



2010 FULL LINE
HIGHLIGHTS



MAZDA6

The MAZDA6 is a mid-size sedan that doesn't behave like one. It offers all the standards in its class like four-doors, five-passenger seating, interior roominess, comfort and convenience features and lots of cargo space. However, the MAZDA6 goes one step further by adding style, performance, technology and passion.

For the 2010 model year, MAZDA6 offers minor trim and package enhancements. To streamline the most popular options, a new Touring Plus model is added to both the *i* and *s* models, which adds power moonroof, ground illumination, Bluetooth, electroluminescent gauges, Blind Spot Monitoring System and anti-theft security alarm, in addition to the Touring trim features. A new Technology Package is offered on Grand Touring models and a Multi Information Display (MID) for the audio and Bluetooth is standard on Grand Touring trims with Technology Package.

A choice of powertrains rise to the task of moving the new MAZDA6 with authority. The MAZDA6 *i*'s 2.5-liter four-cylinder engine has 170-horsepower while the MAZDA6 *s*'s 3.7-liter V6 produces a rousing 272 horsepower.



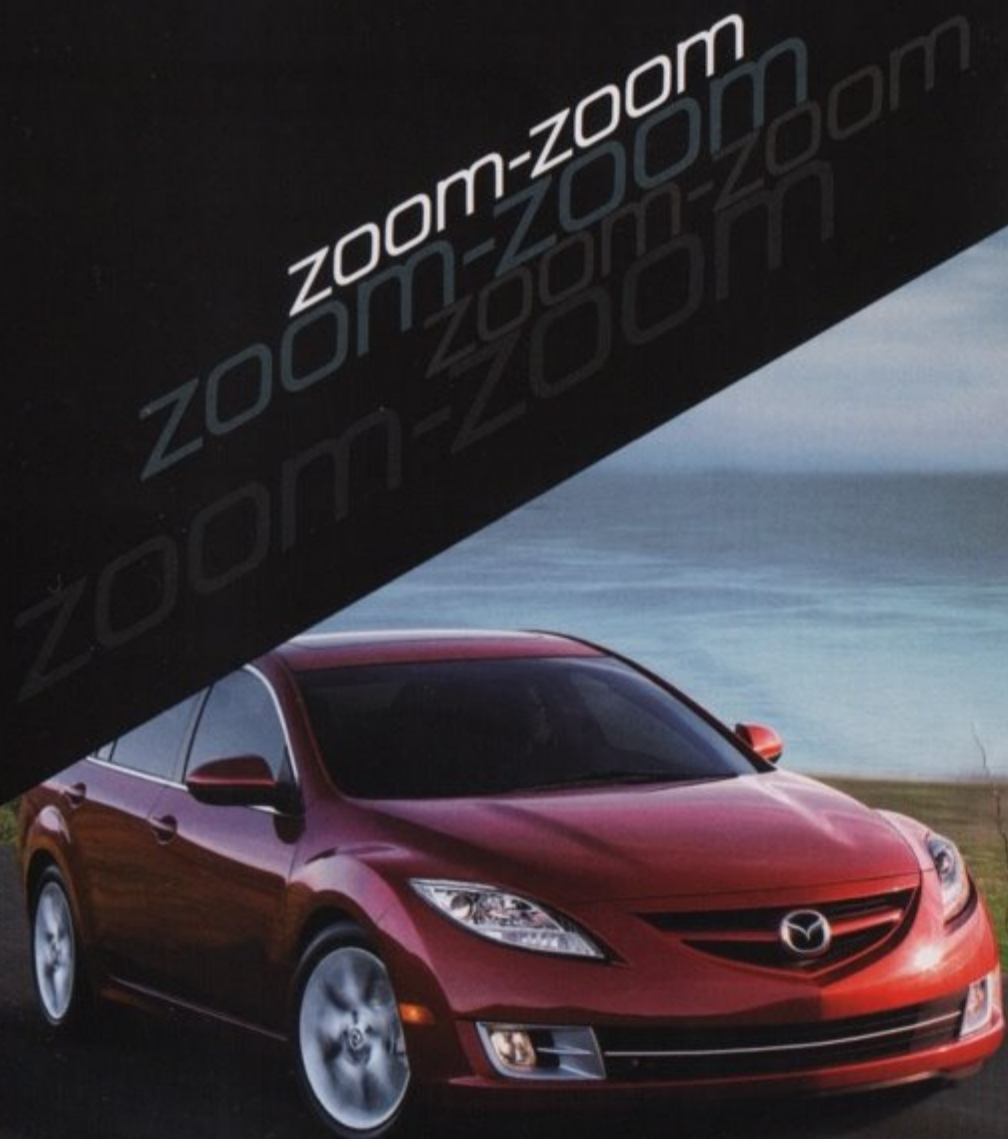
MAZDA CX-9

Mazda's CX-9 is one of the most award-winning vehicles in the automotive industry. The three-row, seven-passenger crossover has received the top rating of 5-stars in frontal and side impact crashes from the US government's National Highway Traffic Safety Administration (NHTSA) vehicle safety tests and a top rating of Good from the Insurance Institute for Highway Safety (IIHS) for front and side crash protection.

