



Press Release

MX-5 AND RX-8 SPECIAL EDITIONS,
AND A REFRESHED MAZDA5 HIGHLIGHT
THE MAZDA STAND AT THE
2008 EDMONTON MOTOR SHOW

2008 Mazda5 and 2008 B-Series ecoENERGY winners also on display

(Richmond Hill, ON): Building on the success of its core vehicle line-up, Mazda Canada is showcasing two limited edition models and a refreshed Mazda5 at the 2008 Edmonton Motor Show.

Added mid-year is a 2008 40th Anniversary RX-8 Special Edition, which commemorates forty years of Mazda rotary engine vehicles sold globally. The Special Edition sports an exclusive Metropolitan Grey exterior colour, black and copper red leather interior, Rotary 40th Anniversary emblems, unique 18" alloy wheels, and exclusive Bilstein dampers.



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Also added mid-year is an MX-5 limited edition model. The 2008 MX-5 Special Version sports a unique Icy Blue exterior colour and luxurious Saddle Brown leather interior with blue stitching. A Power Retractable Hardtop, interior and exterior chrome accents, and unique 17" wheel design further enhances the sophisticated feel of the Special Version.

In addition to these new models, the Mazda5 receives a minor facelift for 2008. Sophisticated styling revisions, and new standard safety features and equipment, provides consumers with even more functionality and comfort.

The 2008 Mazda5 recently received the Natural Resources Canada 2008 ecoENERGY for Vehicles Award for "most fuel-efficient minivan". Mazda's 2008 B-Series B2300 pickup truck also picked up the ecoENERGY honour as co-winner for the most fuel-efficient pickup truck for 2008.

Rounding out the Mazda display in Edmonton is the full complement of Mazda's award-winning vehicles: the Mazda3, Mazda6, MX-5, RX-8, MAZDASPEED3, CX-7, Tribute, B-Series pickup truck, and recent Motor Trend and 2008 North American Truck of the Year winner, the 2008 CX-9.



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 a nationwide network of 160 dealerships. For additional information visit Mazda Canada's media website at www.media.mazda.ca

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