



For Immediate Release:

Contact: Sandra Lemaitre, National Manager, Public Relations
(905) 787-7167; slemaitr@mazda.ca

2014 Mazda6 MAKES CANADIAN DEBUT AT MONTRÉAL INTERNATIONAL AUTO SHOW



(Montréal, QC): All-new to Mazda and being shown for the first time in Canada at the 2013 Montréal International Auto Show, the 2014 Mazda6 is the all-new flagship sedan that showcases the full suite of SKYACTIV Technology with a new SKYACTIV-G 2.5L I4 engine. Along with the new engine, the 2014 Mazda6 will also be the first vehicle to use i-ELOOP, Mazda's capacitor-based brake energy regeneration system, and i-ACTIVSENSE safety technology. i-ACTIVSENSE is a series of Mazda's new advanced safety technologies designed to aid the driver in recognizing hazards, avoiding collisions and reducing the severity of accidents when they cannot be avoided.

Strongly influenced by the TAKERI Concept, the Mazda6 is the next vehicle to receive the KODO – Soul of Motion design language after the CX-5 and CX-9. The new Mazda6 will be available with a choice of SKYACTIV transmissions in either the SKYACTIV-Drive six-speed automatic or SKYACTIV-MT six-speed manual, connected to the new 13:1 high-compression ratio SKYACTIV-G 2.5-litre gasoline engine. The SKYACTIV-G 2.5L produces 184 horsepower at 5,700 rpm and 185 lb-ft of torque at 3,250 rpm.

Fuel economy for the 2014 Mazda6 is among the best in its class, at 5.1 litres per 100 kilometers (L/100km) on the highway, and 7.6 L/100km in the city when paired with the



optional 6-speed SKYACTIV-Drive automatic transmission. Fuel economy for the standard 6-speed manual transmission is 5.3 / 8.1 L/100km (hwy/city).

When the 2014 Mazda6 goes on sale in January, it will have a starting MSRP of \$24,495. The Mazda6 will have more standard equipment than the outgoing sedan, and will be available with performance-inspired, design-engineered amenities, such as aggressively styled large-size alloy wheels, expressive LED lights, supportively bolstered seats and high quality interior materials as well as premium technology offerings in a TomTom-based in-dash navigation system, Bose premium audio, and Bluetooth phone/audio connectivity, to name a few.

2014 Mazda CX-5



The Mazda CX-5 has been a solid winner for Mazda Canada since it was unveiled last year, and still continues to be. With the full suite of SKYACTIV Technology, the brand's breakthrough engineering and manufacturing approach to its next generation of vehicles, the fuel efficient boost to its lineup saw the manufacturer increasing production of its SKYACTIV engines two-fold. Now, the first Mazda vehicle to introduce the full suite of SKYACTIV Technology, the CX-5 returns to Montreal to make its 2014 model year Canadian debut and features a powerful new 184 horsepower SKYACTIV-G 2.5-litre gasoline engine as well as the all-new Smart City Brake Support (SCBS) system.

For 2014, the racecar-like 13:1 compression ratio and uniquely crafted 4-2-1 exhaust system remain but can now be paired with an all-new SKYACTIV-G 2.5-liter gasoline engine for GS and GT models. Boasting over 19 percent more horsepower and 23 percent more torque, the SKYACTIV-G 2.5L still maintains the high fuel economy standards set by the SKYACTIV-G 2.0L in the 2013 CX-5. Redline is achieved at 6,800 rpm in the 2.0-liter and at 6,500 rpm in the 2.5-liter engine. The 2014 CX-5 GX will continue with the 2.0L SKYACTIV-G engine as standard equipment.



Smart City Brake Support (SCBS), which is a new safety feature for North America is designed to assist a driver in avoiding a head-on collision when driving at low speeds, roughly between 5 to 30 kilometres per hour. A laser sensor mounted at the top of the front windshield is used to detect an obtrusive object and will reduce the brake rotor travel to quicken braking should the system calculate that there is a risk of a collision occurring. If the driver fails to perform an avoidance maneuver, the SCBS system will activate an automatic braking function. SCBS was developed to mitigate damage due to a collision and not as a replacement for actual driver operation and control.

