New Mazda2 Three-Door and Diesel

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New Mazda2 Three-Door and Diesel Stylish, Sporty and More Affordable At a Glance

Exterior

- Three-door version with new rear side window design for a sportier character
- Drag coefficient of only 0.31 and coefficient of lift (CLF) of just 0.02 contribute to low fuel consumption
- Sports Appearance Package available (depending on market) with special front bumper, side sills and rear roof spoiler

Comfort, Functionality and Equipment

- Walk-in functionality for front passenger seat, which slides forward for wide opening (one of the widest in the segment) and easy access to rear seats
- Audio system with MP3 CD playing capacity and AUX jack for playing MP3 players using the audio system directly
- Three equipment grades in most countries

Powertrain

- MZR 1.3-litre petrol Standard Power version with maximum power of 55 kW/75 PS at 6,000 rpm, maximum torque of 121 Nm at 3,500 rpm
- MZR 1.3-litre petrol High Power version with maximum output of 63 kW/86 PS at 6,000 rpm, maximum torque of 122 Nm at 3,500 rpm
- Both derivatives of the MZR 1.3 use just 5.4 litres of fuel per 100 km (combined) and produce just 129 g/km of CO₂
- MZR 1.5-litre petrol with maximum power of 76 kW/103 PS at 6,000 rpm, maximum torque of 137 Nm at 4,000 rpm
- MZR 1.5 uses only 5.9 litres of fuel per 100 km (combined), produces just 140 g/km of CO₂
- MZ-CD 1.4 common-rail turbo diesel engine with maximum power of 50 kW/68 PS at 4,000 rpm and 160 Nm of torque at a low 2,000 rpm for lively driving fun
- MZ-CD 1.4 uses just 4.3 litres fuel per 100 km (combined) and produces a very low 114 g/km of CO₂, the lowest CO₂ value ever achieved by a Mazda production car sold in Europe
- Five-speed manual transmission standard for all engines



Chassis and Safety

- Mazda2 three-door is even lighter (5 to 10 kg, depending on engine) than the lightweight five-door
- Front McPherson strut, rear torsion beam suspension systems for agile handling and ride comfort
- Electric power assist steering with small 9.8 metre turning circle for great manoeuvrability in urban driving
- Mazda2 five-door awarded five-stars for adult occupant safety on Euro-NCAP crash testing
- Six airbags, ABS, EBD, emergency brake assist and DSC standard (depending on grade and engine)



2. New Mazda2 Three-Door and Diesel

Stylish, Sporty and More Affordable

One of the keys to Mazda's continuing growth in Europe and around the world has been a strategy of expanding the line-up with exciting vehicles that appeal to an everwider group of customers. In less than two years, Mazda introduced several vehicles that were never in its portfolio before, like the high-performance Mazda3 MPS, the unique power retractable hardtop MX-5 Roadster Coupe and the sports crossover SUV Mazda CX-7. This strategy is now set to continue with the European launch of the first Mazda2 three-door version.

Launched in October 2007 as Mazda's first new-generation vehicle to be evolved to a new level, the all-new Mazda2 was an immediate hit with European customers, finding almost 40,000 owners through April 2008. In December last year, Mazda2 five-door was awarded five stars for adult occupant protection at Euro-NCAP crash testing. It won a host of automotive awards as well, including the World Car of the Year award (see below), and many national awards such as the Car of the Year in Austria, Belgium, Bulgaria, Croatia, Denmark, Slovakia, Japan and South Africa. Now Mazda2 is about to get even more popular with a new three-door model that has all the award-winning attributes of the five-door, and is even more stylish, sportier and more affordable.



