



For release Oct. 25, 2017

## Mazda Unveils KAI CONCEPT and VISION COUPE at Tokyo Motor Show

**HIROSHIMA, Japan**—Mazda Motor Corporation unveiled two concept models, the Mazda KAI CONCEPT and the Mazda VISION COUPE at the 45th Tokyo Motor Show today. Organized by the Japan Automobile Manufacturers Association, the show will be open to the public from Oct. 28 through Nov. 5. Mazda has scheduled a press conference for 1:40 p.m. today.



Mazda KAI CONCEPT



Mazda VISION COUPE

The Mazda KAI CONCEPT compact hatchback heralds a new generation of Mazda cars. Featuring the next-generation SKYACTIV-X gasoline engine, SKYACTIV-Vehicle Architecture and a more mature expression of the KODO design language, the model embodies the technology, engineering and design concepts that will define the next generation of Mazda cars. Refinements in all areas of dynamic performance have produced a dramatically quieter, more comfortable ride and an enhanced performance feel. The KAI CONCEPT features muscular, solid proportions and its form is brought to life by a delicate flow of reflections over the body sides.

The VISION COUPE represents Mazda’s design vision for next-generation models; a more mature expression of KODO applies a Japanese aesthetic to achieve more elegant and premium styling. The exterior features a “one motion” form that exudes a sense of speed and the interior combines three-dimensional depth with a strong longitudinal axis to create a relaxed space that maintains a sense of speed.

In line with its “Sustainable Zoom-Zoom 2030” long-term vision for technology development, Mazda aims to use the fundamental appeal of the automobile – driving pleasure – to inspire people, enrich society and help bring about a beautiful earth. By offering an experience of car ownership that celebrates driving, the company hopes to enrich lives and build a strong bond with customers.

Special Mazda website for the Tokyo Motor Show:

<http://www2.mazda.co.jp/motorshow/2017/en/>

Special Mazda website for next-generation technology and design:

<http://www2.mazda.com/en/next-generation/>

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