Deftly blending sporty driving spirit with seven-passenger sport-utility vehicle (SUV) practicality, the CX-9 is powered by a 273-horsepower 3.7-liter V6 engine and features standard Roll Stability Control and an available advanced Blind Spot Monitoring (BSM) system, which helps see and prevent the unexpected.

New or enhanced for 2010:

- > Redesigned front grille, outside mirrors, and rear garnish
- > Redesigned front and rear combination lights
- > Redesigned Advanced Keyless Entry & Start System transmitter
- > Upgraded cloth and leather seating surfaces
- > Chrome interior trim accents
- > Redesigned 2nd-row climate controls
- > Two-stage heated front seats
- > Active front-seat head restraints
- > Available Multi Information Display (MID) for audio and Bluetooth® with rearview camera
- > Available Real Time Traffic system



MAZDA CX-7

CX-7 is a highly styled crossover SUV with a decided soul of a sportscar. Produced entirely on Mazda-derived platform architecture, the five-passenger CX-7 embodies an astute blend of sports car verve and SUV practicality, resulting in a fun-to-drive SUV that represents everything a Mazda should be.

Along with many exterior and interior design enhancements, for 2010, the five-passenger CX-7 crossover SUV receives an all-new, naturally aspirated DOHC 16-valve 2.5L MZR four-cylinder engine. Available on *i*SV and *i*Sport models, the new inline four delivers 161 horsepower at 6,000 rpm and a maximum torque of 161 lb-ft at 3,500 rpm.

New or enhanced for 2010:

- > *i*SV and *i*Sport 2.5-liter dual-overhead-cam 16-valve 4-cylinder engine (*i*) producing 161 horsepower and 161 lb-ft torque
- > 5-speed sport automatic transmission (*i*)
- > Redesigned front grille and rear bumper
- > Redesigned leather and cloth seats
- > 17- and 19-inch alloy wheels and redesigned 18-inch alloy wheels
- > Redesigned Advanced Keyless Entry & Start System, instrument panel and steering wheel with telescopic feature
- > Driver's seat-position memory, 4-way power front passenger's seat
- > Multi Information Display (MID) with rearview camera (standard on Grand Touring and available on *s* Touring and *i* Sport)
- > Bluetooth® hands-free phone and audio
- > Blind Spot Monitoring (BSM) System
- > Compact navigation system
- > Rain-sensing wipers (Grand Touring)