Mazda2 - 2008 World Car of the Year

The second-generation Mazda2 did not win the 2008 World Car of the Year Award by chance. In every respect, the new Mazda2 is a unique and ground-breaking vehicle. Not only is it dynamic and sporty looking - unusual for a B-car - it also sets a new benchmark for lightweight construction, being 100 kg lighter than its predecessor. This is a reflection of a new focus at Mazda on offering cars that have less impact on the environment. With fewer pounds on its ribs, the second-generation Mazda2 uses less fuel and produces far fewer CO₂ emissions than its predecessor. Not that winning such a prestigious award was a forgone conclusion. This year's 39 entries for World Car of the Year included some great new vehicles. A jury of 47 international automotive journalists had the difficult task of choosing a winner based on their experience with each entry as part of their professional work. The jury members represented the automotive media from Europe, Asia, North America, South America, as well as other parts of the world. Once the dust had settled, Mazda2 was crowned World Car of the Year - an award it truly deserves.

For more information: www.wcoty.com



Design - Sportiness Enhanced

The new Mazda2 three-door builds on the five-door's exterior design - that evokes movement and athleticism using unique body panel articulation and compact dimensions - for even more sporty appeal. Its rear side window has a unique shape that, when combined with the rising belt line and wedge shape of the Mazda2, communicates an even more fun-to-drive character. Fresh and dynamic-looking, its overall design communicates a calm strength achieved through formal beauty and the highest levels of build quality yet seen on a Mazda B-car. And its eye-catching design is also 4 percent more aerodynamic than the old Mazda2. A coefficient of drag (Cd) of only 0.31 and a coefficient of lift (CLF) of just 0.02 help reduce fuel consumption and operating costs, which is important to young, first-time buyers.





8 Mazda2 www.mazda-press.com



For more sporty-minded customers, a Sports Appearance Package is available with a special front bumper design and side sills that visually lower the car's centre of gravity, and a rear roof spoiler. On the inside, a dark keynote colour contrasts nicely with white instruments, silver accents, a three-spoke steering wheel similar to the Mazda MX-5 roadster, a silver ringed driver cluster and centre-console mounted shift lever for an ambiance that is both sporty and high quality.

Forerunner of the Mazda2 Three-Door: Mazda Sassou Concept Car

One of the highlights at the 2005 Frankfurt Motor Show was the Mazda Sassou concept car. Designed and built by Mazda Motor Europe's Design Team under the direction of Peter Birtwhistle, it gave a good indication of where Mazda was heading with its next B-car. The name "Sassou" is Japanese for having a positive state of mind, for looking to the future with optimism. This was chosen wisely, as many exterior features of the Sassou were incorporated into the new Mazda2 three-door: its sporty wedge shape, for instance, and its body articulation at the doors and fenders. In the Mazda2 three-door, these are just as eye-catching as the concept's, but combined with smooth transitions for a dynamic yet exquisite look of sportiness and strength. Mazda2 three-door also inherited the unique rising belt line of the Sassou. This not only makes the car look like it is cutting through the wind even when standing still, it is also 40 mm lower at the front windows than that of the outgoing model. This is combined with an optimal front seat hip point height and a lower positioning of the side mirrors, for a major improvement in visibility diagonally to the front and downwards a real safety plus in city driving. And the pointed shape of Mazda2 three-door's rear side window - a characteristic feature of its sporty appeal - can be traced back to Sassou as well.





Comfort, Functionality and Equipment

As with the five-door version, the new Mazda2 three-door has a roomy interior, despite its compact and dynamic exterior design. For optimum access to the rear seats, the door opening is 163 mm wider than the front door opening of the five-door. The three-door version includes handy walk-in functionality, which folds the seatback of the front passenger seat and slides it forward to produce one of the segment's widest access widths for easy entry. Once inside, passengers find themselves in a roomy and comfortable interior. A relatively long wheelbase (2,490 mm), an innovative roof header shape, reduced roof-lining thickness and a lower rear hip point height combine to deliver plenty of head, shoulder and leg room both front and back. The driver's seat can be



slide adjusted up to 250 mm and height adjusted up to 55 mm. This is combined with adjustable steering wheel height and a centre consolemounted manual shift lever for a sporty, wrap-around cockpit with room for people of nearly all shapes and sizes.

