACTIV-D clean diesel engine, and the highly-efficient SKYACTIV-Drive and SKYACTIV-MT transmissions. SKYACTIV is an umbrella term that refers to all of Mazda's innovative new technologies that blend the apparently contradictory elements of driving pleasure with environmental and safety performance. Mazda's engineers adopted a "sky's the limit" approach to achieve a number of technological breakthroughs in their quest for optimal efficiency. As a result of their ingenuity, Mazda's SKYACTIV engines achieve the

world's best compression ratios, SKYACTIV transmissions are incredibly efficient, and the SKYACTIV body and chassis have been developed with comprehensive weight reductions. Through these technologies, we are confident of achieving our long-term vision for technology development, Sustainable Zoom-Zoom, which aims to improve the global average fuel economy of the Mazda fleet by 30 percent by 2015. The SKYACTIV technologies will initially debut in our current vehicle line-up. Following this, new SKYACTIV models will be progressively introduced to global markets starting this year.

Mazda design has long been focused on finding new ways to express movement, and now we are evolving this search to the next level. Our new design theme for all upcoming Mazda vehicles is called 'KODO - Soul of Motion'. It refers to movement that excites the heart and stirs the spirit. Through KODO, we seek to express the sense of instantaneous power, beauty and tension that can be seen in the animal world. The Mazda SHINARI concept car is the first visualization of KODO.

SHINARI is followed by the new Mazda MINAGI concept car, which combines the new KODO design language with SKYACTIV technologies. As such, it is an early indication of what to expect from Mazda's upcoming new generation of products. With the full range of SKYACTIV technologies and KODO design, Mazda MINAGI unlocks new possibilities for SUVs: it is a unique crossover SUV for urban explorers that fuses emotional design with outstanding performance.

In order to offer all our customers next-generation products that blend driving pleasure with outstanding environmental and safety performance at an affordable price, we are advancing Mazda's Building Block Strategy. This plan prioritizes the innovation of the base technologies that comprise a vehicle's core competencies, and augmenting them through the step-by-step introduction of electric

devices. Following on from Mazda's unique "i-stop" idling stop system, which is already available in several markets, we are accelerating our R&D efforts with a view to introducing regenerative braking, hybrid technology, and potentially a plug-in hybrid and an electric vehicle. We firmly believe that our Building Block Strategy is the best way to contribute to the reduction of global CO₂ emissions.

Mazda celebrated its 90th anniversary last year. Throughout our long history, Mazda has continued to challenge conventional thinking and overcome perceived obstacles by seeking breakthroughs, such as our success with the rotary engine and our victory at the Le Mans 24 hour race in 1991, a feat no other Japanese automaker has ever achieved. Today, this breakthrough spirit is still thriving throughout our company. In product development, R&D, planning, production, sales and marketing, we are focused on implementing wide-ranging innovation on a scale larger than anything we have attempted before.

2011 is sure to be a memorable year for Mazda as we begin delivering our revolutionary next-generation products to customers. Although changes around us are occurring at a dizzying pace, no matter what the times bring, Mazda will continue to make hearts beat faster when people see, feel and drive our cars. Driving pleasure is the philosophy behind the way we make cars, and this will never change. As we evolve to meet the challenges of the future, Mazda will continue to strive for a sustainable future for people and for cars. Rest assured, there are many more breakthroughs to come."

Takashi Yamanouchi
Representative Director, Chairman of the Board, President and CEO

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1. SUMMARY - MAZDA PREMIERES AT GENEVA 2011

At this year's 2011 Geneva Motor Show, Mazda Motor Corporation is presenting the world premiere of its MINAGI concept car. The Mazda MINAGI compact crossover SUV concept is the precursor to the launch of Mazda's coming generation of products and fully embraces its all-new SKYACTIV powertrains, chassis, body, and safety technologies. Mazda MINAGI also communicates Mazda's new design theme 'KODO - Soul of Motion' and heralds the design evolution of the Mazda brand as it begins a new era.

On the main stage in Geneva both the MINAGI and SHINARI concepts embody the brand's new design identity - 'KODO - Soul of Motion'. In addition, the stand will host a special exhibition of Mazda's SKYACTIV technologies including new powertrains, transmission, body and chassis technologies which will feature in next-generation Mazda products. Finally, Mazda is introducing a new Spring 2011 Special Edition MX-5 for the European market that will see a host of premium touches to enhance Mazda's iconic roadster, the best-selling open top two-seat sports car in the world, with more than 900,000 units produced so far.

