

For Immediate Release

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2011 MAZDA2 OFFERS CAPTIVATING DESIGN, FUN-TO-DRIVE DYNAMICS, PLUS BRAND-TOPPING FUEL EFFICIENCY AND AFFORDABILITY

Opulence is out, sensible is in. The compact sedan segment is as unique a segment as any. And if any car company can create a compact sedan that meets and exceeds the demand of the buyers in this segment, it's Mazda. Introducing the 2011 MAZDA2; it is stylish, fun-to-drive, affordable and compact. In short, it is sensible...with a healthy dose of Zoom-Zoom.

Zoom-Zoom in its most concentrated form, MAZDA2 is the latest in a line of stylish, insightful and fun-to-drive small cars from Mazda, and brings an all-new level of refinement to the segment. MAZDA2 is a car that only the engineers at Mazda could have created. It was designed and engineered from scratch to be a pure Mazda, offering the sort of driving experience that could only come from the company that developed the timeless MX-5 two-seat roadster, and it brings a combination of athletic design and dynamic performance to the subcompact class.

"The MAZDA2 is a very important vehicle to the Mazda lineup and we took great care to make sure we delivered the right car," said Jim O'Sullivan, president and CEO, Mazda North American Operations (MNAO). "MAZDA2 offers the segment prerequisites of fuel economy, safety, reliability and affordability, and exceeds expectations by providing style, flexibility, and Zoom-Zoom."

WORLD-WIDE SUCCESS

Originally launched in 2007, the MAZDA2 was first introduced in Europe, Japan and Australia. Its launch created a unique offering in the subcompact segment, especially through its distinguished design and outstanding driving performance. Since then, it has been highly acclaimed throughout the world, winning 48 automotive awards, including "Car of the Year" accolades in many markets, including Japan, New Zealand, Chile, Bulgaria and Greece.

Notably, the MAZDA2 was selected as the “2008 World Car of the Year” (WCOTY) at the 2008 New York International Auto Show and has established a distinguished position in the subcompact segment. Total global sales have reached more than 400,000 units in the three years since its introduction, and MAZDA2 is now recognized as one of the global models that symbolizes the unique and insightful essence of the Mazda brand.

While developing the new MAZDA2, Mazda took a thorough look at global trends and carefully worked to identify the truly beneficial values that could be infused into a global subcompact car. As a result, the new MAZDA2 adds Mazda’s unique brand values such as exhilarating driving performance and eye-catching design to the segment, without sacrificing the basic requirements for subcompact cars: superior fuel efficiency, outstanding value, high crash-safety performance and ample passenger space. In fact, while other carmakers have increased the size of their small cars, Mazda’s first mission was to analyze and define the optimal size of a subcompact vehicle. This resulted in a very efficient body size for the new MAZDA2 without sacrificing attractive features that consumers desire.

“World Car of the Year with a new captivating design delivering superior driving dynamics, while achieving up to 35 mpg highway– and all for around \$14,000: that’s the Mazda way of developing a compact car,” added O’Sullivan.

Exterior Design

With MAZDA2, Mazda evolved the athleticism that is inherent to the Mazda design DNA in pursuit of bold and diverse expression of movement. The basic form of the new MAZDA2 is characterized by a combination of dynamic performance, sportiness and simplicity that leaves a strong visual impression. While competitors are producing subcompact cars with a focus on a boxy body form to prioritize functionality, Mazda shortened the body overhangs and trimmed the corners to the greatest extent possible as a way to provide a form that is compact and sporty, conveys a sense of stability and inspires confidence. By carefully creating a base form and then giving it energetic character lines befitting a subcompact car, Mazda created a design that is highly distinctive, but timeless.

Mazda pursued a concentrated, taut form for the body as a virtue in itself, not to simply reduce the car’s body size. This creative background was advantageous in efforts to achieve maximum dynamic performance within the new MAZDA2’s compact body. In other words, MAZDA2 possesses the essence of Mazda’s spirit of compact, sporty dynamic performance – “Zoom-Zoom Concentrated.”

In pursuit of a solid form and a richly expressive exterior design, Mazda established an exterior design theme of “coordinated movement”. In line with this theme, the design team combined the visual movements created by the car’s silhouette, its body lines, and the way in which patterns of light played on the body to create dynamic, multifaceted expressions not typically seen on a subcompact car. These expressions exude a powerful energy that makes the new MAZDA2 look as though it is moving while standing still. Key exterior design elements include: a sporty wedge shape that conveys a strong sense of forward motion; a deeply sculpted form in which the body is drawn inward fore and aft of the A-pillars; and distinctive character lines that extend from the front fender arches to the body shoulders.

