

# 2011 Mazda Vehicles at a Glance

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Highlights and changes for the 2011 model year

## MAZDA2

New for 2011:

- All-new 1.5-liter DOHC I4 engine
- All-new interior and exterior design
- All-new 15-inch steel wheels with full wheel cover design (Sport)
- All-new 15-inch alloy wheel design (Touring)
- Touring models have distinctive exhaust finisher, fog lights and rear spoiler
- Black cloth with design insert (Sport)
- Black cloth with red piping accent (Touring)
- Standard side airbags, side air curtains, ABS and Dynamic Stability Control (DSC) with Traction Control System (TCS)
- Mazda's Smart Accelerator Pedal System

Zoom-Zoom in its most concentrated form, MAZDA2 is the latest in a line of stylish, insightful and fun-to-drive small cars from Mazda, and brings an all-new level of refinement to the segment. MAZDA2 is a car that only the engineers at Mazda could have created. It was designed and engineered from scratch to be a pure Mazda, offering the sort of driving experience that could only come from the company that developed the timeless MX-5 two-seat roadster, and it brings a combination of athletic design and dynamic performance to the subcompact class. Available in two trim levels - the entry level Sport and top grade Touring - MAZDA2 is all-new for the North American market.

## MAZDA3 4-Door and 5-Door

New or enhanced for 2011:

- Standard Dynamic Stability Control (DSC) and Traction Control (TCS) on all models
- Power door locks with auto-lock function added to *i* SV and *i* Sport models
- Rain-sensing wipers, auto on/off headlights, Bi-Xenon auto-leveling headlights, Adaptive Front-lighting System (AFS) and rear LED taillamps available on *s* Sport models with A/T
- Standard 265-Watt Bose Centerpoint 10-speaker surround sound audio system with Audiopilot (*s* Grand Touring)
- Standard in-dash six-disc/MP3 compatible CD changer (*s* Grand Touring)

- Standard moonroof with one-touch open (s Grand Touring)
- Standard coolant "low temperature" warning light (all models)

Redesigned for 2010, the MAZDA3 4-Door and 5-Door offer the versatility young (or young-at-heart) consumers need, with all the bells and whistles they demand. A favorite of consumers shopping for their first new vehicle since it launched in 2003, the MAZDA3 has exceeded the expectations of nearly two million owners around the world and is by far the best-selling vehicle in the Mazda lineup - one in every three Mazdas sold worldwide is a MAZDA3. For 2011, MAZDA3 receives improved standard safety technology and convenience features.

Powered by either a 148-horsepower 2.0-liter or a 167-horsepower 2.5-liter dual-overhead-cam 16-valve 4-cylinder engine, the MAZDA3 offers standard and optional equipment simply not found on other cars in its class. Available features include self-leveling Bi-Xenon headlights, Adaptive (steerable) Front-lighting System, Advanced Keyless Entry with push-button start, hands-free Bluetooth cell phone and audio player integration, and 10-speaker BOSE Centerpoint surround sound audio system. Interactive lighting with welcome mode, variable heated front seats, power driver's seat, dual automatic climate control and compact navigation are just some of the features also available. Package/option changes for 2011 include the addition of rain-sensing front wipers, auto on/off headlights, Bi-Xenon headlights with auto leveling, Adaptive Front-lighting system, and LED rear combination taillights to the Technology Package.

### ***MAZDASPEED3***

Added to *MAZDASPEED* Technology Package for 2011:

- Rain-sensing wipers
- Auto on/off headlights
- Bi-Xenon auto-leveling headlights
- Adaptive Front-lighting System (AFS)
- Rear LED taillamps

Even before it was introduced in 2006, driving enthusiasts had already pegged the *MAZDASPEED3* to be a leader in the front-drive performance car category. In addition to living up to that expectation, the *MAZDASPEED3* has come to be regarded as one of the best bargains on the road. The 2011 *MAZDASPEED3* is a great bargain while continuing to be the finest marriage of performance and practicality on four wheels. A sporty and aggressive exterior design compliments an avant-garde interior. Under the hood is the highly acclaimed 263-horsepower MZR 2.3L DISI turbo engine capable of propelling the *MAZDASPEED3* to a 155-mph top speed. Features like an LED turbo boost gauge, air intake and unique *MAZDASPEED* interior express the *MAZDASPEED3's* athletic nature while 18-inch Dunlop tires provide improved grip and steering feel.

Package/option changes for 2011 include the addition of rain-sensing front wipers, auto on/off headlights, Bi-Xenon headlights with auto leveling, Adaptive Front-lighting system, and LED rear combination taillights to the *MAZDASPEED*

Technology Package.