MAZDA SKYACTIV TECHNOLOGIES

*NEXT-GENERATION POWERTRAINS,
TRANSMISSIONS, BODY AND CHASSIS*

Mazda is displaying its core SKYACTIV technologies at Geneva, all part of the next generation of upcoming products. The SKYACTIV-G direct-injection petrol and SKYACTIV-D diesel engines drastically reduce fuel consumption and lower emissions, while Mazda SKYACTIV-Drive six-speed automatic transmission and SKYACTIV-MT manual transmission improve performance, fuel consumption and driving feel.



SKYACTIV-Body is lightweight, rigid and safer and Mazda's SKYACTIV-Chassis is the lightweight next-generation chassis to come. All these technologies will contribute to improve the average fuel economy of Mazda vehicles

sold globally by 30 percent - which equates to a 23 percent reduction in fuel consumption - by 2015 (compared to 2008).

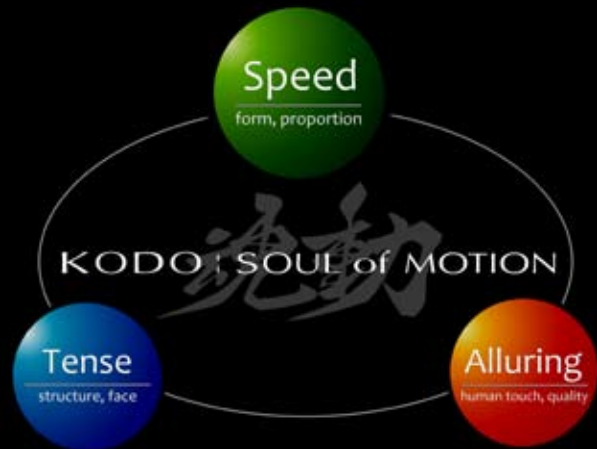


KODO - SOUL OF MOTION

THE NEW MAZDA DESIGN LANGUAGE

At its heart, Mazda's new design language 'KODO - Soul of Motion' is based around the image of a predator as it strikes at its prey. With the keywords - Speed, Tension, and Allure - this design language aims to express a faster and more forceful movement, and brings a more soulful new element to Mazda vehicle design.

mazda
Design



MAZDA SHINARI CONCEPT

Mazda's KODO design language is beautifully expressed in the SHINARI concept car. SHINARI is a four-door, four-seat sports coupe concept with an exterior form expressing tension, agility and power. SHINARI perfectly communicates Mazda's new KODO design theme in a graceful and animated form.



MINAGI 勢
Design Concept

WORLD PREMIERE MAZDA MINAGI CONCEPT

The Mazda MINAGI concept car embodies Mazda's new SKYACTIV technologies and new KODO design language, signaling the way for the new generation of Mazda cars to come.

The new Mazda MINAGI concept is a compact crossover SUV that embodies Mazda's all-new, next-generation products, adopting the full range of Mazda's SKYACTIV technologies - from powertrains to chassis and body - and KODO, the new Mazda design theme. Mazda MINAGI is the second of the KODO design series, following the Mazda SHINARI design concept that debuted last year. The two concepts indicate the future of Mazda design and demonstrate the potential of Mazda's design language.

MAZDA MX-5 SPECIAL EDITION SPRING 2011



Also at Geneva, Mazda is introducing a new Spring 2011 special edition MX-5 for the European market. This new limited edition MX-5 model has unique features and an exclusive body colour to add a more premium feel to the world's best-selling open top two-seat sports car, and is available in both the soft-top and roadster coupe bodystyles.*

*depending on market

2. MAZDA SKYACTIV TECHNOLOGIES

NEW POWERTRAINS, TRANSMISSIONS, BODY AND CHASSIS

Mazda's new SKYACTIV technologies combine breakthrough innovation and state-of-the-art technology. These next-generation technologies include petrol and diesel engines with record compression ratios, all-new manual and automatic transmissions and body and chassis systems which are lighter and more responsive. The introduction of these technologies will result in major reductions in fuel consumption and CO₂ emissions for all Mazda models. In line with Mazda's Sustainable Zoom-Zoom strategy, these technologies will improve the average fuel economy of Mazda vehicles sold globally by 30 percent* by 2015 (compared to 2008).



Mazda's 'breakthrough' engineering and manufacturing approach to its next generation of vehicles has enabled it to solve various conflicting issues simultaneously. For example, how to increase the compression ratio of a petrol engine without the risk of a drop in torque due to knocking. This has led to a number of breakthrough technologies, with the goal to achieve the ideal internal combustion engine. Combined with a successful lightweight strategy - encompassing next-generation engines, transmissions, vehicle body and chassis technologies - which dramatically improves fuel economy and CO₂ emissions, these technologies will begin to be deployed on all vehicles in the Mazda line-up globally starting from 2011.

