

MAZDA KEEPS THE ADRENALINE FLOWING IN SIN CITY

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--All-new CX-7 gets a boost for 2006 SEMA Show--

LAS VEGAS, Nevada, October 31, 2006 - Blurring the lines between a sport-utility vehicle and a sports car, at the Specialty Equipment Market Association's (SEMA) annual show here, Mazda North American Operations (MNAO) today unveiled a more powerful, more aggressive CX-7 SUV, code-named Adrenaline. Designed and built by Mazda Design North America in Irvine, Calif., Adrenaline is a truly high-performance sport-crossover vehicle designed to promote the essence of all Mazdas, best described as the "Emotion of Motion."

Based on the all-new Mazda CX-7, Adrenaline is a fully running prototype that showcases Mazda's commitment to performance. "Adrenaline is athletically inspired for people who demand a car that is as lean and fit as they are and represents their passions, yet doesn't sacrifice in hauling those passions around," said Franz von Holzhausen, design director, MNAO. "Adrenaline is tuned like an avid cyclist, and delivers on the promise."

To give Mazda's latest crossover SUV a true sports car feel, Mazda engineers converted the CX-7's stock six-speed automatic transmission to a six-speed manual, and, as CX-7 shares its driveline with *MAZDASPEED6*, they naturally chose to use the same transmission found in the *MAZDASPEED6*. With the help of rallyist and drifter Rhys Millen and his team in Huntington Beach, Calif., Adrenaline pushes out more than 300 horsepower, thanks to a re-tuned engine with a modified intake system, header with a free-flow exhaust and more boost from the re-plumped turbo. Other performance enhancements include a remote oil cooler and repositioned intercooler located opposite the oil cooler in the front fascia.

A wider, lower stance and a bold new face give the all-wheel-drive Adrenaline an aggressive and firmly planted sporty stance. Unique design cues include new front and rear exterior styling, a clam shell front clip, wrap around rear spoiler and an innovative rear glass design. New fenders and doors give Adrenaline a three-inch wider overall stance. Wheel wells are filled out through the fitment of 22-inch EXE wheels with a greater-than-stock offset and 285/35-R22 Yokohama tires, providing an aggressive look and sure on-the-road ride and handling.

Re-trimmed to suit an avid cyclist, Adrenaline's interior includes a leather-wrapped instrument panel, a center console-integrated iPod and sporty, laser-etched front and rear bucket seats. An integrated bike rack runs down the spine of the roof, while clear moon-roof panels run from header to spoiler, adding to the feeling of space in the interior. Removable DVD systems from Visteon are integrated into the interior roof panel.

Inspired by the yellow jerseys worn by bicyclists to signify stage and overall winners, Mazda designers chose

gradating yellow paint theme, which gives the impression of the vehicle punching through the atmosphere. It is bright, bold and sporty.

Guaranteed to turn heads at SEMA, Adrenaline delivers on the promise of Zoom-Zoom and adroitly crosses the line between an SUV and a sports car - more practical, but just as much fun.

2007 Mazda CX-7

Launched in May, 2006, the 2007 CX-7 is a highly styled crossover SUV 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 SUV practicality, resulting in a fun-to-drive SUV that represents everything a Mazda SUV should be.

Prominent front fenders, A-pillars rooted at the body's leading edge, a sharply raked windshield and Mazda's signature five-pointed grille clearly register this new model as a Mazda. CX-7 is fitted with a turbocharged and intercooled 2.3-liter four-cylinder direct- injection gasoline engine similar to that fitted to the *MAZDASPEED3* and *MAZDASPEED6* but producing 244 horsepower in this application. Mazda CX-7 delivers an estimated 23 mpg in combined driving.

Inside, the CX-7 is sporty with a high degree of craftsmanship. To draw drivers inside, there's a three-dial instrument cluster, a console supporting the shifter within close reach, three-spoke steering wheel and firmly contoured front bucket seats, all provided with a high quality feel.

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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