The 2011 MAZDA2 is available in six exterior colors – Brilliant Black Clearcoat, Liquid Silver, True Red, Crystal White Pearl, Aquatic Blue (late availability) and Spirited Green (the featured color).

Interior Design

The interior design theme for MAZDA2 is “a space that communicates movement”. Whereas most subcompact cabins have monotonous design treatments with flat surfaces, the design team made MAZDA2’s cabin strikingly different through contoured forms that combine reassuring thickness with strong visual movement. Particular effort was devoted to optimizing the position and cross-sectional shape of the A-pillars, which, when combined with an extremely low belt line and a dynamic wedge-shaped body, enables excellent forward visibility. As a result MAZDA2 feels surprisingly open and roomy.

The instrument panel helps to create a sense of space, style and substance. Its shape prevents it from looking heavy and making occupants feel constrained. The controls are concentrated in the central area, and those that are frequently used by the driver are placed as close as possible. The instrument panel’s left- and right-hand portions, where there are no controls, curve forward and away from occupants, creating an impression of airiness that stops the cabin from feeling cramped.

At the same time, the instrument panel’s middle area has a substantial form that communicates a unique character. The climate-control vents and various controls possess distinctive circular details that contribute to a fresh, emotionally appealing look and feel. It emphasizes the sportiness of the new MAZDA2’s cabin and conveys a sense of friendliness.

Both audio controls and climate controls are laid out for easy legibility. Related control buttons are grouped according to function for intuitive ease of use.

To complement the cabin, Mazda's design team chose to use piano black for the center of the instrument panel and silver garnish for the steering wheel, shift gate and trim. The strong contrast between the combination of black and silver conveys a sharp, sporty and high-quality impression.

The seats are structurally slim and are upholstered with textured fabric that has a black keynote color with red piping. This exciting combination hints at the MAZDA2's sporty ride and nimble handling.

Driving dynamics

Mazda focused on realizing driver-oriented maneuverability and confidence-inspiring driving dynamics for a Zoom-Zoom driving experience that is unique in this segment.

The driving experience that Mazda strives for has two key attributes: 1) a sense of linear acceleration and deceleration that responds crisply to how far the accelerator pedal is depressed, allowing the driver to control car speed as desired; and 2) a sense of liveliness through immediate response to the accelerator for quick off-the-line acceleration and overtaking.

The MAZDA2's development team targeted Zoom-Zoom driving without any adverse impact on superior fuel economy and collision safety. The key to achieving the target was the team's dedicated approach to reduce weight.

The development team managed to shave ten percent off the weight of the previous generation model. As a result, the MAZDA2 is the lightest vehicle (2,306 lbs/manual transmission model) in its competitive set.

Rigorous examination of vehicle parts in even the most unlikely places uncovered opportunities to save weight. Weight-saving measures include repositioning large units and power supply parts in the wiring harness, redesigning the hood latch and hinges, door latches and regulator motors and altering the door speakers by changing driver magnets from ferrite to neodymium and redesigning the frame. Additionally, application of high tensile strength steel shaved more weight off and increased spot welds on door openings and weld bonding on the liftgate opening improve rigidity while successfully shedding some more pounds.

This effective weight reduction was a critical overall goal of this new vehicle's development program, and was the enabler for achieving the car's outstanding driving dynamics and noteworthy fuel economy. Weight reduction was achieved in two ways: application of new materials and methods to make the body structure lighter and stronger and rigorous weight reductions of all parts and sub-assemblies wherever possible. Under this approach, Mazda made the best use of weight-saving know-how, similar to the "gram" strategy employed during the development of the MX-5 sports car.

Compared to the previous model, extended application of high tensile strength steel in the body shell shaved 50lb off, and reviewing the structure of the total suspension system enabled the development team to save a further 28lb. Furthermore, rigorous examination of even the most standard vehicle parts uncovered opportunities to save weight. Examples include redesigning large units and repositioning power supply parts. More specifically, major changes consisted of optimizing the wiring harness layout (-6.4lb), redesigning the hood latch and hinges, door latches and regulator motors (-5.55lb) and altering the door speakers by changing driver magnets from ferrite to neodymium and redesigning the frame (halved the speaker weight).

