



For Immediate Release:

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***2013 MAZDA CX-5 MAKES CANADIAN
DEBUT AT MONTRÉAL INTERNATIONAL
AUTO SHOW***



(Montréal, QC): All-new to Mazda and being shown for the first time in Canada at the 2012 Montréal Auto Show, the 2013 Mazda CX-5 is the first vehicle from Mazda to offer the full complement of SKYACTIV Technologies, which includes a 2.0L SKYACTIV-G engine, 6-speed manual or automatic transmissions, and new, lighter SKYACTIV body and chassis architecture. The SKYACTIV-G engine produces 155 hp and will have the best highway

fuel economy (5.7 L/100 km) of any SUV sold in Canada when it goes on sale in Spring 2012.

The 2013 CX-5 is also the first production vehicle to display Mazda's new KODO – "Soul of Motion" – design language, which will appear on future Mazda vehicles. The new 5-point grille will be common to all forthcoming Mazda vehicles, and is the starting point for a striking design that flows backwards, exuding muscular characteristics in an overall athletic form.

The interior is finished in high-quality materials and comes with a choice of interior colours – black and sand. Available interior features include a 5.8" multimedia screen, navigation system, and 9-speaker Bose stereo. The spacious interior comfortably seats five, and the second row folds down easily with Mazda's unique Karakuri remote seat release levers.

2012 MAZDA3 SPECIAL EDITION



For 2012, Mazda is introducing a limited run, Mazda3 Special Edition that adds a unique flair of customization straight from the dealer. Based on a

Mazda SEMA concept vehicle, this Special Edition adds to the already youthful and sporty styling of the Mazda3. Production will be limited to just 700 units and will be available in sedan form only.

The 2012 Mazda3 Special Edition is based on the Mazda3 GX with air conditioning, and adds carbon fibre treatment accents to both interior and exterior. The exterior colour is offset by a carbon fibre treatment roof and mirrors, and distinctive glossy black 16-inch alloy wheels add a fierce look to the Mazda3. A chrome MAZDASPEED exhaust finishes off the exterior changes. Inside the car, a carbon fibre look trim kit adds to the custom look of the package.

The 2012 Mazda3 Special Edition will be available in early 2012, and will start at \$18,990 equipped with a standard 5-speed manual transmission. An optional 5-speed automatic transmission will be available for \$1,200.

Complementing these vehicles in the Mazda display at the Montréal Auto Show is the full line-up of 2012 models, including the Mazda2, Mazda3, Mazda5, Mazda6, MX-5, CX-7, and CX-9.

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