One of the best in class for opening widths (289 mm at the bottom and 414 mm at a height of 750 mm above the ground) provides easy access to the rear seats.

The higher shift lever placement makes room between the front seats for a floor console with a drink holder in the front and a storage tray in the rear large enough for a woman's handbag, along with an AUX jack for plugging in an MP3 player to use with the car's audio system (depending on grade) and a 12-volt power socket that can be used to power or charge electrical accessories. Other handy storage compartments include a unique magazine rack in the glove compartment, front door pockets with space for a half-litre bottle and an A4 atlas, and three compartments in the dashboard for smaller items. The luggage capacities are unchanged compared to the five-door version. Behind the rear seats is a 250 litre luggage compartment that can hold two suitcases or a baby buggy, and can be extended to 787 litres when the rear seats are folded (60/40 functionality for all grades except base) to take larger items.







Mazda2 three-door will be offered in three grades (depending on market) with a full slate of equipment for young, funminded drivers. Remote central locking, electric adjustable side mirrors, electric power assist steering and ABS are standard on every Mazda2 in Europe. Also onboard - depending on grade and market - are six airbags, heated and retractable door mirrors, 15 or 16-inch alloy wheels, manual or automatic air-conditioning, power front windows, rain and light sensor system, adjustable speed warning system, cruise control (1.5-litre petrol with board computer only), dynamic stability control DSC (depending on engine), keyless entry and start system, and other features.



MZR 1.5

Powertrains - Low Consumption and Low CO, Emissions

Mazda2 three-door comes with the same petrol powertrain line-up as the five-door with engines that are lively and responsive, yet use low amounts of fuel and produce markedly less CO₂ than the engines of the outgoing model. The base MZR 1.3-litre aggregate has variable valve timing and comes in two power derivatives (depending on market): a Standard Power version producing 55 kW/75 PS and a High Power version producing 63 kW/86 PS. Both use just 5.4 litres of petrol per 100 km and produce a low 129 g/km of CO₂ emissions. The largest petrol engine is an MZR 1.5-litre that produces 76 kW/103 PS of power, while using just 5.9 litres of fuel per 100 km and producing 140 g/km of CO₂.





MZ-CD 1.4

1.4-litre Common-Rail Turbo Diesel Now Available

Now also available is an MZ-CD 1.4-litre common-rail turbo diesel with high fuel efficiency and low emissions. This engine is special for the European market where low operating costs are a vital criteria for B-car customers. It produces 50 kW/68 PS of maximum power at 4,000 rpm and 160 Nm of torque at a low 2,000 rpm for lively acceleration and driving fun. At the same time, it uses just 4.3 litres of fuel per 100 km (combined) and produces only 114 g/km of CO₂, the lowest CO₂ value ever achieved by a Mazda production car sold in Europe. All engines come with Mazda's five-speed manual transmission with gear ratios that are between 3 to 10 percent higher than the previous five-speed, which contributes to lower fuel consumption.



Mazda2 three-door with Sports Appearance Package

Chassis and Safety - Lightweight with Safety Features Equal to the Five-door

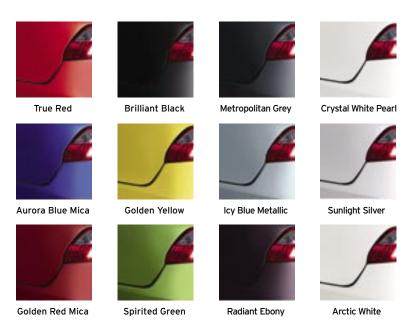
The Mazda2 five-door was launched with a body shell that is nearly 100 kg lighter compared to the previous Mazda2. By keeping vehicle weight under the 1,000 kg threshold, the new Mazda2 reversed a general trend in the automotive industry of making each new model heavier. This outstanding result was achieved mostly by engineering solutions - like employing large amounts of strong yet light high-tensile steels and reducing weight wherever possible - but also by reducing the car's dimensions, making it agile with low fuel consumption and lower operating costs.