MAZDA5

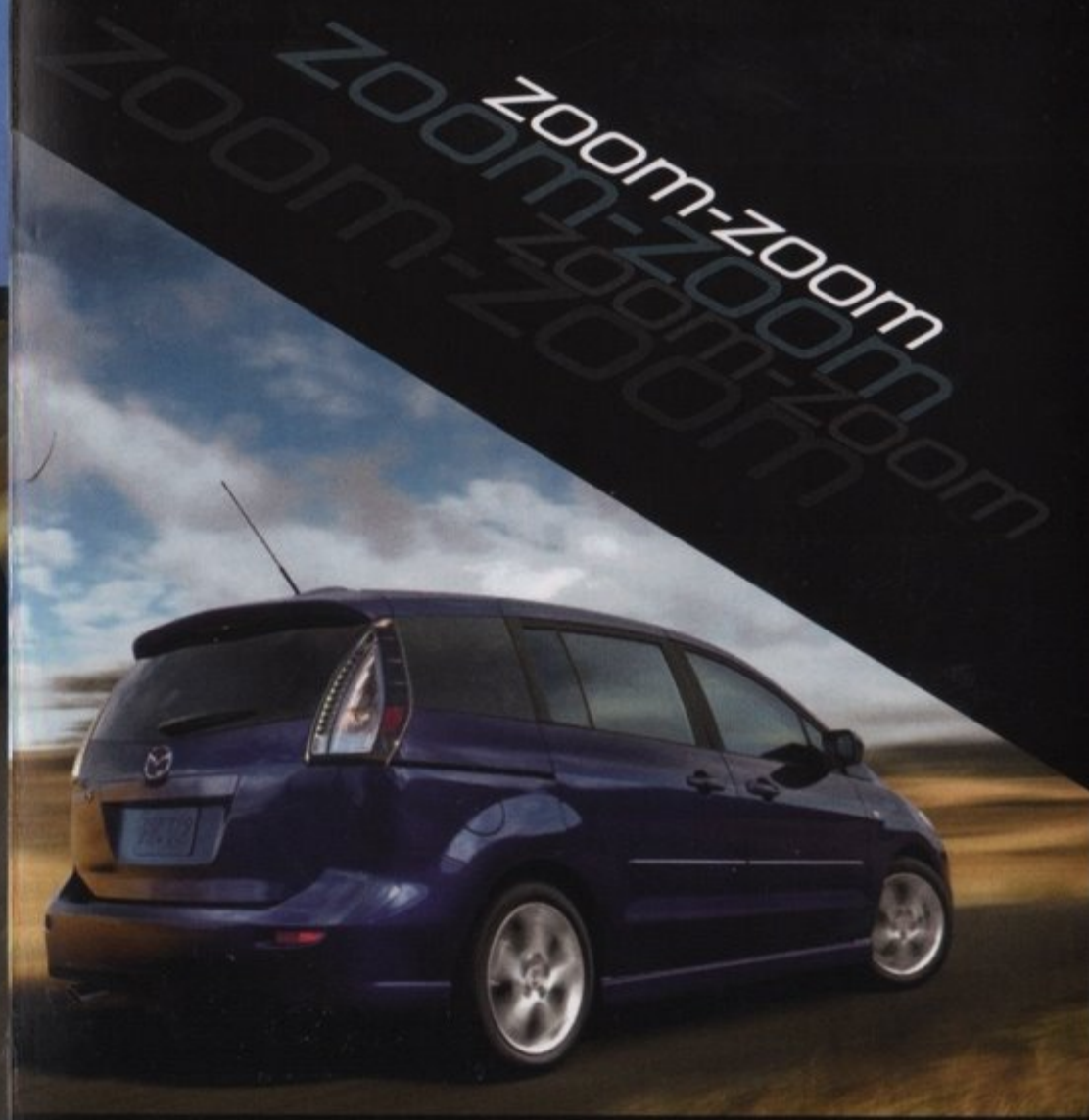
The MAZDA5 is a three-row, six-passenger multi-activity vehicle infused with sports car inspiration that efficiently transports people and equipment like a large SUV. MAZDA5 demonstrates Mazda's infusion of stylish, insightful and spirited vehicles. MAZDA5 features a sporty exterior design, five-speed manual transmission or available five-speed automatic transmission, rear cool air vents, improved gas mileage, arm rests, standard auxiliary audio input jack, and new interior and exterior colors. The MAZDA5 continues to offer customers excellent value and fuel economy and an abundance of standard features in Sport, Touring and Grand Touring versions.

