



For Immediate Release:

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***THE REDESIGNED 2010 MAZDA3 AND
REFRESHED MAZDA MX-5 HIGHLIGHT
THE 2009 MODEL YEAR LINE-UP
IN EDMONTON***

(Richmond Hill, ON): Mazda's display at the 2009 Edmonton Motor Show will include the redesigned 2010 Mazda3, in both 4-door sedan and 5-door hatchback body styles, and the 2009 Mazda MX-5, which receives updated styling in addition to engineering and equipment upgrades.

2010 MAZDA3

Launched in 2003 as a 2004 model, the compact Mazda3 has become one of the best selling cars in Canada with over 2 million built. Since its introduction the Mazda3 has earned more than 90 automobile awards around the globe including the highly coveted 2004 Canadian Car of the Year.

The definitive fun-to-drive compact, the 2010 Mazda3 looks to build upon that success with the style, functionality, safety, and economy to once again lead its class.

Trim levels for the 2010 Mazda3 remain identical to the outgoing model, GX, GS and GT, but that's about where the similarities end.

The entry-level GX and GS sedan, as well as the unique to Canada Sport GX, are powered by an economical 2.0-litre, four-cylinder, 16-valve, DOHC engine that produces 148-horsepower mated to a five-speed manual transmission. The 2010 Mazda3 Sedan GT and Mazda3 Sport GS/GT trims are powered by the all new 167-horsepower, 2.5 litre four-cylinder and six-speed manual gearbox taken from the Mazda6.

For 2010, there are more standard and optional features rarely seen in this segment of the market, such as a Traction Control System (TCS) with Dynamic Stability Control (DSC), exterior mirror mounted turn signals, colour Multi Information Display (MID) with Navigation, smart keyless entry with Smart Start, a 10-speaker BOSE® audio system with Centerpoint and Audio Pilot, Sirius satellite radio, and an Adaptive Front Lighting System with self-levelling Bi-Xenon headlights.

2009 MAZDA MX-5

Twenty years ago Mazda re-created the segment for affordable, fun-to-drive roadsters by introducing the MX-5 Miata. In those twenty years the MX-5 has earned the title of best selling roadster in the world. For 2009, the third-

generation MX-5 retains the fun-to-drive qualities of the original and receives updated styling in addition to engineering and equipment upgrades.

Mazda Canada will continue to offer the MX-5 in three versions: GX, GS and GT, all powered by an all-aluminum, DOHC, 167-horsepower, 2.0-litre, four-cylinder engine with variable valve timing

The 2009 MX-5 GX is ideal for driving enthusiasts looking for an affordable sports roadster and includes a 5-speed manual transmission and 16-inch alloy wheels with 205/50R16 tires.

The MX-5 GS & GT include a 6-speed manual transmission, 17-inch alloy wheels with 205/45/17 performance tires, a limited slip differential (LSD), dynamic stability control (DSC), strut tower bar, and sport-tuned suspension with Bilstein® shock absorbers. The GT offers a dash of luxury as it comes well equipped with an assortment of premium features such as Xenon (HID) headlights, Bose® audio system, Sirius satellite radio, Bluetooth® with Audio Profile, auto-dimming rear-view mirror, leather seats with adjustable heating, and smart keyless entry system.

For those that prefer the benefit of a closed coupe when the roof is up, the Power Retractable Hard Top is offered as an option on the GS or standard equipment on the GT. A few new standard features find their way

onto all trim levels including side impact airbags, MP3 & WMA functionality on the CD player, a door pocket insert, and soft feel centre arm rest.

Rounding out the Mazda display in Edmonton is the full complement of Mazda's award-winning vehicles including the 2009 Mazda5 and 2009 Mazda B-series 2300 pickup both of which were recently awarded ecoENERGY awards as the most fuel efficient vehicles in their classes (van and pickup truck respectively) by Natural Resources Canada. The 2009 Mazda6, recently named "Best New Family Vehicle \$22,000-\$35,000" by the Automotive Journalists Association of Canada (AJAC) will also be on display as well as the RX-8, CX-9 and Tribute.

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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