Mazda took this vital attribute one step further in developing the new Mazda2 three-door. It is another 5 to 10 kg lighter than the five-door, ranging from 950 kg for the two 1.3-litre petrol derivates to 970 kg for the 1.4-litre diesel.



High tensile steel also delivers some of the B-segment's best crash safety, as was shown when the Mazda2 five-door scored the highest possible ranking of five stars on Euro-NCAP testing with 34 points for adult occupant protection. It also received an outstanding four-star ranking for child occupant protection with 37 points, making it one of the few sub-compacts to achieve this level of child protection. And for pedestrian safety, it achieved an admirable 18 points and a two-star ranking. The body structure of the Mazda2 three-door is reinforced around the B-pillar and in the doors, including specific side impact protection bars. Its superior passive safety package includes six airbags, ABS, electronic brake force distribution (EBD), emergency brake assist and DSC (depending on grade and engine).

Exterior Colours



Interior Trims



Note: Colours and trims are available depending on grade and market.



Can't Get Enough - of the New Mazda2

In 2006 the London electro-rock band Infadels released their debut album "We Are Not the Infadels" on the cult label Wall of Sound. A single from this album called "Can't Get Enough" became an underground hit in clubs and on European alternative radio stations. In 2007, Mazda chose this song as a guide track for its launch campaign of new Mazda2. The single has a unique mix of independent rock and electronic music and is the perfect match for the Mazda2 - young, sporty and urban-cool. Feedback to the TV ad was so positive that Mazda commissioned the Infadels to produce a remix album of the single. Different artists contributed to the album including the up-and-coming French producer Tepr, New York House legends Felix da Housecat and Menace, with one remix by the Infadels themselves. In January 2008 it was released to well-stocked download shops everywhere. Since then, the single and the album have been downloaded more than 10,000 times, which has contributed much to the growing popularity of the new Mazda2 with young, first-time car owners in Europe. And this chapter of the Mazda2 success story will continue, as Mazda is sponsoring the 2008 European tour of the Infadels, whose new album "Universe in Reverse" will be released on 16 June.

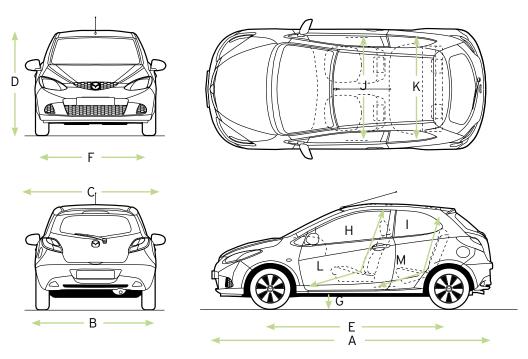




3. Technical Data

Mazda2 Three-Door

		Mazda2 Three-Door
Body Type		Monocoque
Doors		2 front
		Rear liftgate
Seats		2 front
		3 rear bench-type with 60/40 split
		(dep. on grade)
Coefficient of drag	Cd	0.31
Cross-sectional area	m²	2.11
Boot measurements		
Volume all seats up (VDA)	1	250
Volume 2nd row down		
(from floor to ceiling, VDA)	1	787
Boot width at widest point	mm	1,100
Distance between rear wheel housings	mm	1,000
Load floor to 2nd row (load area length)	mm	674
Load floor to 1st row	mm	1,321



			Mazda2 Three-Door
Di	mensions		
Ex	cternal		
Α	Overall length w / without		3,885 (3,895)
	plate holder*	mm	3,900 (3,905)
В	Overall width	mm	1,695
С	Overall width mirror to mirror	mm	1,958
D	Overall height	mm	1,475
Ε	Wheelbase	mm	2,490
F	Track front / rear	mm	1,475 / 1,465 (for 14"/15")
			1,465 / 1,455 (for 16")
G	Ground clearance	mm	150
ln ⁻	terior		
Н	Front head room	mm	1,004
I	Rear head room	mm	959
J	Front shoulder room	mm	1,340
K	Rear shoulder room	mm	1,275
L	Front leg room	mm	1,068
М	Rear leg room	mm	883

