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Advanced Safety Technologies ‘i-ACTIVSENSE’ for All-New Mazda6

HIROSHIMA, Japan—Mazda Motor Corporation will incorporate “i-ACTIVSENSE” technologies into the all-new Mazda6 (known as Atenza in Japan) to be launched later this year. i-ACTIVSENSE is a series of Mazda’s advanced safety technologies designed to aid the driver in recognizing hazards, avoiding collisions and reducing the severity of accidents when they cannot be avoided.

At Mazda, the research and development of safety technology is based upon the company’s safety philosophy, Mazda Proactive Safety, which aims to minimize the risk of an accident by maximizing the range of conditions in which the driver can safely operate the vehicle.

Mazda’s i-ACTIVSENSE is an umbrella term covering a series of advanced safety technologies, developed in line with Mazda Proactive Safety, which make use of detection devices such as milliwave radars and cameras. They includes active safety technologies that support safe driving by helping the driver to recognize potential hazards, and pre-crash safety technologies which help to avert collisions or reduce their severity in situations where they cannot be avoided. The all-new Mazda6 will be equipped with the full range of i-ACTIVSENSE technologies*, offering excellent safety performance over a wide range of driving conditions.

* In the Japanese market. i-ACTIVSENSE technologies available in the all-new Mazda6 will vary between markets.

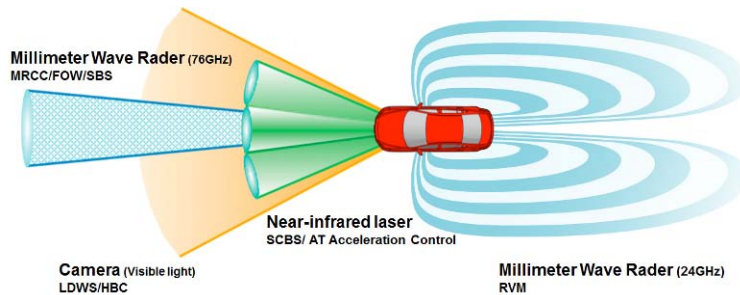
Table of i-ACTIVSENSE technologies

Driving Support	Mazda Radar Cruise Control (MRCC)	Judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance, thus alleviating some of the burden on the driver when driving on highways
Hazard Recognition Support	Forward Obstruction Warning (FOW)	Detects vehicles in front and alerts the driver to an approaching risk of collision early enough for the driver to brake or take evasive action.
	Lane Departure Warning System (LDWS)	Detects lane markings on the road surface and warns drivers of imminent unintentional lane departures
	Rear Vehicle Monitoring (RVM)	Detects cars in the blind spot on either side or approaching from behind and alerts the driver to potential risks
	High-Beam Control System (HBC)	Detects oncoming traffic and vehicles in front and automatically switches headlights between high and low beam, improving visibility at night and aiding hazard avoidance.
	Adaptive Front-lighting System (AFS)	Supports safe driving at night by turning the headlights based on the degree of steering input and vehicle speed to maximize illumination and visibility at curves and intersections

Collision Avoidance / Damage Reduction Support	Smart Brake Support (SBS)	Helps reduce the severity of a collision by automatically applying the brakes when a risk of frontal collision is detected while driving at speeds of 15km/h or more
	Smart City Brake Support (SCBS)	Automatically stops or reduces the speed of the car when there is a risk of collision with the vehicle in front while travelling at speeds of between 4 and 30 km/h in order to help the driver to avoid or reduce the severity of a crash
	Acceleration Control for Automatic Transmission	Avoids sudden acceleration by curbing engine power output and alerts the driver if the accelerator pedal is pressed excessively while there is an obstacle in front of the car



New Mazda6 Sedan (European specification)



Mazda's advanced safety technology "i-ACTIVSENSE"

The ultimate goal of Mazda Proactive Safety is the realization of a collision-free automotive society. In pursuit of this ideal Mazda will continue to expand its research and development of safety technologies in order to provide customers with both driving pleasure and outstanding environmental and safety performance.

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(Reference Material)

MAZDA PROACTIVE SAFETY Mazda's Safety Philosophy

Mazda's safety philosophy, which guides the research and development of safety technologies, is based on understanding, respecting and trusting the driver.

To drive safely it is essential to recognize potential hazards, exercise good judgment and operate the vehicle in an appropriate fashion. Mazda aims to support these essential functions so drivers can drive safely and with peace of mind, despite changing driving conditions. But drivers are human beings, and human beings are fallible. So Mazda offers a range of technologies which help to prevent or reduce the damage resulting from an accident.

