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THE ALL-NEW MAZDA3 REDEFINES THE SPORTS COMPACT

-- GLOBAL LAUNCH BEGINS IN NORTH AMERICA THIS AUTUMN --

Richmond Hill, ON (June 26, 2013) — Mazda Motor Corporation today revealed the hatchback version of the all-new Mazda3. The redesigned Mazda3 is the third in Mazda's new generation of products that adopt both the KODO—Soul of Motion design theme and the full-suite of SKYACTIV Technologies. The sports compact that will redefine driving pleasure will be launched around the globe, with sales starting in Canada this fall.

Thanks to the dynamic expressions of KODO design, the Mazda3 suggests exhilarating driving at first glance. In addition, SKYACTIV Technology delivers a “jinba-ittai” experience of oneness between car and driver, which deepens with every mile driven. Introduced for the first time with the 3rd generation Mazda3 is a new car connectivity system that broadens the scope of that driving experience. The system features a new Human Machine Interface (HMI) that is designed with the highest priority placed on driving safety.

A wide range of Mazda's i-ACTIVSENSE advanced active safety technologies aid the driver in recognizing and avoiding hazards. Mazda has consistently aimed to offer customers driving pleasure and this compelling package ensures the all-new Mazda3 is no exception.

The engine line-up includes two versions of Mazda's SKYACTIV-G gasoline engine in 2.0 and 2.5 litre displacements. The line-up will be optimized for the Canadian market to meet the diverse needs of a wide variety of customers across the country.

Since the launch of the first generation in 2003, more than 3.5 million Mazda3s have been sold around the world, and over 430,000 have been sold in Canada. It is the best-selling model in the Mazda line-up and accounts for a third of the company's annual global sales. Previous generations of the Mazda3 were acclaimed in markets around the world for their emotive design, responsive and enjoyable driving, environmental and safety performance, and excellent craftsmanship. The model has received 136 awards globally.

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 materials and high resolution images, please visit Mazda's media website: www.media.mazda.ca.*

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