2013 MAZDA CX-9



Refreshed for the 2013 model year, the three-row, seven-passenger CX-9 receives KODO “Soul of Motion” design enhancements, the new familial look that began with the SHINARI Concept, as well as added technology features from the inside out. The KODO design language exudes aggression and grace, energy and poise, strength and elegance. Mazda’s most expressive design theme yet, KODO captures the fluidity of movement – while standing still.

The new refinement of the 2013 CX-9 further vocalizes this with the precisely etched features in its new front-end and rear-facing appeal. From the aggressive five-point front grille with a chrome outline that points deftly into eagle-eyed headlamps to the commanding calm of the rear taillights, the CX-9 moves its sporty design characteristics upscale with new premium exterior and interior appointments. The fog lights also have been redesigned to sync with the attributes of the front fascia as have the dual rear exhaust pipes, changing from a lean trapezoid to a fog light-matching round shape.

Base GS models exhibit piano black trim accents while GT models feature a high-quality Bordeaux Satin trim fitted along the door panels and alongside an updated center console. Standard on GS models is a black cloth interior, while moving up the line with the GS Luxury Package or GT trim invites leather-trimmed upholstery in either black or



sand hues, the latter being new for 2013. The black leather trim is highlighted with black suede inserts and features red contrast stitching.

A 5.8-inch multi-information display (MID) screen is also new for 2013 and is standard on all trim levels. MP3 players and smartphones can be connected via the Bluetooth hands-free phone and audio system, which allows all information and folders to display and be controlled via the MID. A USB connection port offers an alternative for users who do not want to connect their devices via Bluetooth.

Available is a TomTom technology-based in-dash navigation system featuring premium North American maps, advanced lane guidance, intuitive voice recognition and real-time traffic. The navigation module communicates with the Sanyo display head unit in the CX-9 via a USB interface and utilizes an SD card for storing map data. The SD card feature allows consumers to input customized maps as well as regularly update TomTom mapping content and software via their home computer.

2013 MAZDA MX-5



The 2013 MX-5 is as uncomplicated and pure as a sports car can get. Since the two-seater entered the marketplace more than 20 years ago, the MX-5 has become the best-selling two-seat roadster in the world with more than 900,000 units sold, and has the Guinness World Record to prove it.

The 2013 MX-5 features an updated style, with all trims receiving a fresh new front fascia. Fog lights are now standard on GX models, and GT vehicles receive a new 17-inch alloy wheel design. The most significant modification, however, involves the re-imagined GS trim, which is situated between the entry-level GX and fully-loaded GT.



Only available with a Power Retractable Hard Top (PRHT), distinctive exterior characteristics abound on the new GS trim. Dark gunmetal 17-inch alloy wheels – previously featured on 2012 MX-5 Special Version models – are now standard as are black-coloured details such as outside mirrors, head lamp bezels and rooftop. A front air dam and rear diffuser are now included as well as the seat back bar garnish now displayed in a glossy dark gray motif. For GS models equipped with a six-speed manual transmission, the Bilstein shock absorbers and limited slip differential are also included, with specialized exterior graphics rounding out the finishing touches to fashion an attractively bold MX-5 look.

Continuing through into the interior is the specialized theme with an all-new body-color decoration panel featuring distinguishing MX-5 graphics. Red contrast stitching is featured on the black cloth seats.

At the heart of the 2013 MX-5 remains the highly-responsive MZR 2.0-liter DOHC four-cylinder engine with an output of 167 horsepower at 7,000 rpm (158 horsepower at 6,700 rpm for automatic-equipped models) with 140 lb-ft of torque at 5,000 rpm.

Complementing these vehicles in the Mazda display at the 2013 Montréal International Auto Show is the full line-up of 2013 models, including the Mazda2, Mazda3 and Mazda3 Sport, and Mazda5.

About Mazda Canada Inc.

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

###