

MX-Sportif

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MX-Sportif

Mazda MX Sportif Design Concept will Debut at

Design model hints at Mazda's new dynamic sports compact

Mazda Motor Corporation will showcase a new concept vehicle at the 2003 Geneva International Motor Show: the Mazda MX Sportif. The all-new design concept indicates the direction Mazda will take for a new, global "C-segment" vehicle.

In concrete terms, the Mazda MX Sportif will present four key product attributes - clear vehicle characteristic that will help a production version establish a strong position in the world's markets:

- A prominent design based on distinct, muscular proportions and dynamic athleticism

- The highest levels of craftsmanship and quality
- Superbly balanced and linear vehicle dynamics able to deliver class-leading driving pleasure
- Optimal interior space and functionality

The five-door, hatchback MX Sportif, as with all new-generation Mazda products, has been developed to blur the lines of traditional vehicle segmentation, offering customers far more in terms of exterior styling, overall vehicle roominess and enjoyable driving dynamics.

For the exterior shape, the designers drew on the characteristic of Mazda's design DNA: a sense of movement, solidity and dynamic stability. The design begins with the dynamic proportions and taut contours of the long cabin and is accentuated by the extremely short overhangs. Sturdy lines running from the prominent grille and reaching back through the bonnet combine with triangular-shaped rear pillars to create a powerful, confident form. The vehicle's well-planted stance is further enhanced by the graceful roofline and aggressively flared fenders - the vehicle's strong shoulders - both of which help create a sense of exhilarating dynamism.

For the interior, Mazda presents a sporty yet comfortable design, an overall ambiance that evokes visual excitement and, thanks to materials carefully selected for their texture and appearance, adds to the overall delight of driving. The instrument panel and door trim have a simple, clean-cut form that creates a modern-looking space with an open, spacious feel. Finished in a high-gloss, piano black appearance, the instrument panel's central stack is not only elegant, it assures good visibility and ease-of-use when driving. In addition, the three-meter cluster and metallic interior accents add to the exquisite interior appearance.

The front-wheel drive MX Sportif is powered by a MZR 2.0-liter, inline four-cylinder engine, a member of Mazda's new-generation of engines. The engine features a reversed intake-exhaust layout (with the exhaust system fitted at the rear), a variable intake system (VIS), a tumble swirl control valve (TSCV) and a high-flow port head. The fast revving four-cylinder also meet the PZEV (partial zero emission vehicle) standard in the United States, the European Commission's Euro 4 standard and the ULEV (ultra-low emissions vehicle) standard in Japan. The engine is mated to a close-ratio, short-throw five-speed manual transmission and, for added capability and safety, the MX Sportif features Mazda's Dynamic Stability Control.

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