* equates to a 23 percent reduction in fuel consumption

AT A GLANCE:

AN OVERVIEW OF MAZDA'S SKYACTIV TECHNOLOGIES



SKYACTIV-G petrol engine

Mazda's next-generation direct-injection petrol engine

- Achieves the world's highest petrol engine compression ratio for mass production vehicles of 14.0:1 (more than a Formula One race car engine!) without abnormal combustion (knocking)
- Significantly improved engine efficiency resulting in 15 percent increase in torque and 15 percent less fuel consumption in comparison to the current 2.2-litre diesel
- Improved everyday driving thanks to increased torque at low- to mid-engine speeds
- A 4-2-1 exhaust system, cavity pistons, multi-hole injectors and other innovations enable the high compression ratio
- Weight reduction: Overall engine weight reduced by 10 percent
- Overall engine friction reduction of 30 percent
- Dual S-VT intake with electric sequential valve timing (S-VT) to minimize pumping losses



SKYACTIV-D diesel engine

Mazda's next-generation clean diesel engine

- Meets global emissions regulations (Euro 6 in Europe, Tier2Bin5 in North America, and the Post New Long-Term Regulations in Japan) without expensive NO_x after-treatments thanks to the world's lowest diesel engine compression ratio of 14.0:1
- 20 percent better fuel consumption compared to the current 2.2-litre diesel
- A new two-stage turbocharger means smooth and linear response from low to high engine speeds which boosts low- and high-end torque (up to the 5,200 rpm rev limit)
- Highly efficient Mazda active ceramic diesel particulate filter (DPF)
- Weight reduction of 10 percent
- Reduced friction of 20 percent
- Variable valve lift for stable combustion after cold start (avoids misfiring)



SKYACTIV-Drive

Mazda's next-generation six-speed automatic transmission

- Quicker, lighter and more fun to drive
- Achieves excellent torque transfer efficiency through a wider lock-up range and features the best attributes of all transmission types. The result is a connected driving feel similar to a manual transmission
- Combines all the advantages of a conventional automatic transmission, a continuously variable transmission, and a dual clutch transmission
- Up to 7 percent improvement in fuel economy versus current five-speed automatic transmission
- Available for SKYACTIV-D and SKYACTIV-G



SKYACTIV-MT

Mazda's light and compact next-generation manual transmission

- Optimised for a front-engine, front wheel-drive layout, its crisp, short and light shift stroke ensures a shifting feel similar to that of a MX-5
- Significantly reduced size and weight due to a revised structure
- More efficient vehicle packaging thanks to its compact size
- Improved fuel economy due to reduced internal friction



SKYACTIV-Body

Mazda's next-generation lightweight, highly-rigid body

- Outstanding crash safety performance and lightness (30 percent more rigid, 8 percent lighter)
- Reduced weight through optimised bonding methods and expanded use of high-tensile steel
- A 'straight structure' in which each part of the frame is configured to be as straight as possible



SKYACTIV-Chassis

Mazda's next-generation high-performance lightweight chassis

- Balances precise handling with a comfortable riding feel
- Newly-developed front strut and rear multi-link suspension ensures high rigidity and lightness (the entire chassis is 14 percent lighter than the previous version)
- Mid-speed agility and high-speed stability - enhanced riding quality at all speeds achieved through a revision of the functional allocation of all the suspension and steering components
- Realises *Jinba ittai*-like connected driving feel of oneness between car and driver

魂動

KODO | SOUL of MOTION

mazda
Design



3. 'KODO - SOUL OF MOTION'

THE NEW MAZDA DESIGN LANGUAGE

Over the years Mazda has often explored the idea of 'motion' to inspire its unique vehicle designs. The next generation of Mazda cars, influenced by nature's power and beauty, has evolved by taking the instantaneous movement of animals or humans as its inspiration. The new design language is called 'KODO - Soul of Motion.'

'KODO - Soul of Motion' is an innovative new design language expressing energetic and powerful movement. At its heart 'KODO - Soul of Motion' is based around the image of a predator, as it strikes at its prey, or the stabbing movement in the ancient Japanese martial art of kendo to express the instant where accumulated force is released. This is the form displayed in the exact moment motion begins - in the moment when a cheetah pounces on its prey, or the moment of a sword strike in kendo. It is in this moment when accumulated tensional force is released with the most finely-honed balance of strength and streamlined beauty. It is in this instant of power and speed, of controlled tension, that creates a sophisticated and seductive beauty.