While these examples did not make a surmountable difference on their own, by applying this strategy throughout every nook and cranny of the MAZDA2's design and development, Mazda engineers have been very effective in building a light, roomier, stronger and safer car.

Consequently, MAZDA2 offers outstanding fuel economy, with five-speed manual transmission models returning 29/35 MPG (city/highway), while models equipped with available four-speed automatics will return 27/33 MPG (city/highway). These numbers represent the most fuel-efficient car in the Mazda lineup today, and the highest fuel efficiency of any Mazda vehicle ever offered in North America.

The new MAZDA2 inherits a highly regarded suspension system, which has MacPherson struts at the front and a torsion-beam axle at the rear. With settings tuned specifically for North American road conditions and driving styles, the resulting dynamic performance yields consistently responsive handling and a smooth, stable ride that customers have come to expect from Mazda.

In order to create more comfortable day-to-day driving, Mazda took various measures to achieve a quiet cabin environment. Mazda also improved the coefficient of drag values to achieve better aerodynamics – some four percent more efficient than the previous-generation MAZDA2 sold elsewhere in the world – contributing not only to MAZDA2's quietness, but also to a more sporty ride and better fuel efficiency.

In line with the way subcompact cars are mainly used as day-to-day commuters, with a driver-oriented development philosophy, MAZDA2 has achieved a level of drivability and nimbleness that enables easy maneuverability, even in small car-parking areas and other tight spaces.

Safety features

With its highly-rigid body, the MAZDA2 has achieved world-class crash safety ratings (five stars in the European New Car Assessment Program (NCAP), the highest possible result) without compromising driving performance or fuel economy.

All MAZDA2's include a long and impressive list of safety features, including: Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD) and Brake Assist, Dynamic Stability Control (DSC) with Traction Control System (TCS), Electric Power Assist (EPAS) steering system, "Triple H" body construction, side-impact door beams, crushable brake and accelerator pedal assembly, advanced dual front air bags, front seat side air bags, side air curtains, engine immobilizer anti-theft system, second row LATCH child safety seat anchors and a Tire Pressure Monitoring System (TPMS).

MAZDA2 will also be the first Mazda vehicle launched in North America with Mazda's Brake Override system. This system always prioritizes the brake pedal over the accelerator pedal, should both be engaged simultaneously, allowing the vehicle to be brought to a safe stop. Activation of this system will be recorded in the electronic Powertrain Control Module (PCM) and will be readable with the correct equipment. Mazda is planning to roll out this new system to all future Mazda vehicles in North America during the 2011 model year.

Two trim levels

The 2011 MAZDA2 is available in two trim levels – the entry-level Sport and top-grade Touring. Both trim levels offer the versatility, features and style consumers in the market for a subcompact want, at a price they can afford.

The well-equipped MAZDA2 Sport is powered by a 100 horsepower, 1.5-liter four-cylinder engine and is available with either a five-speed manual or four-speed automatic transmission. Standard features include 15-inch steel wheels with full wheel covers, 185/55/R15 all-season tires, body-colored door handles and power mirrors, air conditioning, power windows and door locks, AM/FM/CD/MP3 stereo with four speakers, audio auxiliary jack, tilt steering wheel, remote keyless entry system, rear window wiper/washer and 60/40 split fold-down rear seats.

The MAZDA2 Touring takes everything on the MAZDA2 Sport and pumps it up a notch. The MAZDA2 Touring is equipped with a five-speed manual transmission or available four-speed automatic transmission. All Touring models feature upgraded seat fabric with red piping, 15-inch alloy wheels, fog lights, rear roof spoiler, chrome exhaust tip, leather-wrapped steering wheel-mounted audio and cruise controls, trip computer and a six-speaker AM/FM/CD/MP3 stereo system.

Available accessories include a rear bumper guard, wheel locks (Touring models only), all-weather floor mats, cargo net, center console with armrest and auto-dimming rearview mirror with compass, Homelink® and orange backlit buttons.

MAZDA2 Sport with 5-speed manual transmission features a manufacturer's suggested retail price (MSRP) of \$13,980, while the top-of-the-line MAZDA2 Touring with 4-speed automatic transmission has a MSRP of \$16,235.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

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