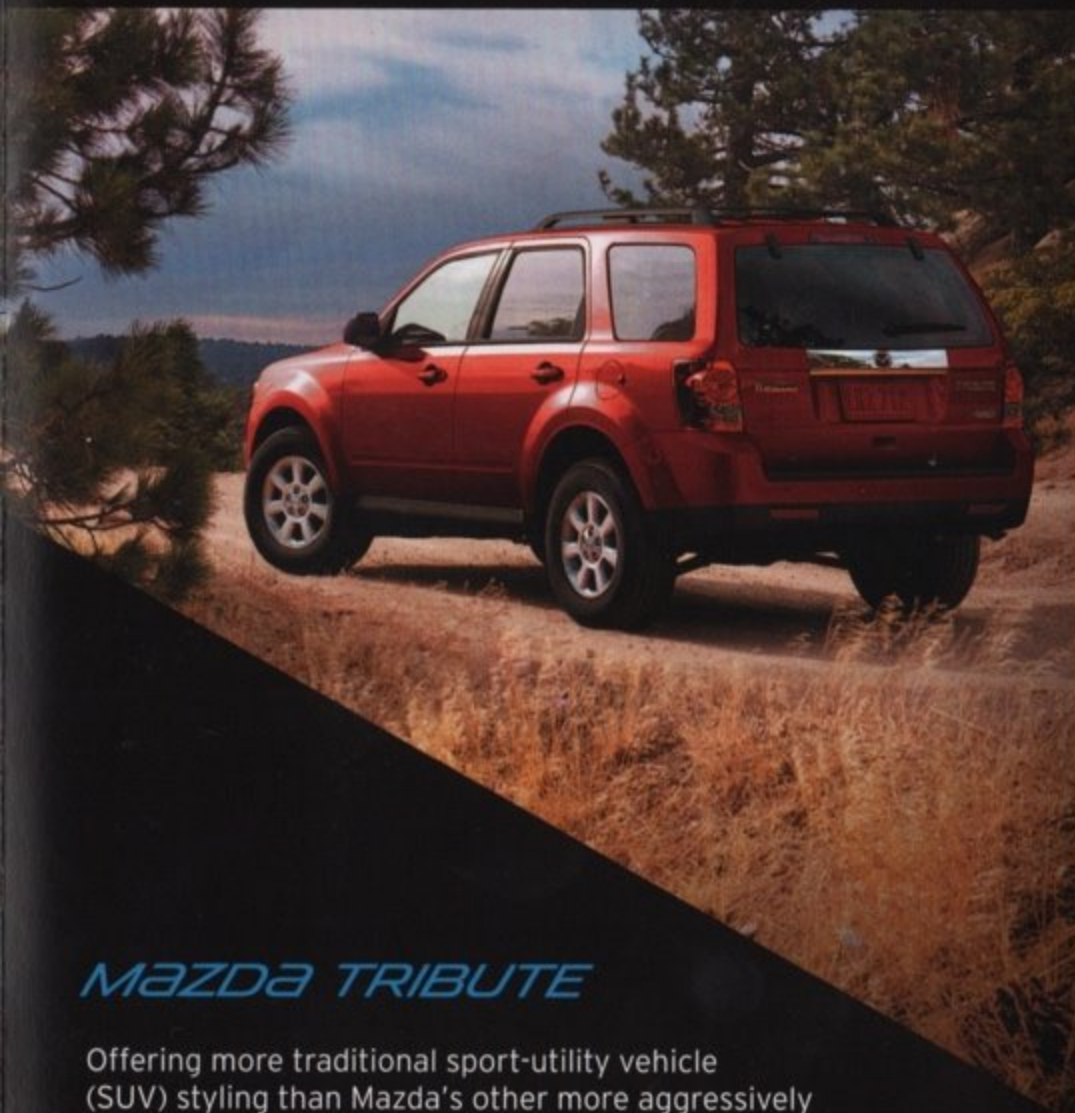
The MAZDA5 is powered by an all-aluminum 2.3-liter, four-cylinder MZR series engine, producing 153 horsepower and 148 lb-ft of torque while returning outstanding fuel economy up to 22/28 (city/ highway).

The MAZDA5's large sliding doors and low floor allow for fluid ingress and egress, and a one-touch walk-in mechanism offers easy access to the third-row seats.

New or enhanced for 2010:

- > Standard Dynamic Stability Control (DSC) with Traction Control System (TCS)





MAZDA TRIBUTE

Offering more traditional sport-utility vehicle (SUV) styling than Mazda's other more aggressively styled SUVs, CX-7 and CX-9, the 2010 Tribute rounds out the Mazda family of unibody-based crossover SUVs, making it the perfect choice for buyers in search of traditional, go-anywhere, rugged styling. Tribute is a true Sport Utility Vehicle - a vehicle that combines sports appeal and utility.

For the 2010 model year, Tribute remains largely unchanged, adding minor interior comfort and convenience features such as ambient temperature gauges on all models, garage door opener and electrochromatic rear view mirror with rear view display on Grand Touring and HEV models and one-touch open/close moonroof on Touring HEV.

MX-5 MIATA AND POWER RETRACTABLE HARD TOP (PRHT)

For more than 20 years, the MX-5 Miata has offered sports car enthusiasts a pure, simple, fun-focused roadster at an attainable price. Sticking to that simple concept has made the MX-5 the most popular two-seat convertible sports car in the world, according to the experts at the *Guinness Book of World Records*, with more than 850,000 sold.

Substantially refreshed for 2009, the 2010 MX-5 receives minor updates to the model, series and color availability. MX-5 remains the very essence of the "oneness of horse and rider" credo that has guided development of every generation of MX-5.

The heart of the MX-5 remains a highly-responsive MZR-series 2.0-liter, powerplant making 167-horsepower (158 for automatic transmission-equipped models). The MZR is light and compact, featuring chain-driven double overhead camshafts, a lightweight flywheel, variable intake valve timing, electronically controlled port fuel injection and coil-on-plug ignition. Revving smoothly to its 7,200 rpm redline (6700 rpm with an automatic transmission), the flexible 2.0-liter engine delivers 140 lb-ft of torque at 5,000 rpm for driving exhilaration throughout the rev range.



