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Mazda Reveals Mazda HAZUMI Concept Car at Geneva Motor Show

—Newly developed SKYACTIV-D 1.5 clean diesel engine also unveiled—

HIROSHIMA, Japan—Mazda Motor Corporation today unveiled its next-generation subcompact concept model, Mazda HAZUMI, at the Geneva Motor Show*¹.

Foreshadowing Mazda's next-generation subcompact car, Mazda HAZUMI incorporates the four key pillars of Mazda's vehicle engineering; SKYACTIV TECHNOLOGY, KODO—Soul of Motion design, Mazda Proactive Safety, and next-generation car connectivity system Mazda Connect*², without compromise.

Also at the show, Mazda revealed for the first time a newly developed small-displacement clean diesel engine, the SKYACTIV-D 1.5. Like the currently-available SKYACTIV-D 2.2, the new diesel engine is both highly efficient and clean-burning, and delivers exceptional driving performance with powerful torque and linear acceleration, as well as outstanding environmental performance.



Mazda HAZUMI concept

Mazda's Representative Director, President and CEO, Masamichi Kogai commented, "Mazda HAZUMI indicates the exciting direction of Mazda's products which, with no exception, will deliver Mazda's unique driving pleasure. We hope that they will enrich people's lives, and help build a strong and lasting bond between Mazda and our customers."

For the full Mazda HAZUMI Concept Car press kit, please visit Mazda Canada's media website at www.media.mazda.ca.

*1 The show is officially titled 84e Salon International de l'Auto de Genève. Mazda will hold its press conference on Tuesday, March 4 from 14:00 - 14:15 (local time).

*2 The name Mazda Connect is used in Japan, USA, Canada and Mexico. The system is referred to as MZD Connect in other markets.

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 dealerships. For additional information visit Mazda Canada's media website at www.media.mazda.ca

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