



## Press Release

### Ethanol-Fueled Mazda Furai Concept Car makes its Canadian Premiere at The Canadian International AutoShow

MX-5 Special Version and 40th Anniversary RX-8 Special Edition  
also to debut as 2008 models

(Richmond Hill, ON): Making its Canadian debut at the 2008 Canadian International AutoShow is the Mazda Furai concept car. The fifth concept in Mazda's unique Nagare (Japanese for "flow") design language series, the Mazda Furai concept vehicle incorporates the "Soul of a Sports Car" mantra, but with an eye toward the future and the environment through the use of renewable fuels.

Equipped with a 450 hp three-rotor rotary engine, the Mazda Furai is a super-high performance concept that runs 100% on environmentally-friendly ethanol (E100) fuel, produced in partnership with BP.



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Mazda Canada Inc.  
55 Vogell Road, Richmond Hill, Ontario L4B 3K5  
Phone: (905) 787-7000

Visit us at:  
[www.mazda.ca](http://www.mazda.ca)  
[www.media.mazda.ca](http://www.media.mazda.ca)

“Mazda is committed to a sustainable future through exploring various alternative fuels,” said Don Romano, President of Mazda Canada Inc. “The Furai concept not only probes future design possibilities, it also ventures ahead with alternative renewable fuels.”

Mazda Furai, named after the Japanese word for “Sound of the wind”, utilizes the Courage C65 chassis Mazda campaigned in the ALMS series two seasons ago, and actually runs on E100 ethanol fuel.

Building on the success of its core vehicle line-up, Mazda Canada is also showcasing two new limited edition models: the 2008 40th Anniversary RX-8 Special Edition and the 2008 MX-5 Special Version.

The 2008 40th Anniversary RX-8 Special Edition commemorates forty years of Mazda rotary engine vehicles sold globally. Based on the 2008 RX-8 GT trim with six-speed manual transmission, the Special Edition sports an exclusive Metropolitan Grey exterior colour; a black leather interior with copper red accented door inserts and bolstered seats; Rotary 40th Anniversary Emblems mounted on both front fenders; blue-tint foglamps; unique design bright finish 18” alloy wheels; and exclusive Bilstein dampers.

Mazda’s newest MX-5 Miata limited edition model – the 2008 MX-5 Special Version – is based on the MX-5 GT trim with Power Retractable Hardtop. The MX-5 Special Version sports a unique Icy Blue exterior and luxurious Saddle Brown leather interior with blue stitching. Interior and exterior chrome accents, white lens high mount stop lamps, and unique 17” wheel design further enhance the sporty and sophisticated feel of the Special Version.

Rounding out the Mazda display in Toronto is the full complement of Mazda’s award-winning vehicles: the Mazda3, a refreshed Mazda5, Mazda6, MX-5, RX-8, MAZDASPEED3, CX-7, Tribute, B Series pickup truck and the CX-9 with an all-new 3.7-liter, 24-valve V6 engine for 2008.

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](http://www.media.mazda.ca)

Contact: Gregory Young, Director, Corporate Public Relations  
(905) 787-7094; [gyoung@mazda.ca](mailto:gyoung@mazda.ca)

