



For Immediate Release:

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***MAZDA KIYORA CONCEPT  
TO MAKE ITS GLOBAL DEBUT AT THE  
2008 PARIS MOTOR SHOW***

***MAZDA MX-5 FACELIFT, MAZDA6 WITH AN ALL-NEW  
MZR-CD 2.2 TURBO DIESEL ENGINE ALSO TO BE  
EXHIBITED***

HIROSHIMA, Japan—Mazda Kiyora, a lightweight, next generation, urban compact concept car, will be revealed at the 2008 Paris International Motor Show to be held from Thursday, October 2 through Sunday, October 19, 2008.

Mazda Kiyora (meaning 'clean and pure' in Japanese) represents the harmony between driving pleasure and environmental and safety features aspired to in Mazda's long-term technology development vision, "Sustainable Zoom-Zoom."



The concept of “Kiyora” helped the designers to imagine a city car cutting cleanly through an urban landscape, with water as the design theme. Equipped with Mazda’s next generation 4 cylinder direct injection engine and featuring the company’s unique Smart Idle Stop System, the car achieves excellent fuel economy and low CO2 emissions. The improved aerodynamic performance of Nagare design also contributes to this. The new Mazda concept car is based on an all-new platform designed to maximize weight reduction and a high level of safety, in pursuit of enhanced driving pleasure. It also features an interior design and new functions that support a youthful lifestyle.

Joining the Mazda Kiyora concept car on Mazda’s stand at the Paris show, the Mazda MX-5 facelift will make its world debut, together with the Mazda6 equipped with Mazda’s newly developed MZR-CD 2.2-liter turbo diesel engine, and the Mazda2 powered by a MZ-CD 1.6-liter diesel.



Officially titled the Mondial de l'Automobile, the Paris motor show press days are October 2 and 3, and the public days are October 4 to 19. **Mazda will hold its press conference on Thursday, October 2, at 12:15 p.m. (local time).**

**2008 Paris International Motor Show vehicle exhibits**

Reference exhibits	Concept car	Mazda Kiyora (World Premiere)
	Scheduled for sale	Mazda MX-5 facelift (World Premiere) European Specification Mazda6 MZR-CD 2.2 (World Premiere) European Specification Mazda2 MZ-CD 1.6 (World Premiere) European Specification
Models currently on the market		Mazda2, Mazda3, Mazda5, Mazda6, Mazda CX-7, Mazda BT-50 pickup