



Press Release

SPECIAL EDITION MAZDA3 COMMEMORATES QUÉBEC CITY'S 400TH ANNIVERSARY

Refreshed Mazda5, MX-5 and RX-8 Special Editions, and a new Mazda3 trim highlight the 2008 model year line-up

(Richmond Hill, ON): Debuting at this year's Salon de l'auto de Québec is a special edition Mazda3 – the Édition Québec 400^e – that commemorates the 400th anniversary of Québec City.

Based on a 2008.5 Mazda3 GX with a Stormy Blue Mica exterior colour, the Édition Québec 400^e is equipped with a race-inspired lip spoiler, unique 400th anniversary floor mats, and custom 400th anniversary vehicle badging on the sides and rear.

In addition, the Édition Québec 400^e also features a new 'Comfort Package' as standard equipment to enhance the special feel. This package includes 15" alloy wheels, power locks and windows, power heated body-coloured door mirrors, keyless entry, illuminated entry, and steering wheel mounted audio controls.



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The Édition Québec 400^e goes on sale in March and is only available at Mazda's four Québec City dealerships: Beauport Mazda, Chatel Mazda, Lévis Mazda and Premier Mazda. Only 250 units will be produced, and the manufacturer's suggested retail price for the special edition is \$19,350.

Beginning with January 2008 production, current Mazda3 and Mazda3 Sport models will gain new features, equipment and packages. In addition to these enhancements, a new 2.0L Mazda3 Sport GX model trim will be launched.

Also being added mid-year is a Special Edition 2008 RX-8, which will commemorate forty years of Mazda's rotary engine, and a 2008 MX-5 limited edition model with a Power Retractable Hardtop.

In addition to these new models, the Mazda5 receives a minor facelift for 2008 providing consumers with even more functionality and comfort, and the CX-9 receives an all-new 3.7-liter, 24-valve V6 engine.

Rounding out the Mazda display in Québec is the full complement of Mazda's award-winning vehicles: the Mazda3, Mazda5, Mazda6, MX-5, RX-8, MAZDASPEED3, CX-7, CX-9, Tribute and B-Series pickup truck.



ÉDITION QUÉBEC 400^e

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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