

ALL-NEW 2010 MAZDA3 EARNS COVETED SMARTWAY DESIGNATION FROM EPA

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WASHINGTON - March 24, 2009 - Mazda North American Operations is pleased to announce that the all-new 2010 MAZDA3 has earned the coveted SmartWay designation from the Environmental Protection Agency (EPA), certifying it as one of the best environmental performers among light duty vehicles.

EPA developed the SmartWay light duty program to give consumers the opportunity to identify and compare vehicles according to their environmental performance. Each vehicle receives two environmental scores, on a scale of 1-10: A Greenhouse Gas Score (reflects carbon dioxide (CO₂) and other greenhouse gas emissions) and an Air Pollution Score (reflects vehicle tailpipe emissions that contribute to local and regional air pollution). The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combined score of 13 or higher.

The MAZDA3i with manual transmission achieves 25 mpg in the city and 33 mpg on the highway - a 10 percent increase over the comparable highway figure for the outgoing 2009 model. MAZDA3i models are fitted with the MZR 2.0-liter engine, providing 148 hp and 135 lb-ft of torque. It features compact and light aluminum block and head construction with two chain-driven overhead camshafts operating four valves per cylinder for complete combustion, maximum efficiency, and minimal exhaust emissions.

MAZDA3s customers benefit from a healthier injection of Zoom-Zoom, attributable to a move from 2.3 to 2.5-liters of displacement, now with 167 hp and 168 lb-ft of torque. Despite an increase in power and displacement, fuel efficiency ratings show no loss over the 2009 2.3-liter models, with EPA figures of 21 city and 29 highway with a manual transmission, 22 city and 29 highway with the new automatic.

Mazda Motor Corporation announced in 2008 that it will reduce the fuel consumption of Mazda vehicles sold globally by an average 30 percent by 2015 through the introduction of a new family of four-cylinder engines, improved aerodynamics and reduced weight and rolling resistance.

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, Mexico and Puerto Rico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; in Mexico by Mazda Motor de Mexico in Mexico City; and in Puerto Rico by Mazda de Puerto Rico in San Juan.

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