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MAZDA CANADA ANNOUNCES PRICING FOR UPDATED 2016 MAZDA6 AND CX-5

RICHMOND HILL, ON (February 9, 2015) – Mazda Canada announced pricing today for the refreshed and refined 2016 Mazda6 and CX-5 models. With a slew of new standard features, the base MSRP for the Mazda6 is \$24,695 while the starting MSRP for the CX-5 is maintained at \$22,995.

Although the Mazda6 was launched merely two years ago, and was awarded the title of AJAC's Canadian Car of the Year in 2014, Mazda just couldn't leave well enough alone. For the 2016 model year, new standard equipment on the Mazda6 includes an electronic parking brake, a new 7-inch colour touchscreen display with HMI Commander, a second USB port, manual passenger seat height adjuster, and heated rear seats, which is a segment-first on entry level trim. The interior design also sees revisions to the HVAC controls and centre console.

The 2016 Mazda6 also refreshes the available colour palette, adding Titanium Flash Mica, Deep Crystal Blue Mica, and Sonic Silver Mica, which replaces Aluminum Metallic Mica. Meteor Grey is also removed from the colour choices.

As before, the Mazda6 is available in three trim levels – GX, GS, and GT. The entry-level GX trim is equipped with a SKYACTIV-MT 6-speed manual transmission, with the SKYACTIV-Drive 6-speed automatic transmission with drive selection switch available as an option for \$1,300. Aside from the new standard features mentioned earlier, the Mazda6 GX also features standard equipment such as push-button start, 17-inch alloy wheels, rain-sensing wipers, auto on/off headlights, LED taillights, cruise control, Bluetooth® with Audio Profile®, heated front seats, and many other convenient items.

Taking a step up to the mid-level GS trim brings a number of additional features, as well as all equipment on the GX trim level for \$27,995. The GS brings dual-zone automatic climate control, rear HVAC, advanced keyless entry system, rearview camera, 6-way power driver's seat, leather-wrapped steering wheel and shift knob, dual illuminated vanity mirrors, and Blind Spot Monitoring (BSM) with Rear Cross Traffic Alert (RCTA).

A Luxury Package (\$3,000) is available for the Mazda6 GS which brings niceties such as leather seats, 8-way power driver's seat, power driver lumbar support, voice-activated navigation system, and a moonroof.

The leather upholstery is available in two colours: Black or Pure White, which is new for 2016 and replaces the previous Sand leather colour.

Last and anything but least is the Mazda6 GT, which receives the lion's share of upgrades for the 2016 model year, and starts at \$32,895. In addition to the new equipment on GX, GS, and GS Luxury Package, the Mazda6 GT now showcases a new front bumper and grille with signature grille illumination, LED headlights, LED foglights, Active Driving Display (ADD), LED interior lighting, and power passenger seat height adjuster. Carryover features for the Mazda6 GT are 19-inch alloy wheels, BOSE® premium audio system with 11 speakers, Adaptive Front Lighting System (AFS) with automatic leveling, auto-dimming interior rearview mirror and driver side exterior mirror, memory driver seat, and 6-way power passenger seat.

Both the Mazda6 GS and GT trim levels have standard 6-speed manual transmissions, with a 6-speed automatic transmission with paddle shift and drive selection switch available at no extra cost.

Shifting to the CX-5, the story is very similar as it receives a number of changes and new equipment. Throughout the range, the CX-5 receives updates to the front bumper, grille, and foglight design, along with a standard electronic parking brake. Like the Mazda6, the CX-5 is available in GX, GS, and GT trim levels. The CX-5 also gains a selection of new colour choices in Deep Crystal Blue Mica, Titanium Flash Mica, and Sonic Silver Mica, which replaces Aluminum Metallic Mica.

The entry-level GX trim is still listed at \$22,995 as it has been since its introduction in 2012, and includes standard features such as Tire Pressure Monitoring System (TPMS), hill hold assist, push button start, auto off headlights, heated exterior power mirrors with turn indicator lights, and cruise control.

The optional Convenience Package (\$1,900) now includes the highly-regarded Mazda Connect infotainment system and HMI Commander, paired with a 7-inch touchscreen display. The Convenience Package also features 17-inch alloy wheels, privacy glass, Bluetooth® with Audio Profile®, steering wheel mounted Bluetooth® controls, and HD radio. The CX-5 GX is equipped with a standard SKYACTIV-MT 6-speed manual transmission, with the SKYACTIV-Drive 6-speed with drive selection switch available for \$1,300.

All-wheel drive is available as an option on both GX and GS trim levels for an additional \$2,000.

Heading up to the mid-level GS trim, which starts at \$29,245, brings along all the equipment from the GX trim along with a larger displacement 2.5L SKYACTIV-G engine, upping power output to 184 horsepower from 155 hp in the GX, and the SKYACTIV-Drive 6-speed automatic transmission becomes standard equipment. Other standard equipment in the GS trim includes a power moonroof, Blind Spot Monitoring with Rear Cross Traffic Alert, foglights, rain-sensing wipers, heated front seats, rearview camera, and many other great features.

For a touch of decadence, add the new GS Luxury Package for \$1,900, which brings leather seats, 8-way power driver's seat, power driver side lumbar support, and leather-wrapped steering wheel and shift knob.

Like in the Mazda6, a new Pure White leather upholstery colour option replaces the previous Sand leather colour.

The GT trim is the top rung at \$34,895, and brings new touches to both exterior and interior for 2016. New to the GT are LED headlights with signature lighting, LED foglights, LED taillights, Adaptive Front Lighting System with auto-leveling, and a voice-activated navigation system. The GT also includes new 19-inch alloy wheels, all-wheel drive, advanced keyless entry, BOSE® premium audio with 9 speakers, dual zone automatic climate control, and auto-dimming rearview mirror with HomeLink®.

Finally, topping things off is the Technology Package which is available for \$2,100. This contains Mazda's suite of i-ACTIVSENSE safety equipment, which consists of Smart City Brake Support (SCBS), Mazda Radar Cruise Control (MRCC), Forward Obstruction Warning (FOW), High Beam Control (HBC), Lane Departure Warning System (LDWS), and Smart Brake Support (SBS) which is new for 2016. The Technology Package also includes SiriusXM® Satellite Radio.

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