## MAZDA5

The all-new MAZDA5 will provide a stylish and versatile vehicle for customers looking for a fun to drive alternative to the traditional bland family hauler.

New for 2012:

- New 2.5-liter DOHC I4 engine
- New six-speed manual transmission
- All-new interior and exterior design featuring Nagare ("flow") design language
- New 16-inch alloy wheel for Sport, new 17-inch alloy wheel for Touring and Grand Touring models
- Trip computer added to Touring and Grand Touring models
- Bluetooth hands-free audio added to Touring and Grand Touring models
- Bluetooth hands-free phone added to Touring (standard on GT)
- Sirius XM® satellite radio with four-month subscription standard on Grand Touring
- Mazda's Smart Accelerator Pedal System (whereby the brake is prioritized over the throttle, if both pedals are pressed at the same time)

The all-new MAZDA5 design breaks away from the traditional vehicle design and brings a fresh and stylish design to the marketplace.

- Groundbreaking exterior design, with expressive lines flowing from the vehicle's front to the rear.
- Nagare design is also reflected throughout the cabin, from the instrument panel to the stitching on the seat covers.
- Chrome and silver trim on the switchgear enhances the feel of quality and sportiness.
- Tuned for better straight-line stability, improved roll control in corners and smoother linear response in all situations
- Body stiffness increased in targeted areas Improved AT highway fuel economy +2 MT MPG to 29 mpg

## MAZDA6

New or enhanced for 2011:

- Improved fuel economy (*i* models with M/T: 21/30; *i* models with A/T: 22/31 ( *i* models with A/T to be confirmed by EPA in mid-August); *s* models: 18/27 (city/highway (mpg))
- New 17-inch alloy wheel design
- New headlight design
- New fog light design
- New folding mirrors with turn signal lamps (Touring Plus & Grand Touring models)
- New silver and pearl white paint

- New cloth seat materials
- New steering wheel design
- New instrument panel premium trim accents
- New stitched vinyl door armrests
- Bluetooth added to Touring model
- Multi-Information Display with Rearview Camera added to Grand Touring models
- Rearview camera, with 7-inch touch screen, added to optional Navigation System

The MAZDA6 is a mid-size sedan that doesn't behave like one. It offers all the standards in its class like five-passenger seating, interior roominess, comfort and convenience features and lots of cargo space. However, the MAZDA6 goes one step further by adding style, performance, technology and passion.

For the 2011 model year, MAZDA6 is more fuel efficient and receives a number of exterior and interior upgrades. Available with four trim levels (Sport, Touring, Touring Plus and Grand Touring) and two engine options (the 170-horsepower 2.5-liter four cylinder *i* model or 272-horsepower 3.7-liter V6 *s* model), the 2011 MAZDA6 comes well-equipped with standard features including a six-speed manual transmission, power-assisted rack-and-pinion steering, Anti-Lock Brake System with Electronic Brake Distribution, Dynamic Stability Control (DSC), Traction Control (TCS), Tire Pressure Monitoring System (TPMS), advanced front air bags, side air bags and side air curtains. Other standard features include automatic headlight shutoff, an auxiliary-audio input jack, power automatic door locks, power windows, remote keyless entry, and steering wheel-mounted audio controls. New for 2011, a 4.3-inch Multi-Information Display for audio and Bluetooth controls and a rearview camera are now standard on Grand Touring models. A rearview camera is also added to the optional Navigation System on Grand Touring models which features an upgraded 7-inch display touch screen display.

## **RX-8**

Launched in 2003, the Mazda RX-8 hit the global market with a serious bang. The RX-8 has won 48 global vehicle awards since its release including 2003 Japanese Car of the Year, Australia's *Wheels* magazine's Car of the Year for 2003, 2003 International Engine of the Year, 2004 Singapore Car of the Year, the 2004 U.S. Best Sports Car and UK Car of the Year 2004. It was also named on *Car and Driver* magazine's Ten Best list for 2004, 2005, and 2006. In addition, the RENESIS Rotary Engine has won nine awards since 2003. All together, Mazda has sold nearly 182,000 RX-8s around the world.

Significantly updated for 2009 with a refreshed exterior and interior design, enhanced performance and an R3 model for the ultimate driving enthusiast and refined for 2010, RX-8 remains unchanged for 2011. RX-8 is available with two trim levels - Sport and Grand Touring - and the R3 model, specially designed with the enthusiast in mind. At the core of the RX-8 remains a high-powered, lightweight and perfectly balanced machine powered by the world-renowned twin-rotor RENESIS rotary engine.

