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## **“Mazda Kusabi” Design Concept**

### **To Debut at 2003 Frankfurt Auto Show**

(Scarborough, ON): Mazda Motor Corporation will unveil an all-new Zoom-Zoom concept car at the 60<sup>th</sup> International Motor Show (IAA) in Frankfurt in early September 2003. The Mazda Kusabi – a small, lightweight, diesel-powered sports car concept – clearly indicates Mazda's current direction in its effort to expand its future presence in the compact car segment. The Mazda Kusabi will debut alongside the all-new Mazda3, which will also make its auto show debut in Frankfurt, prior to its sales launch into key global markets beginning in the fourth quarter of 2003.

Mazda Kusabi is a true design concept that showcases Mazda efforts to further develop innovative access systems, packaging solutions and its own, unique design language. Kusabi, when

translated from Japanese, means “wedge,” but can also mean “making way for something new.” And in this sense, Mazda Kusabi presents a new direction for Mazda compact cars, presented as a small, modern sports car with a stylish and aggressive exterior, environmentally friendly 1.6-litre common-rail diesel engine, and driving characteristics that can make everyday city commuting and driving fun and exciting.

The exterior design is highlighted by sharp lines extending from the hood through the body sides to the rear of the car, large wheels and pronounced fenders, and an undeniable “reverse wedge” extending from the A-pillars rearward. The result is a stylish and aggressive sports car concept equipped with a revolutionary tailgate mechanism that allows easy access to the luggage compartment, improving overall functionality for everyday use.