



For Immediate Release:

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***SECOND GENERATION MAZDA3 MAKES ITS
CANADIAN DEBUT AT THE 2009
MONTRÉAL INTERNATIONAL AUTO SHOW***

ALL-NEW MODEL STARTS AT \$15,995

(Montréal, QC): The highlight of the Mazda stand at the 2009 Montréal International Auto Show is the Canadian premiere of the redesigned best-selling Mazda3, in both 4-door sedan and 5-door hatchback body styles. Launched in 2003 as a 2004 model, the compact Mazda3 has become one of the best selling cars in Canada and over 2 million have been built.

The definitive fun-to-drive compact in its class, the 2010 Mazda3 will continue to offer style, functionality, economy and safety to once again lead its class. On sale in late January 2009, the 2010 Mazda3 has a starting price of \$15,995.

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

are more standard and optional features never before seen in this segment of the market.

The entry-level Mazda3 sedan GX and unique-to-Canada Mazda3 Sport GX are both powered by an economical 2.0-litre four-cylinder, 16-valve DOHC engine that produces 148-horsepower mated to a five-speed manual transmission, as well as a four wheel independent suspension and power-assisted four-wheel disc brakes with ABS and EBF. Passive safety features include dual front smart airbags, side airbags, curtain airbags, and front seat active headrests. A tilt and telescopic steering column is standard, as is an AM/FM/CD player with MP3 capability and an auxiliary input. For 2010, power door mirrors, body-coloured door handles, power door locks, power windows, and 16-inch wheels become standard equipment. Standard equipment unique to the Mazda3 Sport GX include an anti-theft alarm, rear intermittent wiper, a rear roof spoiler, and a jackknife key fob with keyless entry.

The Mazda3 sedan GX starts at \$15,995, while the Mazda3 Sport GX has a manufacturer list price of \$16,995. Air conditioning with a micron air filter and a 5-speed automatic transmission with *Sport* mode are available as options on the GX trim levels.

The mid-range Mazda3 sedan GS starts at \$18,995 and retains the 148-horsepower 2.0-litre, four-cylinder, 16-valve, DOHC engine and five-speed manual transmission of the GX model while adding a number of convenient features such as air conditioning, anti-theft alarm, jackknife key fob with keyless entry, heated door mirrors, 16-inch alloy wheels, automatic headlight control, rain sensing windshield wipers, auto dimming rear view mirror, steering wheel mounted audio and cruise controls, Bluetooth® hands-free phone system with Audio Profile, two tweeters added to the audio system, and silver decorative trim on the instrument panel.

A Comfort Package with a power moonroof and Traction Control System (TCS) with Dynamic Stability Control (DSC) are optional, as is a five-speed automatic transmission with *Sport* mode.

The 2010 Mazda3 Sport GS, with a starting price of \$20,395, differs from the sedan in that it is powered by the all new 167-horsepower, 2.5 litre four-cylinder and six-speed manual gearbox taken from the Mazda6. The Mazda3 Sport GS receives 16-inch alloy wheels with 205/55R16 tires, sportier front and rear bumpers, fog lights, dual exhaust tips, heated door mirrors, automatic headlight control, rain sensing windshield wipers, auto dimming rear view mirror, steering wheel mounted audio and cruise controls,

Bluetooth® hands-free phone system with Audio Profile, and the addition of two tweeters to the audio system.

As with the sedan, the optional Comfort Package consists of a power moonroof and Traction Control System (TCS) with Dynamic Stability Control (DSC). A five-speed *Sport* mode automatic transmission is also available.

The pinnacle model of the Mazda3 line up is the GT, which for 2010 offers even more premium features than the outgoing car. Among them, the 167-horsepower, 2.5 litre four-cylinder and six-speed manual gearbox. The list of standard equipment on the GT is lengthy and includes several features not usually offered in the compact car class including 17-inch alloy wheels with 205/50R17 performance tires, a Traction Control System (TCS) with Dynamic Stability Control (DSC), sportier front and rear bumpers, fog lights, a rear lip spoiler, exterior mirror mounted turn signals, Bi-Xenon (HID) headlamps, LED taillights, dual exhaust tips, cloth sports seats with adjustable heating, leather wrapped steering wheel and shift knob, dual zone automatic climate control, Multi Information Display (MID), and a 6-disc CD changer with MP3 capability.

The Mazda3 sedan GT starts at \$ 22,595, while the Mazda3 Sport GT has a manufacturer list price of \$ 23,595. An optional Luxury Package on the GT model, in both the sedan and Sport body configurations, includes leather

seats, a soft-feel sliding console lid, and an 8-way adjustable power driver seat with memory positioning. One step above the Luxury Package is the GT-E Package that adds such class-leading features as a 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.

A power moonroof and a 5-speed automatic transmission with *Sport* mode are also available as options.

Since its introduction in 2003 the Mazda3 has earned more than 90 automobile awards around the globe including the highly coveted 2004 Canadian Car of the Year. For 2010, the new Mazda3 looks to build upon that success with even more standard features and more high-end optional features combined with the same dynamic performance and safety in an attractive and expressive package.

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

Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada.

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