## **MX-5 Miata and Power Retractable Hard Top (PRHT)**

For more than 20 years, the MX-5 Miata has offered sports car enthusiasts a pure, simple, fun-focused roadster at an attainable price. Sticking to that simple concept has made the MX-5 the most popular two-seat convertible sports car in the world, according to the experts at the *Guinness Book of World Records*, with more than 850,000 sold.

Substantially refreshed for 2009 and updated for 2010, MX-5 is unchanged for 2011, staying true to the very essence of the "oneness of horse and rider" credo that has guided development of every generation of MX-5.

The heart of the MX-5 remains a highly-responsive MZR-series 2.0-liter, powerplant making 167-horsepower (158 for automatic transmission-equipped models). The MZR is light and compact, featuring chain-driven double overhead camshafts, a lightweight flywheel, variable intake valve timing, electronically controlled port fuel injection and coil-on-plug ignition. Revving smoothly to its 7,200 rpm redline (6700 rpm with an automatic transmission), the flexible 2.0-liter engine delivers 140 lb-ft of torque at 5,000 rpm for driving exhilaration throughout the rev range.

## CX-7

New or enhanced for 2011:

- Addition of a new *i* Touring model, powered by a 2.5-liter dual-overhead-cam 16-valve 4-cylinder engine (*i*) producing 161 horsepower and 161 lb-ft torque.

New 2.5-liter *i* Touring model includes:

- 8-way power adjustable driver's seat with manual lumbar support
- Driver and front passenger heated seats
- Leather-trimmed seat upholstery
- Color Multi Information Display (MID) with rearview camera
- In-dash 6-CD changer
- Power glass moonroof
- Automatic climate control
- BOSE® with SIRUIS

CX-7 is a highly styled crossover utility vehicle (CUV) with a decided soul of a sportscar. Produced entirely on Mazda-derived platform architecture, the five-passenger CX-7 embodies an astute blend of sports car verve and CUV practicality, resulting in a fun-to-drive CUV that represents everything a Mazda should be.

Along with many exterior and interior design enhancements, for 2010, the five-passenger CX-7 received an all-new, naturally aspirated DOHC 16-valve 2.5L MZR four-cylinder engine. Available on *i* SV, *i* Sport and now,

new for 2011, *i* Touring models, the new inline four delivers 161 horsepower at 6,000 rpm and a maximum torque of 161 lb.-ft at 3,500 rpm. It drives the front wheels through a lightweight, highly efficient five-speed sport-shift automatic transmission that provides good performance while returning excellent fuel economy, 20/28 mpg (city/highway). The existing MZR 2.3L DISI Turbo engine, producing 244 horsepower and 258 lb.-ft. torque, and transmission, which continue to be offered in the upper trim levels, have been recalibrated for even better overall drivability.

Highlights of the CX-7 include five-speed sport automatic transmission (*i* models) and six-speed sport automatic transmission (*s* models), 17-, 18- and 19-inch alloy wheels, Multi Information Display (MID) with rearview camera (standard on Grand Touring and available on *s* Touring and *i* Sport), Advanced Keyless Entry and Start System, driver's seat-position memory, four-way power front passenger's seat, Bluetooth® hands-free phone and audio, Blind Spot Monitoring (BSM) System, compact navigation system and rain-sensing wipers (Grand Touring).

## **CX-9**

New or enhanced for 2011:

- New 18- and 20-inch wheel design
- Improved fuel economy (17/24 (FWD) and 16/22 (AWD))

Mazda's CX-9 is one of the most award-winning vehicles in the automotive industry. The three-row, seven-passenger crossover has received the top rating of 5-stars in frontal and side impact crashes from the US government's National Highway Traffic Safety Administration (NHTSA) vehicle safety tests and a top rating of Good from the Insurance Institute for Highway Safety (IIHS) for front and side crash protection.

Deftly blending sporty driving spirit with seven-passenger crossover utility vehicle (CUV) practicality, the CX-9 is powered by a 273-horsepower 3.7-liter V6 engine and features standard Roll Stability Control, standard Bluetooth hands free phone and an available advanced Blind Spot Monitoring (BSM) system, which helps see and prevent the unexpected. Other available features include two-position heated front seats, an available Multi Information Display (MID) for audio with rearview camera and available NAVI with Real Time Traffic System.

Highly refined inside and out for 2010, CX-9 receives redesigned wheels and improved fuel economy for 2011.

## **Tribute**

Offering more traditional sport-utility vehicle (SUV) styling than Mazda's other crossovers, CX-7 and CX-9, the 2011 Tribute rounds out the Mazda family of unibody-based utility vehicles, making it the perfect choice for buyers in search of traditional, go-anywhere, rugged styling. For the 2011 model year, Tribute carries over key

specifications and features from the 2010 model year.

**Mazda:**

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

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