This instantaneous movement is the ultimate form of motion, filled with vitality and emotion; it is the essence of Mazda's new design language which will be incorporated into all Mazda designs to express faster and more forceful movement and convey a more soulful element to Mazda vehicle design.

Initiated by Ikuo Maeda, General Manager of Mazda's Design Division, this latest chapter in Mazda design springs from his creativity, passion and determination.

Message from Ikuo Maeda (Mazda's Global Head of Design):

"KODO design is not limited to a single expression of form. Through KODO design, I want to convey strength and beauty in movement that inspires the spirit. It is my belief that the human, animal and the natural worlds offer us startling images of beauty in movement. I want to express the sense of beauty and strength found in these worlds by making full use of their forms in the design of our cars. Such shapes are a 'vocabulary' though which we seek to communicate our passion to everyone who sees them.



In the Mazda SHINARI, we expressed instantaneous speed. Through the shape of the vehicle, we interpreted the concentration and the tension that builds up inside an animal as it stands motionless, and prepares to lunge forward and attack. However, its target does not stand still; it runs wildly to escape. In response, the predator smoothly changes direction as it runs, calmly drawing closer to its prey. For the second iteration of KODO rendered in the

Mazda MINAGI, I was inspired by the stance that underpins this agile, yet extremely stable, motion. It is flexible and muscular action without a single wasted movement. I felt that these motifs should be assimilated into our new concept car.

Mazda MINAGI shares the same KODO design language as the Mazda SHINARI, yet it imparts a unique shape that clearly differentiates its character. In particular, its proportions are an elegant reflection of the same highly dynamic performance that is sought in the SKYACTIV technologies. Mazda MINAGI evokes a form of dynamic motion which will stimulate the emotions.

As we move forward, I will continue to seek exciting new expressions of 'KODO - Soul of Motion'."



3.1 MAZDA SHINARI CONCEPT

The Japanese word “shinari” describes the power, suppleness and forceful resilience seen when objects of high tensile strength, such as steel or bamboo, are twisted or bent. It can also refer to the appearance of a person or animal as it flexibly transforms its body to generate fast movement. It is this movement that inspired Mazda’s designers to convey ‘KODO - Soul of Motion’ in the form of SHINARI, its first KODO design concept. SHINARI perfectly expresses the KODO design theme in a graceful and animated form.

The Mazda SHINARI is a four-door, four-seat sports coupe concept. Its form suggests the powerful and tense movement of a lean and supple animal’s body with highly developed muscles. The exterior form of SHINARI incorporates lines and surfaces with subtle twists that are full of tension to express agile and powerful movement and convey Mazda’s new design language ‘KODO - Soul of Motion’. Thanks to the tension conveyed by its surfaces, Mazda’s SHINARI looks ready to leap at any second. The design of SHINARI communicates the sudden release of pent-up energy while showing beautiful and supple movement.

Mazda's designers focused on the delicate and accurate control of all of the car's exterior elements in order to balance the car's organic forms and express SHINARI's message. The front fascia's wing is a signature element of the car and it is one of SHINARI's most significant features. As is the floating bar - which links the grille with the headlights - and expresses speed in three dimensions.

The styling is not just aesthetic, but also highly functional. Aerodynamic performance was a key priority for Mazda's design team. At the front and rear of the car, the centre of each fender has been designed to channel and then optimize airflow along SHINARI's underbody. The flared line which visually connects the front bumper with the side sills and the rear bumper fulfills a similar role, directing airflow along the car's body, and further contributing to the coupe's aerodynamic performance.



AT A GLANCE: AN OVERVIEW OF SHINARI DESIGN

Exterior

SHINARI's proportions suggest the instantaneous release of energy in forward propulsion. The A-pillar tapers towards the rear of the car, the shape of the cabin and the front fender give the car a crouching and focused stance:

- SHINARI's distinctive front fenders are an evolution of the fenders first seen on the Mazda RX-8
- SHINARI's character lines flow rearward from the front fenders to meet those traveling forward from the rear fenders in a multi-layered effect suggesting forceful tension combined with graceful beauty
- All of SHINARI's body surfaces appear as if constantly changing. Other than the strong backbone which runs through its body, there is no static shape to be found. The car appears as if in perpetual motion





- The subtle control of the angle of the upper surface of the side sill - from the front to the rear - suggests a flash of speed along the body of the car
- SHINARI's luminous metallic blue colour was chosen to convey the image of hard metal. The contrasts between the highlights and the shadows is a deliberate visual technique to convey SHINARI's bending and transforming surfaces



