

ZOOM-ZOOM

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The company's world-renowned global marketing campaign - Zoom-Zoom - embodies the challenging spirit of the company's designers and engineers, the spirit that perfected the rotary engine, reinvented the roadster with the award-winning MX-5 Miata sports car, and won the legendary 24 hours of LeMans sports car race with the rotary-powered 787B. Mazda's creativity, passion, and innovation are dedicated to delivering fun and exhilarating driving experiences to customers who remember the "emotion of motion" first felt as a child. It's the "wind-in-your-hair" feeling you get from horseback riding on a crisp fall day, the sense of freedom from cruising down a wooded country lane in a sleek convertible, or the exhilaration that comes from a roller coaster ride.

Zoom-Zoom starts with a visual promise. Mazda vehicles are designed to not only catch the eye; they convey an immediate image of youthful exuberance, style and driving fun. Spirited performance is an essential element of Zoom-Zoom. With that goal always in mind, every Mazda vehicle is designed to offer features that continually surprise and delight our customers.

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