



Geneva Motor Show 2014 – Press Kit

World Premiere – Mazda HAZUMI Concept



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Editors Note:

This press information is a summary of European specifications. All figures and specifications may vary according to market. Also, data are subject to change upon homologation.

MAZDA HAZUMI

A glimpse at Mazda's ideal next-generation subcompact

Mazda is focusing on four key areas with its new generation models; KODO—Soul of Motion design language, SKYACTIV TECHNOLOGY, Mazda Proactive Safety, and a new car connectivity system called Mazda Connect*. The MAZDA HAZUMI unveiled at this year's Geneva Motor Show brings together all four of these elements and foreshadows Mazda upcoming next-generation subcompact car.

One look at Mazda's new generation models such as the Mazda CX-5, Mazda6 and Mazda3 will confirm that KODO design is defined by a dynamic, living expression of motion. In the Mazda HAZUMI the essence of KODO has been captured in a compact body without losing an ounce of impact. A newly developed 1.5-liter SKYACTIV-D clean diesel engine promises outstanding fuel economy without compromising on linear and powerful driving performance. In addition to enhancing safety fundamentals such as driving position and field of vision, HAZUMI adopts Mazda's cutting-edge i-ACTIVSENSE safety features. Meanwhile Mazda Connect offers drivers the fun and convenience of smartphone connectivity in a format that is safe and appropriate for in-vehicle use.

Refusing to bow to the conventions of the subcompact class and refusing to compromise in any of the four key areas of Mazda's vehicle engineering, the Mazda HAZUMI indicates the ideal form of Mazda's next-generation subcompact car.

The concept's name is a good fit both for the look of the car and its target market. HAZUMI is a Japanese word meaning to 'bound or spring up' and was chosen to convey an image of a small but vigorous animal, bursting with energy and bounding into life. It also describes potential B-segment buyers; young, dynamic, vibrant and ambitious.

The HAZUMI is yet another example of the vast potential of KODO design and of how well it adapts to different vehicles of different sizes. Says HAZUMI chief designer Ryo Yanagisawa, "Whereas with longer models such as the SHINARI we use long and free lines of motion stretching from front to back to express KODO, with HAZUMI we've created a form which suggests explosive motion. It's like an animal poised to pounce; every muscle is held tense as it gathers energy for the chase. Despite being small, the KODO gives the car a presence that can't be ignored, and a shape that has driving pleasure written all over it."

*The name Mazda Connect is used in Japan, US, Canada and Mexico. The system is referred to as MZD Connect in other markets

KODO—Soul of Motion

Dynamic motion concentrated in a compact body

■Exterior design

KODO design seeks to capture the fleeting tension, beauty and power of living creatures in motion. By packing the powerful and dynamic movements of KODO into a compact five-door hatchback, Mazda has given the HAZUMI distinctive exterior styling and an athletic physique made for the road. This is KODO in its most highly concentrated form yet.

Drawing the compact cabin as far to the rear as possible places the center of gravity near the rear wheels and creates a wedge shaped body starting from the low and pronounced nose and rising toward the rear to impart a strong sense of forward motion. The sharp, chiseled silhouette is a clear departure from the mainstream of subcompact design where one-motion form design is the prevailing trend. The short overhangs and powerful fenders which bulge over imposing large sized wheels underline the car's strong and athletic stance.

But it is not all about looks. As with all their new-generation products Mazda has put a big focus on aerodynamics, optimizing the airflow over the upper body and creating a turbulence-rectifying under-floor structure. Tuned specifically for the compact size of the car, these elements deliver superb aerodynamic performance.

Front

The headlamps and grille are positioned as low as possible giving the front face a sharp look reminiscent of a cheetah on the prowl. Yet the car somehow manages to be cute at the same time, ensuring onlookers will soon feel a sense of affection. The LED guiding rings add depth and solidity to the headlamps evoking the strong-willed eyes of an untamed animal. Another KODO trademark, the aluminum signature underscores the grille before cutting through the headlamps and imparts a deeply sculptured facial expression.



Side

With its short overhangs and pillars which look ready to pierce the center of the front and rear tires, the HAZUMI displays the athletic silhouette of a sports car when viewed from the side. A long line starts from the bonnet, peaks over the front wheel and runs all the way to the rear, while an overlapping line peaks over the rear wheel emulating a rhythm of flexing muscles and adding to the strong sense of forward motion. The surface texture of the body side is rich with tension, flattering the car's big-boned physique.



