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***WORLD DEBUT FOR ALL-NEW MAZDA3
SPORT 5-DOOR HATCHBACK AT THE
2008 BOLOGNA MOTOR SHOW***

(Richmond Hill, ON): Mazda Motor Corporation will showcase the world premiere of the all-new Mazda3 Sport (known as Mazda Axela in Japan) 5-door hatchback at the Bologna Motor Show¹ on December 3, 2008. The second-generation Mazda3 Sport follows on the heels of the sedan version, which made its world premiere at the 2008 Los Angeles Auto Show.



All-new Mazda3 Sport 5-door hatchback (European specification)

The all-new Mazda3 Sport adopts the same characteristics as its sedan counterpart, offering sporty driving and dynamic design, together with top class environmental and safety performance.

The all-new Mazda3 Sport is available with key features typically not seen in its class including:

- Bluetooth hands-free phone and audio
- Adaptive front-lighting system and Bi-Xenon headlights with auto leveling
- Advanced keyless entry system
- Push-button start

In Canada, the Mazda3 Sport line-up of engines will include an improved version of the current 148 horsepower MZR 2.0-litre engine and a new MZR 2.5-litre engine that produces a maximum output of 167 horsepower. The newly developed MZR 2.5L engine, first introduced in the new 2009 Mazda6, replaces the MZR 2.3L to offer a sportier performance option.

For advanced environmental performance, both engines will feature the world's first vehicle catalyst to be constructed with single nanotechnology, which controls even finer material structures than nanotechnology. This new

development enables Mazda to reduce its use of scarce resources such as platinum and palladium.

Environment qualities were top of mind during development, including efficient powertrains, Mazda typical lightweight engineering and amongst the best-in-class aerodynamics.

The all-new Mazda3 Sport will be revealed during Mazda's press conference at 9:20 a.m. on December 3, 2008 (local time).

2008 Bologna Motor Show Exhibit Vehicles

Reference exhibits	Scheduled for sale	All-New Mazda3 5-Door Hatchback European specification (World Premiere)
	Concept car	Mazda Kiyora
Models currently on sale		Mazda2, Mazda MX-5, Mazda5, Mazda6, Mazda CX-7, BT-50

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ⁱ Officially titled the Bologna Motor Show, International Automobile Exhibition 2008, the press days are December 3 and 4, and the public days are December 5 through 14.