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***2014 MAZDA6 TO BE MAZDA'S NEXT  
SKYACTIV TECHNOLOGY-BASED VEHICLE***

*ALL-NEW MID-SIZE SEDAN EXPECTED  
TO GO ON SALE IN 2013*

NEW YORK (April 4, 2012) – Mazda North American Operations (MNAO) today will announce the production of the all-new 2014 Mazda6, whose design elements will be strongly influenced by the TAKERI Concept, also making its North American debut today, at the New York International Auto Show. Following last month's launch of the all-new 2013 Mazda CX-5, the 2014 Mazda6 will be the second of Mazda's next-generation vehicles to receive the full suite of SKYACTIV Technologies, and is expected to be released for sale during the first quarter of 2013.

"With SKYACTIV Technology and the SKYACTIV-G 2.0-liter gasoline engine, Mazda has showcased that improving engine and vehicle efficiencies can still produce a dynamic-performing driving machine, as evidenced by the 2012 Mazda3 and 2013 CX-5," said Don Romano, President, Mazda Canada. "The all-new 2014 Mazda6 will be the latest Mazda to break out of its

segment's monotonous mold and be fiercely competitive versus the current sales leaders."

For North America, the 2014 Mazda6 will feature a SKYACTIV-G gasoline engine and be available with two transmissions, the SKYACTIV-MT six-speed manual and SKYACTIV-Drive six-speed automatic. Best-in-class fuel economy also is targeted, as was achieved on the CX-5 compact crossover SUV. Final specifications and pricing will be announced closer to the vehicle's sale date. The global lineup of the all-new Mazda6 is expected to make its world debut at the upcoming 2012 Paris Motor Show in late September.

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 165 dealerships. For additional information visit Mazda Canada's media website at [www.media.mazda.ca](http://www.media.mazda.ca)

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