- For the headlights, Mazda's designers created a headlamp structure with no outer lens. This exposes the deep-set lights, suggesting the eyes of a wild animal. The outer mirror, wheels and tailpipes accentuate agility and lightness while also conveying an artisanal hand-made feel to suggest superior, premium quality





- To reinforce the message of driver orientation, the design of the primary and secondary instruments echo the main cockpit shape. They provide a clean uncluttered view from the driver's seat
- Inside SHINARI's cockpit, the main dashboard surfaces are positioned low - and away from the occupants - to enhance the sensation of openness
- The floating HMI three-dimensional display offers three distinct modes: 'Business, Pleasure and Sport'. The Business-mode enables the driver to stay connected to his work tasks. In Pleasure-mode, focus is on comfort and entertainment. In Sport-mode the driving set-up is changed; paddle shift controls are activated and suspension settings are upgraded for performance driving, with controls simplified so that the driver can focus solely on driving



Interior

While the exterior design can be appreciated through motion, SHINARI's interior is experienced in a static, seated position. So Mazda's designer set out to explore a new unity between car and driver to maximise driver-focus:

- Essential mechanical functions are combined with superior ergonomics to create the 'ultimate athletic space'. The instrument panel has been divided into two individual zones, isolating the driver cockpit from the rest of the interior and enhancing driver focus
- Intuitive 'reach zones' - what Mazda calls 'dedicated driving ergonomics' - have been created. All controls and instruments have been designed and positioned to enhance the driving experience
- Interior craftsmanship is characterised by the authentic application of materials including machined billet aluminium, soft natural leathers and the precision design of instrumentation and controls. The result is an interior with an alluring, premium quality





MINAGI
Design Concept 勢

3.2 WORLD PREMIERE MAZDA MINAGI CONCEPT

The Mazda MINAGI concept car embodies Mazda's new SKYACTIV technologies and new KODO design language, signaling the way for the next generation of Mazda cars to come.

The MINAGI concept makes its world premiere at the 2011 Geneva Motor Show as the expression of Mazda's new SKYACTIV technologies and new KODO design language. It is the first model which showcases characteristics likely to be seen in the next generation of Mazda cars. For this reason, Mazda has fully incorporated its SKYACTIV technologies into every aspect of driving performance, including the powertrain, chassis, and even body design. As the second concept vehicle to incorporate Mazda's new 'KODO - Soul of Motion' design language, MINAGI challenges conventions with emotional design and exhilarating performance.

