

MAZDA TO UNVEIL ALL-NEW SMALL CAR AT 2009 LOS ANGELES AUTO SHOW

Published on 11/18/2009

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[2011 MAZDA2 TEASER IMAGE](#)

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IRVINE, Calif. - The long-anticipated [2011 MAZDA2](#) [4] will make its North American debut at the 2009 Los Angeles Auto Show next month. Designed and engineered by Mazda, and already an award-winner in countries all over the world, the MAZDA2 brings a level of style and driving dynamics to the North American subcompact segment that no other competitor can offer. The vehicle will be sold in the U.S. and Canada beginning in late 2010.

Takashi Yamanouchi, representative director, president and CEO, Mazda Motor Corporation, will address the media at a press conference, scheduled to begin at 11:05 am, Wednesday, December 2. In addition to a stock MAZDA2, a selection of unique MAZDA2 vehicles will be on display to showcase the car's creative potential and versatility.

"Bringing MAZDA2 to North America completes the bookends in our lineup," said Jim O'Sullivan, president and CEO, Mazda North American Operations. "With the seven-passenger crossover CX-9 at one end and the subcompact MAZDA2 at the other, Mazda's lineup now spans the most significant product segments in the industry, and is the strongest, best-designed, best-built we have ever offered. MAZDA2 will be true to everything that makes our cars stand apart from the competition: it will be stylish, fun-to-drive and a heck of a value. In short, it will be the definition of Zoom-Zoom."

MAZDA2 has been a sales and media success in markets around the world, winning 48 awards and being recognized as Car of the Year in more than 20 countries. Additionally, MAZDA2 was named "2008 World Car of the Year," besting all other new cars around the world.

In addition to the North American debut of MAZDA2, Mazda will showcase its full 2010 lineup at the Los Angeles Auto Show, including the MAZDA3, MAZDA5, MAZDA6, MX-5, RX-8, CX-7 and CX-9.

Celebrating its 40th Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and 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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EDITOR'S NOTE: For more information and photography on Mazda products, visit the online Mazda media center at www.mazdausamedia.com [5].

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