



Press Release

2007 Mazda CX-7 Makes its Canadian Premiere at the 2006 Montréal International Auto Show

Richmond Hill, ON – Highlighting Mazda's display at this year's Montréal International Auto Show is the Canadian premiere of the all-new, 2007 model CX-7 crossover sport utility vehicle.

Arriving in the spring of 2006 as a 2007 model, Mazda's new five-seat CX-7 is a refreshing departure from the fleet of traditional SUVs. Produced on entirely Mazda-derived platform architecture, Mazda CX-7 embodies an astute blend of sports car verve and SUV practicality, resulting in a fun-to-drive SUV. It is a vehicle that brings together performance and design like never before. The Mazda CX-7 will be priced starting at \$31,995.

"The North American market continues to play a pivotal role in Mazda Motor Corporation's global future," Mike Benchimol, President of Mazda Canada Inc. "Vehicles such as CX-7, designed and engineered specifically for the North American market, will make Mazda an important and influential force in the industry. This vehicle represents everything a Mazda SUV should be: powerful, with great styling and detailed craftsmanship and fun-to-drive. Mazda at its finest."

The distinctive exterior design of the Mazda CX-7 is an extension of the sports car motif from the 2005 MX-Crossport concept and the RX-01 concept introduced in 1995, and carries over much of the strong styling emotion brought on by Mazda's current RX-8 sports car as well. Prominent front fenders, A-pillars rooted at the body's leading edge, and Mazda's signature five-pointed grille clearly register this new model as a Mazda. The eighteen-inch aluminum wheels and tires proclaim Mazda CX-7's Zoom-Zoom intentions and immediately signal that this is a vehicle built for drivers.

An interior design, also previewed by the MX-Crossport concept, fulfills every car enthusiast's innate desire to jump in and drive. The three-dial instrument cluster, sports car inspired high-mounted shifter, and form-fitting front bucket seats are configured for spirited motoring.

The instrument panel consists of a unique 'double-roof' structure, in which a small 'roof' over the meter cluster is positioned just in front of a large 'roof' that extends across the entire instrument panel. The 60-40 split rear seat accommodates three people in comfort.

Matching the sporty appearance is Mazda CX-7's powerful and dynamic performance. Mazda CX-7 is powered by a turbocharged and intercooled 2.3-liter four-cylinder direct-injection gasoline engine that produces a hearty 244 horsepower at 5,000 rpm. While key powertrain features are shared with the recently launched MAZDASPEED6, the Mazda CX-7 is exclusively tuned to deliver 258 lb-ft of torque at a remarkably low 2,000 rpm for healthy throttle response.

A sturdy unitized body structure, fully independent suspension, and four-wheel ventilated disc brakes with standard four-wheel Anti-lock Braking System (ABS), Dynamic Stability Control (DSC) and Traction Control System (TCS), underlie Mazda CX-7's athletic road manners. Customers may select the driveline best suited to their needs: Front-Wheel Drive or Mazda's Active Torque-Split All-Wheel Drive. With Active Torque-Split All-Wheel Drive, a computer controlled coupling feeds up to 50-percent of the engine's torque to the rear wheels for exceptional handling whether the driving conditions are dry and fast or slippery and paced.

Also on display in the Mazda stand at this year's auto show is the award-winning Mazda5. Since its introduction last summer, the Mazda5 has received acclaim from automobile enthusiasts and critics alike. The 2006 Mazda5 has won the "Voiture de l'année" (Car of the Year) by the prestigious *Guide de l'Auto 2006*, a "Clés d'or" from the *L'Annuel de l'automobile 2006*, and most recently was named the "Best New Multi-Purpose Family Vehicle" for 2006 by the Automobile Journalists Association of Canada (AJAC). The Mazda5 is the only compact-size vehicle in Canada that has three rows of seats and can accommodate up to six people.

Show goers will also see the balance of the Mazda product line up, among which is the award-winning Mazda3 and Mazda6 family of vehicles, including the recently introduced MAZDASPEED6.

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Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada. Headquartered in Richmond Hill, Ontario, Mazda Canada has approximately 160 dealerships nationwide. For additional information visit Mazda Canada's media website at www.media.mazda.ca.