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Mazda to Unveil Mazda KOERU Concept at Frankfurt Motor Show

--Crossover concept offers sporty yet refined styling and driving performance--

Hiroshima, Japan—Mazda Motor Corporation will host the world premiere of the Mazda KOERU crossover concept at the Frankfurt Motor Show, which opens on September 17 and runs through September 27, 2015.*1

The Japanese word “KOERU” means to “exceed” or “go beyond,” a fitting name for Mazda’s new foray into the growing crossover SUV market, because the model aims to exceed existing category standards and stereotypes. As the latest embodiment of Mazda’s KODO—Soul of Motion design theme, Mazda aimed to impart the KOERU with the power and vitality of a wild animal while maintaining a sense of refined dignity. The latest SKYACTIV technologies ensure the model provides outstanding environmental performance without compromising on Mazda’s renowned driving pleasure.



Mazda KOERU Crossover Concept

To increase awareness of the Mazda brand, the automaker will display its full line-up of new-generation models featuring SKYACTIV technologies and KODO—Soul of Motion design at the Frankfurt Motor Show.

Mazda’s Main Exhibits at the Frankfurt Motor Show

Reference exhibits	Mazda KOERU (World premiere)
Vehicles currently on sale	Total of 14 vehicles including: Mazda6, Mazda3, Mazda2, Mazda CX-5, Mazda CX-3 and Mazda MX-5*2
Technology exhibits	SKYACTIV-G 2.5, SKYACTIV-D 2.2, SKYACTIV-D 1.5

*1 Official name of the show is 66th Internationale Automobil-Ausstellung. Press days are September 15 and 16. Mazda will hold its press conference at 13:45 on September 15. The show is open to public from September 17 through 27.

*2 12 vehicles will be displayed on press days.