MAZDA RX-8

Launched in 2003, the Mazda RX-8 hit the global market with a serious bang. The RX-8 has won 48 global vehicle awards since its release including 2003 Japanese Car of the Year, Australia's *Wheels* magazine's Car of the Year for 2003, 2003 International Engine of the Year, 2004 Singapore Car of the Year, the 2004 U.S. Best Sports Car and UK Car of the Year 2004. It was also named on *Car and Driver* magazine's Ten Best list for 2004, 2005, and 2006. In addition, the RENESIS Rotary Engine has won nine awards since 2003. All together, Mazda has sold nearly 182,000 RX-8s around the world.

Significantly updated for 2009 with a refreshed exterior and interior design, enhanced performance and an R3 model for the ultimate driving enthusiast, RX-8 maintains the same great features for 2010, while refining a few simple touches. To better accommodate consumer demands, the 2010 RX-8 is available with two trim levels - Sport and Grand Touring - and the R3 model, specially designed with the enthusiast in mind. Unchanged is the core of the RX-8 - a high-powered, lightweight and perfectly balanced machine powered by the world-renowned twin-rotor RENESIS rotary engine.

zoom-zoom
zoom-zoom
zoom-zoom



MAZDASPEED3

Even before it was introduced in 2006, driving enthusiasts had already pegged the MAZDASPEED3 to be a leader in the front-drive performance car category. In addition to living up to that expectation, the MAZDASPEED3 has come to be regarded as one of the best bargains on the road. The 2010 MAZDASPEED3 is an even greater bargain while continuing to be the finest marriage of performance and practicality on four wheels. An all-new, sportier and more aggressive exterior design is featured for 2010 along with a more avant-garde interior. Under the hood is the highly acclaimed 263-horsepower MZR 2.3L DISI turbo engine capable of propelling the MAZDASPEED3 to a 155-mph top speed. The engine software has been remapped for even better driving characteristics, and the suspension has been re-tuned to handle wider 18-inch Dunlop tires that provide improved grip and steering feel.

New or enhanced for 2010:

- > New expressive and dynamic design
- > New LED turbo boost gauge
- > New air intake to optimize intercooler efficiency
- > MAZDASPEED-styled interior

MAZDA3 4-DOOR & 5-DOOR

All-new for 2010, the MAZDA3 4-Door and 5-Door offer the versatility young (or young-at-heart) consumers need, with all the bells and whistles they demand. A favorite of consumers shopping for their first new vehicle since it launched in 2003, the MAZDA3 has exceeded the expectations of nearly two million owners around the world and is by far the best-selling vehicle in the Mazda lineup - one in every three Mazdas sold worldwide is a MAZDA3. Offering standard and optional equipment simply not found on other cars in its class, MAZDA3 is available with self-leveling Bi-Xenon headlights, Adaptive (steerable) Front-lighting System, Advanced Keyless Entry with push-button start, hands-free Bluetooth cell phone and audio player integration, 10-speaker BOSE® Centerpoint surround sound audio system and power driver seat with memory.

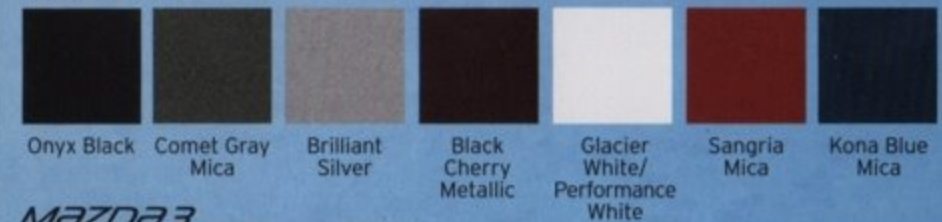
New or enhanced for 2010:

- > All-new exterior and interior design
- > 2.5-liter dual-overhead-cam 16-valve 4-cylinder engine
- > 6-speed manual transmission
- > Bi-Xenon auto-leveling headlights
- > Adaptive Front-lighting System (AFS)
- > Mazda Advanced Keyless Entry & Push-Button Start System
- > Interactive lighting with welcome mode
- > Driver's seat-position memory
- > Variable heated front seats
- > Active front-seat head restraints
- > Dual automatic climate control
 - > Multi Information Display (MID)
 - > Bluetooth® hands-free phone and audio
 - > Bose® Centerpoint® Surround Sound System with AudioPilot®
 - > Compact navigation system



MAZDA EXTERIOR COLORS

MAZDA6



MAZDA3



MAZDASPEED3



MAZDA CX-9



MAZDA CX-7



MAZDA RX-8



MAZDA MX-5 MIATA



MAZDA5



MAZDA TRIBUTE





ZOOM-ZOOM. FOREVER.