Rear

The firmly planted rear tires support the high hipline and together with the steeply inclined back-window create a strong sense of forward motion. The distinctive oblong rear combination lamps impart a sense of speed while possessing a piercing vitality similar to the headlamps.



Wheel

The aluminum wheels feature a dynamic design expressing a powerful force radiating from the center of each wheel. The contrast between the radiant sheen produced by the aluminum milling process, and the dark metallic paint, give a taut, 3-dimensional feel.



■ Interior Design

The interior of the HAZUMI imparts the same dynamic sense of speed as preceding concept models such as the SHINARI, MINAGI, and TAKERI, and maintains superb functionality as an interface between car and driver. The high-quality feel of the interior exceeds the standards of the segment, but also gives a light and youthful impression that befits a subcompact model.

Cabin Layout

Speed is at the essence of the interior shapes, which spread out from the meter hood to the door trim and center console. The effect, similar to the exterior, is a dynamic sense of forward motion. The passenger space begins immediately next to the meter hood and with an instrument panel shaped like the wing of an airplane, creates a comfortable feeling of openness. The center console is suspended like a bridge, enhancing the feeling of space and creating more room in the foot wells.

The meter cluster is designed around the driver's center axis. It features a single, centrally-positioned meter with displays spreading like wings on either side.

The layout of the center display, Active Driving Display, and commander control, is based on Mazda's unique human machine interface (HMI) concept called the Heads-Up Cockpit. It is

designed to help the driver to deal with large amounts of information while keeping their eyes on the road ahead and maintaining a safe and stable body position.



Craftsmanship

In every area, the high quality forms have a sculptured appearance amplified by reflections of light and shadow and the material for each was crafted to optimize its appearance. Key components of the interior such as controls and displays use a layered combination of hard chiseled metal and deep acrylic material. This produces a light and playful impression befitting a subcompact car, while maintaining a high quality atmosphere.

Color

The interior is designed with black leather as the base, with white leather used in certain places such as the instrument panel. A Crimson-colored material with a nubuck feel is used on the seats. This modern color-coordination, which is both bold and charming, makes the interior look youthful and refined at the same time.

SKYACTIV TECHNOLOGY optimized for a subcompact Introducing the newly developed small displacement clean diesel SKYACTIV-D 1.5

The MAZDA HAZUMI offers the full suite of SKYACTIV TECHNOLOGY optimally tuned for a subcompact car. It offers the agile driving you expect from a subcompact car, while the linear driving performance provides a sense of security.

■The SKYACTIV-D 1.5-liter Clean Diesel Engine

The MAZDA HAZUMI also represents the world premiere of the SKYACTIV-D 1.5. This compact and lightweight clean diesel engine is designed for combustion efficiency, just like the bigger SKYACTIV-D 2.2. It offers ample torque and dynamic performance which is linear right up to the top of the revolution range, and excellent CO2 emission performance—below 90 g/km with the Mazda HAZUMI. It will also fulfill stringent Euro 6 requirements without aftertreatment systems such as NOx trap catalysts or selective catalytic reduction.



i-ACTIVSENSE advanced safety technologies

The model features i-ACTIVSENSE advanced safety technologies based on Mazda Proactive Safety. This is Mazda's safety philosophy which aims to maximize the range of conditions in which the driver can drive safely and minimize the risks that lead to accidents. These technologies will help drivers enjoy the MAZDA HAZUMI safely and with peace of mind.

New-generation car connectivity system, 'Mazda Connect'

Young people crave stimulating experiences and want to share them with their friends as soon as possible. Mazda address the needs of these young drivers—or anyone for that matter who want to stay connected at all times—with Mazda Connect, a new connectivity system introduced with the all-new Mazda3. In combination with the Heads-Up Cockpit it is designed to allow drivers to access the fun and convenience of their smartphones in a safe and easy-to-use format while behind the wheel.

【Main Dimensions】

Body Style	5 door hatchback
Seating capacity	4 persons
Length x Width x Height (mm)	4,070 x 1,730 x 1,450 mm
Wheelbase (mm)	2,585 mm
Engine	SKYACTIV-D 1.5
Transmission	SKYACTIV-DRIVE (6AT)
Major Systems	i-stop, idling stop system i-ELOOP, regenerative braking system
Tires	215/45R18
Rims	8J

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