ALL-NEW MAZDA3 SEDAN TO DEBUT AT 2008 LOS ANGELES AUTO SHOW

Published on *11/17/2008*

LOS ANGELES, Nov 17, 2008 - On November 19, 2008, at the 2008 Los Angeles Auto Show, Mazda will unveil the all-new 2010 MAZDA3, the much-anticipated successor to the company's best-selling car globally.

The new MAZDA3 is perfectly positioned for the rapidly changing auto market. It offers a mix of quality, styling, power, dynamics and fit and finish that hits the bulls-eye for today's customers. In typical Mazda fashion, MAZDA3 will offer standard and optional equipment simply not found on other cars in this class - exactly what buyers looking for more value and less bulk want.

Environmental and safety features, based on Mazda's long-term "Sustainable Zoom-Zoom" vision, aim to balance fun-to-drive with what's right for the environment. Add in bold, expressive styling incorporating Mazda's dynamic design elements, and the all-new MAZDA3 is everything a driver could ask for in a compact sedan.

Since its launch in 2003, the current MAZDA3 has sold nearly 1.8 million vehicles in over 100 countries and has won more than 90 global motoring awards to date. The MAZDA3 accounts for almost one in three Mazdas sold.

Highlights of the 2010 MAZDA3 sedan include, either as standard or optional:

- Available new 167 horsepower MZR 2.5L engine
- Self leveling Bi-Xenon headlights
- Adaptive Front Lighting System
- Mazda's advanced keyless entry and push-button start
- Hands-free Bluetooth®cell phone and audio player integration
- Class-leading levels of reduced wind and road noise
- Class-leading aerodynamics - 0.29 coefficient of drag
- A strategically placed Multi-Information Display (MID) that displays important driver information such as audio settings, trip computer and navigation
- Power driver seat with memory
- 10 speaker BOSE®Centerpoint surround-sound audio system

Following the world debut of the North American-specification four-door sedan at the

show, the five-door hatchback version will be revealed in line with Mazda's global sales schedule.

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, RX-8, MX-5 Miata, Tribute and Tribute HEV. All attending media are invited to the company's press conference on the Mazda show stand at 12:20 p.m. on Wednesday, Nov. 19, 2008. Those not attending the Los Angeles Auto Show can watch the live reveal at http://www.mazda3reveal.com/ [1] on Wednesday, Nov. 19 at 12:20 p.m. PST. The Los Angeles Auto Show is open to the public November 21-30,

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2008, at the Los Angeles Convention Center.

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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EDITOR'S NOTE: For more information and photography on Mazda products, visit the online Mazda media center at www.mazdausamedia.com [2].

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