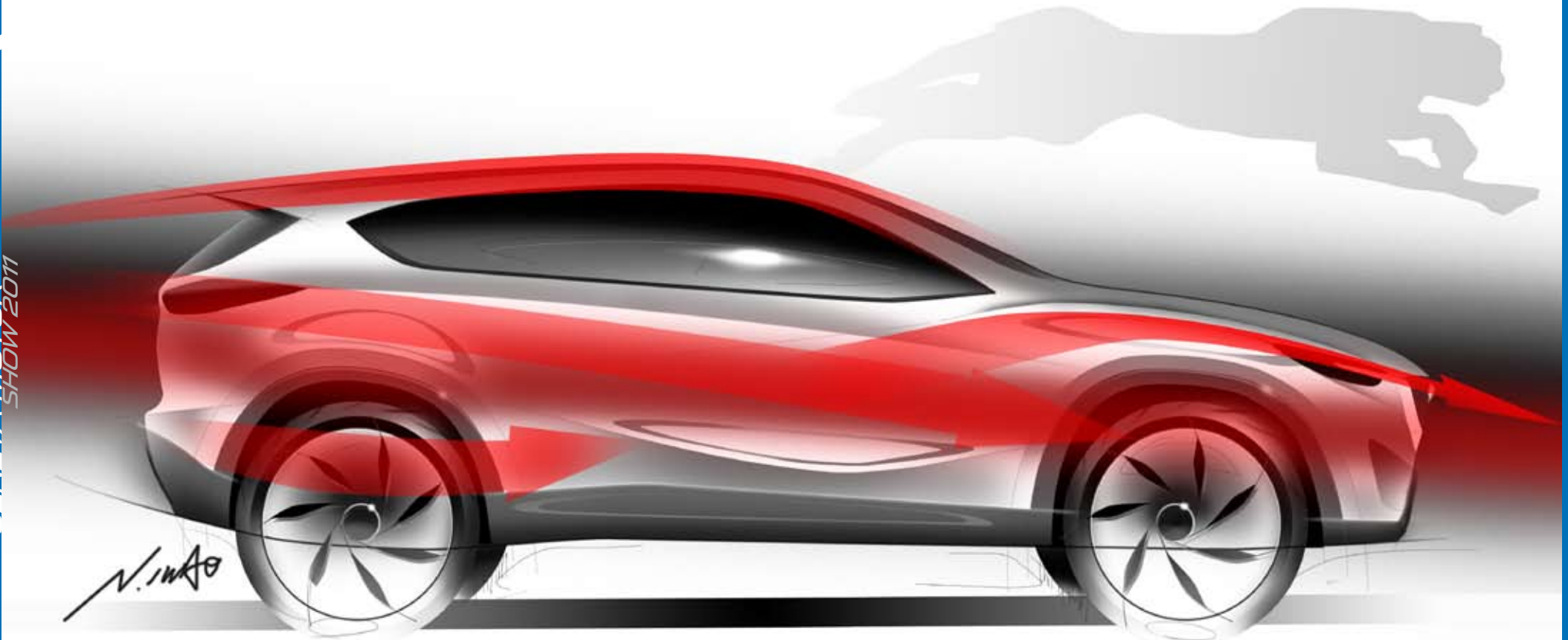


While SHINARI was a pure design concept to express the full potential of KODO design, MINAGI gives a glimpse of the next generation of products to come. As the second concept car to adopt Mazda's KODO design theme, MINAGI's design elements combine the expression of energy pulsing throughout the vehicle with the keen agility to move about freely and nimbly. With its upright, compact packaging, MINAGI offers a vision of KODO design that is different to SHINARI, yet it shares the same sinuous, powerful stance.

"I wanted to convey something different from the Mazda SHINARI. I felt a compact crossover SUV was the perfect vehicle to express agility and focused movement; the flexibility of four limbs moving in unison, and an upright posture."

- Masashi Nakayama, Chief Designer, MINAGI Concept

The Mazda MINAGI is a stylish expression of pent-up energy. In Japanese, its name conjures up the image of an object pulsating with energy and perfectly reflects the vehicle's speed, agility and spirited character. For MINAGI, Mazda designers looked at different aspects of cheetahs as they hunt. A cheetah's head is positioned high, while long, powerful and supple limbs hold its lean torso upright to enable it to change direction quickly at high speed. Mazda's designers set out to evoke the moment when an animal contracts its muscles, ready to sprint and lunge at its prey. Furthermore, such a lunge can be in any direction; an idea which fits with the function of an agile crossover SUV as it nimbly darts through a sprawling cityscape.





Exterior design

KODO design embodied in the form of a compact crossover SUV

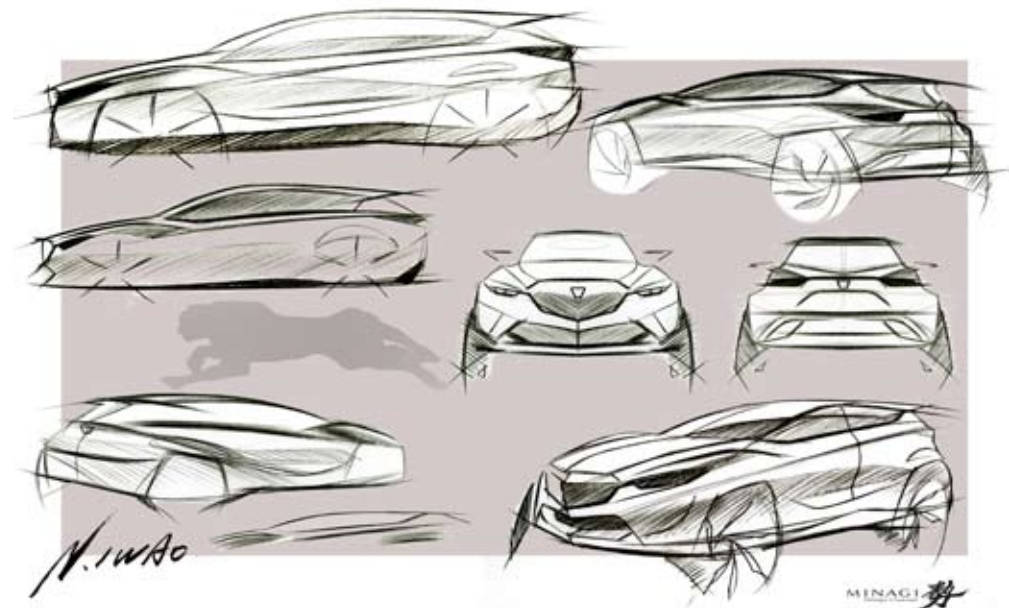
Proportions

- The vehicle's crouched stance expresses the image of a cheetah as it stands with its weight poised on its hind legs, ready to lunge at its prey
- The cargo bay of conventional SUVs often resembles a vehicle wearing a backpack, whereas MINAGI presents an image of a muscular entity that cleanly incorporates spaciousness within well-toned lines
- Placing the A-pillar rearward emphasizes the rearward orientation of the cabin. This stands in sharp contrast to the single-arc silhouette of frontward A-pillar placement on minivans, and emphasizes the driving position - a priority for the design of the MINAGI concept
- The cabin's position relative to the lower body is further back than on conventional SUVs. This emphasizes the motion expressed in MINAGI's form