*Values in parentheses refer to vehicles with Sports Appearance Package



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Mazda2 Three-Door Petrol - Engine & Chassis

		MZR 1.3-litre Standard Power	MZR 1.3-litre High Power	MZR 1.5-litre
Engine Type		Inline, 4-cylinder,	Inline, 4-cylinder,	Inline, 4-cylinder,
		DOHC, 16-valve	DOHC, 16-valve	DOHC, 16-valve
Displacement	cm³	1,349	1,349	1,498
Bore x stroke	mm	74.0 x 78.4	74.0 x 78.4	78.0 x 78.4
Valves		4 per cylinder	4 per cylinder	4 per cylinder
Camshaft drive		Chain	Chain	Chain
Fuel injection system		Electronically	Electronically	Electronically
		controlled	controlled	controlled
		fuel injection	fuel injection	fuel injection
Compression ratio		10.0 : 1	10.0 : 1	10.0 : 1
Emission control system		3-way catalytic	3-way catalytic	3-way catalytic
		converter	converter	converter
Max. power	kW/PS	55/75 at 6,000 rpm	63/86 at 6,000 rpm	76/103 at 6,000 rpm
Max. torque	Nm	121 at 3,500 rpm	122 at 3,500 rpm	137 at 4,000 rpm
Fuel type		Unleaded 95RON	Unleaded 95RON	Unleaded 95RON
Fuel tank capacity	- 1	42.8	42.8	42.8
Battery		55D23L/12 V	55D23L/12 V	55D23L/12 V
Transmission				
Powertrain		Transverse front engine,	Transverse front engine,	Transverse front engine,
		front-wheel drive	front-wheel drive	front-wheel drive
Gear ratios		5 MT	5 MT	5 MT
1st		3.416	3.416	3.416
2nd		1.842	1.842	1.842
3rd		1.290	1.290	1.290
4th		0.972	0.972	0.972
5th		0.775	0.775	0.775
Reverse		3.214	3.214	3.214
Final drive ratio		3.850	3.850	4.105

Mazda2 Three-Door Petrol - Engine & Chassis

		MZR 1.3-litre Standard Power	MZR 1.3-litre High Power	MZR 1.5-litre
Suspension and Wheels				
Front suspension		Independent	Independent	Independent
		McPherson strut	McPherson strut	McPherson strut
Rear suspension		Torsion beam	Torsion beam	Torsion beam
Damper front		Twintube	Twintube	Twintube
Damper rear		Monotube	Monotube	Monotube
Stabilizers (front)	mm	19	19	19
Wheel size / type		14 x 6 J steel	14 x 6 J steel	14 x 6 J steel
		15 x 6 J alloy	15 x 6 J alloy	15 x 6 J alloy
		16 x 6.5 J alloy	16 x 6.5 J alloy	16 x 6.5 J alloy
Tyre size		175/65 R 14	175/65 R 14	175/65 R 14
		185/55 R 15	185/55 R 15	185/55 R 15
		195/45 R 16	195/45 R 16	195/45 R 16
Steering				
Туре		Rack & pinion,	Rack & pinion,	Rack & pinion,
		electric power assist	electric power assist	electric power assist
Steering wheel turns				
(lock to lock)		2.7	2.7	2.7
Turning circle (curb to curb)	m	9.8	9.8	9.8
Turning circle (wall to wall)	m	10.4	10.4	10.4
Brakes				
Type front		Ventilated discs	Ventilated discs	Ventilated discs
Type rear		Leading-and-	Leading-and-	Leading-and-
		trailing drums	trailing drums	trailing drums
Diameter front	mm	258	258	258
Diameter rear	mm	200	200	200
Vacuum booster diameter	inches	9	9	9
Scheduled maintenance		Every 20,000 km or 12 months	Every 20,000 km or 12 months	Every 20,000 km or 12 months



