

All-new MAZDA3 to be Exhibited at the 2009 North American International Auto Show

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[2010 MAZDA3 5-door NAIAS debut.jpg](#)

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IRVINE, Calif.-Mazda North American Operations has confirmed that the all-new MAZDA3 four-door sedan and five-door models will be shown together for the first time in North America at the 2009 North American International Auto Show (NAIAS), to be held in Detroit from January 11 through January 25, 2009.

Aimed at the young at heart, who love to drive and are technologically aware, the new MAZDA3 is a completely new car from top to bottom and is still the most engaging car in its class. Both versions feature top-class environmental and safety performance, and offer evolved sporty driving performance, dynamic styling elements and a high-quality interior. The all-new MAZDA3 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

The MAZDA3, one of the most popular models in the Mazda brand lineup, saw two million units produced by the end of October 2008. The MAZDA3 is also the first Mazda model to consecutively exceed its annual production volume for four consecutive years since its production commenced.

The all-new MAZDA3 will go on sale in North America in the first quarter of 2009.

The balance of Mazda's full 2009 lineup will also be on display at the show, including the all-new 2009 MAZDA6 sports sedan, CX-9, CX-7, MAZDA5 and RX-8. The North American International Auto Show is open to the public January 17-25, 2009, at the Cobo Center in Detroit, Mich.

Mazda first unveiled the fully redesigned, all-new MAZDA3 sedan at the 2008 Los Angeles Auto Show, followed by the global reveal of the five-door hatchback model at the Bologna Motor Show in Italy.

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, Canada, and in Mexico by Mazda Motor de Mexico in Mexico City.

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