Major features of the Mazda MINAGI Concept

An urban-friendly compact crossover SUV which combines emotional design with exhilarating performance

- Mazda MINAGI is the first concept car to fully adopt Mazda's SKYACTIV technologies and new 'KODO - Soul of Motion' design and it represents Mazda's next generation of products
- Mazda's unique compact crossover SUV for urban explorers fuses emotional design - which conveys a lively ability to quickly leap into action and head in any direction - with the driving pleasure and outstanding environmental and safety performance of SKYACTIV technologies
- KODO design elements adopted by this compact crossover SUV express pulsating energy and a nimble ability to move about freely





Front view

- The chromed 'signature wing' on the front fascia, shared with SHINARI, makes MINAGI immediately recognizable as a Mazda and creates a strong impression
- Angling the front grille slightly downwards, while juxtaposing the headlamp housings design to slant upward, creates intensity
- Adding more dynamic contours to the prominent front fenders - highly characteristic of Mazda cars - expresses KODO design language's forceful sense of accumulating, then instantly releasing pent-up energy. These elements combine with the dynamic form of the rear fenders further emphasizing the wheels, which form the legs of this predator

Side view

- Sculpted lines along the sides of MINAGI's body accentuate a sense of power which suggest the supple strength of a cheetah. These contours extend and connect with the rear fender in an expression which suggests the powerful musculature that joins the cheetah's shoulders and hips to its legs
- The overall effect is a graceful and beautiful form which directs the eye from front-to-rear
- The character line that flows along the lower part of MINAGI's side panels symbolizes KODO's sense of power being accumulated, then quickly released





Rear view

- The rear fenders project boldly outward to create a wide, stable stance befitting an SUV
- The contrast between the rear fenders and the taut lines of the car's rear end mimics the strong and seductive hip line of a toned athlete



Headlamp design

- As with SHINARI, the chromed 'signature wing' that sweeps up from the bottom of the front grille disappears into the center of the headlamp housings dramatically
- The design of the three-dimensional headlamp and rear combination lamps add a heightened sense of depth
- The line of the 'signature wing' element and the headlamp design combine to express the intense look of a wild animal's gaze



Interior design

High quality expressed in every detail heightens anticipation of an exhilarating drive

Aims

- Mazda's designers set out to realize a driver-focused cockpit and cabin environment that expresses a reassuringly high level of strength and solidity. The interior employs quality materials along with the superior fit and finish of detailed hand craftsmanship
- The above features add to the anticipation of the driving pleasure to come by creating a refined and quality cabin environment
- The main black interior colour is highlighted by the colour red in the rear seatbacks and at the bottom of the door armrests

Characteristics unique to a compact crossover SUV

- Four upright satin chrome struts appear to support the instrument panel, each rising upward in an image of vertical strength which appears to defy gravity, underscoring the impression that MINAGI's occupants are securely protected
- The design of the instrument cluster and surrounding switches emphasizes the snug, sporty nature of the driver-focused cockpit while expressing Mazda's sporty ethos





Craftsmanship

- Leather seats and door trim have been fashioned using the finest leather available
- Skilled craftsmen have carefully sewn the striking raised pleats, a touch that expresses the interior's high level of quality
- The 'black smoked' coating on the dark tinted horizontal metal panel - positioned along the center of the instrument panel - shows the high quality of the interior components
- Solid metal components, including the door handles, are milled from solid aluminium and carefully polished to provide a smooth, quality-enhancing surface. The door levers are designed to resemble the beauty and functionality of high-end racing bicycle components, and provide a level of quality that ensures they are a pleasure to use

4. MX-5 SPECIAL EDITION SPRING 2011

Twenty years on, Mazda's legendary MX-5 sports car has become the world's best-selling two-seat open top sports car with more than 900,000 units produced thanks to its unique formula of pure Zoom-Zoom spirited fun combined with reliability, durability and accessibility.

At this year's Geneva show, Mazda is introducing a special limited Spring 2011 edition of the MX-5.