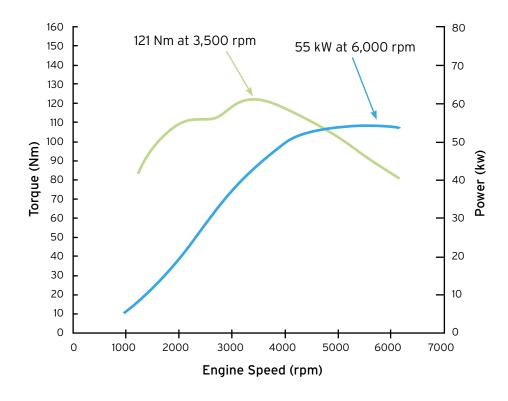
Mazda2 Three-Door Petrol - Performance and Weights

		MZR 1.3-litre Standard Power	MZR 1.3-litre High Power	MZR 1.5-litre
		5MT	5MT	5MT
Performance				
Top speed	km/h	168	172	188
Acceleration 0-100 km/h*	S	14.0	12.9	10.4
Fuel Consumption				
Urban**	I/100km	6.9	6.9	7.6
Extra urban**	I/100km	4.6	4.6	4.9
Combined**	I/100km	5.4	5.4	5.9
CO ₂ emissions (combined)	g/km	129	129	140
Emissions ranking		Euro Stage IV	Euro Stage IV	Euro Stage IV
Weight and Payload				
Min. curb weight	kg	950 / 1,025***	950 / 1,025***	955 / 1,030***
Max. permissible weight	kg	1,455	1,455	1,455
Permissible front axle				
weight	kg	775	775	775
Permissible rear axle				
weight	kg	735	735	740
Permissible tow weight,				
trailer without brakes	kg	500	500	500
Permissible tow weight,				
trailer with brakes				
(12% slope)	kg	900	900	900
Max. roof load capacity	kg	50	50	50

^{*} Under Mazda test conditions

Mazda2 Three-Door Petrol - Power and Torque Curves

- MZR 1.3-litre Standard Power power
- MZR 1.3-litre Standard Power torque



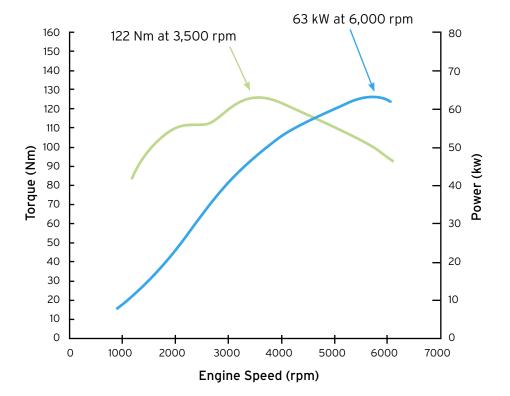


^{**} According to 80/1268/EEC in its latest version

^{***} According to 92/21/EEC in its latest version (including 75 kg driver)

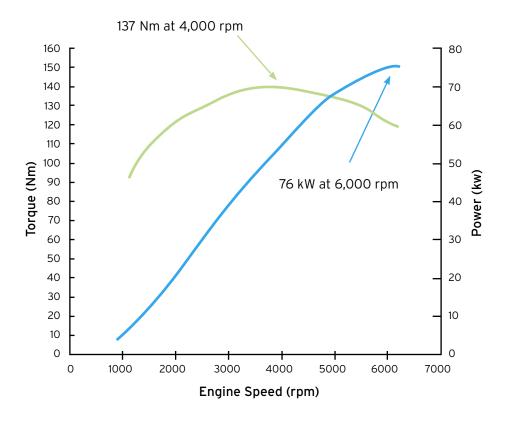
Mazda2 Three-Door Petrol - Power and Torque Curves

