



For Immediate Release

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## ***MAZDA TO UNVEIL MULTIPLE NORTH AMERICAN DEBUTS IN LOS ANGELES***

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*- Several New Models to Enter the North American Market, Announcements on Motorsports and Diesel -*

IRVINE, Calif. (November 26, 2012) – Mazda North American Operations (MNAO) today confirmed the announcement of several North American vehicle debuts at the upcoming Los Angeles Auto Show. The all-new 2014 Mazda6 mid-size sedan, updated 2014 CX-5 compact SUV and face-lifted 2013 CX-9 mid-size SUV will make their first continental appearances. All vehicles are scheduled to be on sale this winter. A global debut from Mazda Motorsports as well as official timing and vehicle application for the U.S.-destined SKYACTIV-D 2.2-liter clean diesel engine also will share the stage.

“It’s definitely an exciting time for the Zoom-Zoom brand,” said Jim O’Sullivan, president and CEO, (MNAO). “The long awaited redesigned 2014 Mazda6 will naturally receive much interest, but let’s not take away from our strong SUV lineup in the CX-5 and CX-9, which are segment leaders in their own right. Motorsports, an innate part of Mazda’s soul, will have important news to share and last but most certainly not least SKYACTIV-D *will* be here. I have no doubt that consumers will look at Mazda’s upcoming lineup with wide eyes, stirred hearts and driving inspiration.”

Taking nearly identical design cues from the TAKERI Concept, the 2014 Mazda6 follows in the all-new footsteps and clean-sheet-of-paper approach of CX-5 to become the second production vehicle to feature the full breadth of the KODO “Soul of Motion” design language and also fully incorporate SKYACTIV Technology. Mazda6 will feature a new SKYACTIV-G 2.5-liter gasoline engine as well as new-to-market technologies in the Smart City Brake Support (SCBS) system, an automated safety feature designed to mitigate front-end collisions at low speeds, and i-ELOOP, the world’s first capacitor-based brake energy regeneration system used to provide electricity to all the vehicle’s electrical systems.



The 2014 CX-5 also will receive the SCBS system, which will be available as part of an upgraded Technology Package on GT models. At this time, the CX-5 will not be equipped with i-ELOOP.

Both the 2014 CX-5 and 2014 Mazda6 will go on sale in January 2013.

Available at Mazda dealerships now, the 2013 CX-9 receives a mid-cycle facelift, immediately evident in its familial KODO design enhancements to the front and rear fascia. The three-row, seven-passenger SUV stalwart also becomes even more tech savvy with Mazda's next-generation audio and infotainment system that includes a 5.8-inch color multi-information touch screen display, updated Bluetooth audio and phone connectivity, a TomTom technology-based in-dash navigation system, and HD Radio Technology.

Mazda Motorsports will unveil an all-new competition race car which will make its motorsports debut at the 2013 Rolex 24 at Daytona. The vehicle will be equipped with a turbocharged SKYACTIV-D 2.2L, making it the first diesel-powered competitor in the 51-year history of the 24-hour race. Upon build completion, the diesel racing engine remains 63 percent OEM stock. Taking place in January, Mazda will be seeking its 24<sup>th</sup> motorsports class win during the premier motorsports endurance race in the United States.

More information on Mazda's Los Angeles Auto Show vehicle debuts as well as updates on its global business plans will be announced during a press conference on Thursday, November 29. The presentation will begin at 9:30 AM PST and will be held at the Mazda display booth located in the Los Angeles Convention Center's South Hall.

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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