The new Mazda Spring 2011 Special Edition MX-5 model has special features including a premium leather interior and a new unique Dolphin Grey exterior colour. Upgraded exterior equipment includes chrome door handles, silver fog lamp bezels and chrome surrounds around the front bumper grille plus a white lens on the third brake light. Seventeen-inch alloy wheels in a bright finish complete the premium look. Inside interior equipment includes tinted grey leather seats and chrome rings around the dashboard instrumentation and air outlets. True to the spirit of Zoom-Zoom, the Mazda MX-5 Special Edition still boasts perfect 50:50 weight distribution and a high power-to-weight ratio.



The Special Edition is available with the 126 PS, 1.8-litre petrol engine in several LHD markets and with 1.8-litre petrol engine or 160 PS 2.0-litre petrol engines in the UK. All engines are combined with a 5-speed manual transmission.

Depending on country, the 1.8L is available either with softtop or with retractable hardtop. The 2.0L with a retractable hardtop is only available in the UK.

All models have the same legendary sportscar handling, agility and performance that the MX-5 is known for with the same modest CO₂ emissions and affordable usage costs.



At a glance - Mazda MX-5 Special Edition Spring 2011

Additional equipment:

- Three exterior colours – Aluminium Mica, Sparkling Black (new for MX-5) and Dolphin Grey (new and unique for the Special Edition)
- Chrome door handles
- Silver fog lamp bezels
- Chrome trim surround for front bumper grille
- White lens on third brake light
- Polished 17-inch alloy wheels
- Strut tower bar
- Premium tinted grey leather seats with five-step seat heater for driver and passenger
- Door panel inserts in tinted grey
- Contrast stitching on seats, steering wheel, hand brake lever and door panels
- Chrome rings around dashboard instrumentation and air outlets
- Silver fashion bar covers
- Alloy pedals set
- Bluetooth® connectivity*
- Cruise control*
- BOSE® sound system**

* except 1.8L in the UK

** only on 2.0L in UK

5. MAZDA MOTOR CORPORATION

FACTS & FIGURES

Fiscal Year 2010 ending 31 March 2010

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 (three-wheeler) in 1931; renamed Mazda Motor Corporation in 1984
Chairman of the Board, President and CEO:	Takashi Yamanouchi
Capital:	JPN ¥ 186,499 million (as of March 31st, 2010)
Listed at:	Tokyo Stock Exchange
Main Shareholder:	Ford Motor Co
Employees:	38,987 worldwide (22,046 in Japan)

Production Sites/ Capacity/Vehicles:	<ul style="list-style-type: none">• Hiroshima & Hofu, Japan, 996,000 units / year, passenger cars / commercial vehicles• Ujjina, Japan, 515,000 units / year, passenger cars / commercial vehicles• Hofu, Japan, 481,000 units / year, passenger cars (Mazda cars and trucks are assembled in 10 countries and regions, 15 sites worldwide)
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Ford/Mazda:	<ul style="list-style-type: none">• AutoAlliance International, Inc., joint production: Flat Rock, Michigan, USA, 39,152 units* passenger cars• AutoAlliance (Thailand) Co Ltd.; Rayong, Thailand. 39,775 units*, pick-up trucks and passenger cars• Changan Ford Mazda Automobile Co Ltd.; Nanjing, China, 86,990 units* passenger cars
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R&D Centres:	<ul style="list-style-type: none">• Hiroshima, Japan• Yokohama, Japan• Irvine, California, USA• Flat Rock, Michigan, USA• Oberursel, Germany• Shanghai, China
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* Fiscal Year, April '09 - March '10. If not stated otherwise, data refers to calendar year.

Vehicle Production*: 827,910 units (Japan domestic)

Whole Sales Volume*: approx. 1,194,000 units
(221,000 Japan domestic / 973,000 overseas)

Net Sales*: JPN ¥ 2,163,949,000,000.-
US \$ 23.3billion**

Operating Income*: JPN ¥ 9,458,000,000 -
US \$ 101.7million**

Net Income (Loss)*: (JPN ¥ 6,478,000,000 -)
(US \$ 69.7million**)

Global Presence: Exports to more than 140 countries
and regions around the world

European Headquarters:
Mazda Motor Europe GmbH
Hitdorfer Str. 73
51371 Leverkusen, Germany

US Headquarters:
Mazda Motor of America Inc.
(Mazda North American Operations)
7755 Irvine Centre Drive
Irvine, CA 92618-2922, USA

** Computed at 93.00 yen to the U.S. dollar exchange rate prevailing on March 31st, 2010.

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