- MZR 1.3-litre High Power power
- MZR 1.3-litre High Power torque



Mazda2 Three-Door Petrol - Power and Torque Curves

- MZR 1.5-litre power
- MZR 1.5-litre torque





Mazda2 Three-Door Diesel - Engine & Chassis

		MZ-CD 1.4-litre Diesel	
Engine Type		Inline, 4-cylinder, SOHC, 8-valve	
Displacement	cm ³	1,399	
Bore x stroke	mm	73.7 x 82.0	
Valves		2 per cylinder	
Camshaft drive		Belt	
Fuel injection system		Common-rail direct injection	
Compression ratio		18.0:1	
Emission control system		3-way catalytic converter	
Max. power	kW/PS	50/68 at 4,000 rpm	
Max. torque	Nm	160 at 2,000 rpm	
Fuel type		Diesel	
Fuel tank capacity	1	42.8	
Battery		80D26L/12 V	
Transmission			
Powertrain		Transverse front engine, front-wheel drive	
Gear ratios		5 MT	
1st		3.583	
2nd		1.925	
3rd		1.281	
4th		0.951	
5th		0.756	
Reverse		3.620	
Final drive ratio		3.370	

Mazda2 Three-Door Diesel - Engine & Chassis

		MZ-CD 1.4-litre Diesel
Suspension and Wheels		
Front suspension		Independent McPherson strut
Rear suspension		Torsion beam
Damper front		Twintube
Damper rear		Monotube
Stabilizers (front)	mm	19
Wheel size / type		14 x 6 J steel
		15 x 6 J alloy
		16 x 6.5 J alloy
Tyre size		175/65 R 14
		185/60 R 14
		185/55 R 15
		195/45 R 16
Steering		
Туре		Rack & pinion, electric power assist
Steering wheel turns (lock to lock)		2.7
Turning circle (curb to curb)	m	9.8
Turning circle (wall to wall)	m	10.4
Brakes		
Type front		Ventilated discs
Type rear		Leading-and-trailing drums
Diameter front	mm	258
Diameter rear	mm	200
Vacuum booster diameter	inches	9
Scheduled maintenance		Every 20,000 km or 12 months



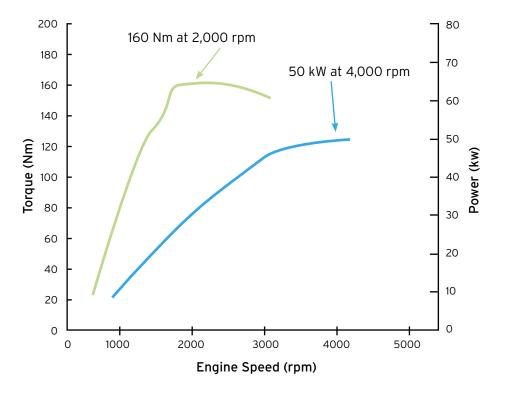
Mazda2 Three-Door Diesel - Performance and Weight

		MZ-CD 1.4-litre Diesel
		5MT
Performance		
Top speed	km/h	162
Acceleration 0-100 km/h*	S	15.5
Fuel Consumption		
Urban**	I/100km	5.3
Extra urban**	I/100km	3.7
Combined**	I/100km	4.3
CO ₂ emissions (combined)	g/km	114
Emissions ranking		Euro Stage IV
Weight and Payload		
Min. curb weight	kg	970 / 1,045 ***
Max. permissible weight	kg	1,490
Permissible front axle weight	kg	820
Permissible rear axle weight	kg	725
Permissible tow weight,		
trailer without brakes	kg	500
Permissible tow weight,		
trailer with brakes (12% slope)	kg	800
Max. roof load capacity	kg	50

^{*} Under Mazda test conditions

Mazda2 Three-Door Diesel - Power and Torque Curves

- MZ-CD 1.4-litre Diesel power
- MZ-CD 1.4-litre Diesel torque





^{**} According to 80/1268/EEC in its latest version

^{***} According to 92/21/EEC in its latest version (including 75 kg driver)

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