



For release: Thursday, January 15, 2015 at 9:00 AM EST

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NORTH AMERICAN PREMIERE OF 2016 MAZDA2 SETS THE STAGE IN MONTRÉAL

-- All-new CX-3 and updated Mazda6 and CX-5 also make Canadian debut --

January 15, 2015 – MONTRÉAL, QC – At a press conference today at the 2015 Montréal International Auto Show, Mazda Canada will hold the North American debut of the all-new 2016 Mazda2 subcompact car. Sharing the spotlight with the Mazda2 on stage will be the 2016 Mazda CX-3, the all-new subcompact crossover set to join Mazda's already popular CX-line of crossover vehicles, as well as updated and refined models of the Mazda6 midsize sedan and CX-5 crossover SUV.



2016 Mazda2

The all-new Mazda2 follows the Mazda CX-5, Mazda6 and Mazda3 to become the first subcompact to join Mazda's lineup of new-generation vehicles that adopt the KODO—Soul of Motion design language and full range of SKYACTIV Technology. With the second generation Mazda2 in North America (fourth generation in other markets), Mazda set out to build a new subcompact that enhances all aspects of quality to overturn the conventional thinking that a car's value is proportionate to its size. In turn, this realizes uncompromising levels of design, driving performance and functionality that deliver true pride of ownership. KODO design creates a presence that surpasses the class and a form that is full of vitality. Features include a handsome and lively expression with finely crafted forms that breathe life into the overall appearance, and a finely detailed high-quality interior that boasts stylish coordination.

SKYACTIV Technology strikes the right balance between driving pleasure and excellent environmental and safety performance. While inheriting the design philosophy of the new-generation models already in the lineup, Mazda rethought the full range of these technologies in developing them for the B-segment class. Work was put into making the transmission more compact, lighter and more efficient. Attention to the body and chassis includes an uncompromising effort to design the ideal driving position and pedal layout, and also to deliver a high level of collision safety. The all-new Mazda2 also inherits Mazda Connect from the Mazda3, which delivers value and functionality that shatter conventional notions of the class. Mazda Connect, Mazda's new car connectivity system, is equipped with the Human-Machine Interface (HMI), which places the highest priority on safety. The all-new Mazda2 condenses the essential DNA of Mazda's new-generation vehicles into a compact car that delivers true motoring value not constrained by conventional notions.

2016 Mazda CX-3



This new subcompact crossover SUV is the fifth model in Mazda's line-up of new-generation vehicles that feature the full range of SKYACTIV Technology and KODO—Soul of Motion design. The CX-3 offers all the essentials people look for in a vehicle; a design of overwhelming quality and style, packaging developed solely with the customer's ease-of-use in mind, and the responsive driving feel that Mazda strives for in every model.

In pursuing a design of beauty and sophistication, the essence of KODO design has been evolved to produce a sharper form with an enhanced sense of speed. In the interior, meticulous attention to detail regarding the materials used has created a cabin environment of impressive sophistication and quality. In terms of driving performance, the CX-3 adopts the full suite of SKYACTIV technologies, carefully crafted to match human sensibilities. This realizes driving pleasure with faithful response as well as excellent environmental and safety performance.

The powertrain for North America is the SKYACTIV-G 2.0-liter gasoline engine, which along with Mazda's new-generation AWD system delivers powerful and linear driving performance and outstanding environmental performance. To enhance the customer's driving pleasure, the model also offers a wide range of Mazda's latest technologies, including the Mazda Connect infotainment system and i-ACTIVSENSE advanced safety features.

With Mazda's latest design and technology, the Mazda CX-3 is a vehicle to suit the customer's creative lifestyle in any scene, from inner-city driving to enjoying the great outdoors. The model will go on sale globally, starting from Japan in spring 2015 and is expected to become a new core model in Mazda's line-up.

2016 Mazda6



Debuting in 2012 as the flagship model in Mazda's new-generation product lineup, Mazda6 earned high acclaim in markets around the world thanks to the alluring vitality of the KODO—Soul of Motion design language and SKYACTIV Technology's balance of driving pleasure, environmental performance, and safety. This round's update aims to fully respond to customer expectations and Mazda went to extraordinary lengths to bring new levels of depth and maturity to every aspect of the model. In addition to an innovative interior design, the updated refreshed Mazda6 offers the customer greater sophistication and value with enhanced exterior design, functionality, ride comfort, quietness, and safety.

The 2016 Mazda6 features the following enhancements. Bold changes to the shape of the instrument panel and floor console give the interior a fresh new look. It fuses a driver-oriented cockpit design, based on Mazda's unique Heads-up Cockpit concept, with a roomy front seat passenger environment. In addition, thorough attention was paid to minimizing gaps between parts and achieving an overall unified appearance, significantly enhancing the

feeling of quality as befits the flagship model in the Mazda product line-up. Exterior features include a new front grille and signature wing design combined with new LED headlamps to create a bold and elegant expression that leaves a distinct impression of the evolution of the brand (GT trim only). Mazda's i-ACTIVSENSE advanced safety technologies are further evolved. Detailed refinements to dynamic performance include improved sound insulation throughout the body and improved front and rear seat performance. These enhancements yield a quieter and more comfortable riding experience, as befits the flagship model of Mazda's range of new-generation products.

2016 Mazda CX-5



Standing at the vanguard of Mazda's new-generation product lineup, CX-5 was the first model to fully adopt SKYACTIV TECHNOLOGY and the KODO—Soul of Motion design language. The model offered much more than the basic values of utility and practicality that customers expect from an SUV; KODO design imparted a powerful sense of vitality, and SKYACTIV Technology delivered high levels of both driving pleasure and environmental and safety performance. Not surprisingly, the model was exceptionally well received by customers around the world, and has grown to become one of the company's core products alongside Mazda3. Since the launch of the original model, Mazda has made steady refinements to the CX-5 each year, aiming to deliver customers even greater value and

sophistication. For this round's update, the company aimed to bring new levels of depth and maturity to a variety of areas, including design, the quality and functionality of the interior, ride comfort and quietness, as well as safety performance.

The 2016 Mazda CX-5 features the following enhancements. While the exterior retains its distinctive SUV looks, the updates to the front grille and other design features refresh the model with the latest design expression of the Mazda brand. For the interior, particular effort went into improving the quality feel of the ornamentation and materials used, and also to improving the functionality and usability of the cockpit zone, based on Mazda's unique Human-Machine Interface (HMI). Enhancements to dynamic performance include updates to the front and rear seats and suspension system, as well as to sound insulation performance throughout the body. The result is greater ride comfort and cabin quietness that makes time spent in the vehicle more pleasant. Mazda's renowned AWD system is also updated and real-world fuel economy improved. The 2.5L FWD engine has seen an improvement in its fuel economy as well.

Complementing these vehicles in the Mazda display at the 2015 Montréal International Auto Show is the full line-up of 2015 models, including the Mazda3 and Mazda3 Sport, Mazda5, MX-5, and CX-9.

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

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