



**2015 GENEVA
MOTOR SHOW**

PRESS KIT



TABLE OF CONTENTS

2015 GENEVA MOTOR SHOW



1.	INTRODUCTION Geneva 2015: Mazda's unbridled potential	4 - 7
2.	THE ALL-NEW MAZDA CX-3 All fun, no reservations	8 - 23
3.	THE ALL-NEW MAZDA MX-5 Inspiration comes full circle	24 - 31
4.	MAZDA AT GENEVA An overview	32 - 35
5.	MAZDA MOTOR CORPORATION Facts & figures	36 - 37
6.	CONTACTS Mazda Motor Europe	38 - 43

INTRODUCTION

2015 GENEVA MOTOR SHOW
MAZDA'S UNBRIDLED POTENTIAL



Mazda is coming off another successful year in Europe in 2014. There's no let-up in sight either, as demonstrated by the company's aggressive model offensive: five launches in six months.

All are on display at the 85th Geneva International Motor Show. Specifically, three brand-new model generations - the Mazda CX-3, Mazda MX-5 and Mazda2 - alongside the 2015 Mazda CX-5 and 2015 Mazda6.

The initial media response to the all-new Mazda CX-3, which makes its European premiere, has been overwhelming following its unveiling in the U.S., Japan and Australia. This is very encouraging in a segment expected to be one of the industry's fastest growing in the coming years.

Instead of looking at competing models, Mazda studied the people most likely to buy the company's first-ever small SUV – young, active and creative – and designed it around their needs and expectations. As a result, the CX-3 is an entirely new product. Based on Mazda's SKYACTIV Technology, fuel-efficient fun is a guarantee in either front-wheel drive (FWD) or all-wheel drive (AWD) guise. And its KODO looks, smartphone connectivity system and vast line-up of active safety technology should resonate loud and clear with this target group.

Sharing the spotlight at Mazda's stand, the all-new Mazda MX-5 carries on the lightweight sports car tradition that began some 25 years ago. The fourth-generation roadster was created to appeal to the senses of those around the world who love to drive.

Alongside these two newest Mazdas are three highly lauded models, all of which recently went on sale in Europe. Initial demand for the all-new Mazda2, 2015 Mazda CX-5 and 2015 Mazda6 bodes well for Mazda in its effort to maintain the strong momentum in Europe during the current year.



THE ALL-NEW MAZDA CX-3

ALL FUN, NO RESERVATIONS



Designed and engineered for the active lifestyles of today, Mazda's first small SUV looks ready to set a benchmark for a new era.

- // Mazda aims to shake up one of the industry's fastest growing segments with:
- an inspired KODO exterior design
 - SKYACTIV Technology for outstanding dynamic performance, Mazda's patented sporty handling, and hybrid-level fuel economy
 - internet connectivity along with the latest active safety innovations

// Available with Mazda's intelligent new-generation AWD system or in fuel-saving FWD format

// Scheduled go on sale in Europe by early summer



Exterior

While sharing many KODO design traits with other new-generation models, the Mazda CX-3's uncompromising exterior design clearly expresses quality and a sense of speed, substance and purpose.

// Bold face centred on the grille and its seven silver fins for a look of concentrated energy that extends through the chromed signature wings into the headlamps with:

- a high nose that evokes confidence
- full LED headlamps* reminiscent of a predator's eyes
- futuristic light-guiding technology illuminating the portion of signature wing within the headlamp unit

// Stylish tailgate forms conceal features like the rear parking camera

- dual exhaust pipes underscore the car's sporty go-anywhere nature

// Rear combination lamps stretch from body into liftgate with a shape echoing that of the headlamps

// 18-inch aluminium wheels feature five sets of double spokes with a machined outer

finish that contrasts with the gunmetal grey metallic contour surfaces

- also available with 16-inch aluminium wheels in a simple, bold sculpted look or 16-inch steel wheels

// Offered in one of nine body colours including Ceramic Metallic, Soul Red Metallic, Arctic White, Jet Black, Deep Crystal Blue, Meteor Grey, Titanium Flash, Dynamic Blue, and Crystal White Pearl.

* Availability depends on trim level and market



Interior

The cabin combines the best of SUVs and normal cars. The result: crossover freedom and unconstrained fun thanks to superb visibility, the comfort of a uniquely ergonomic interior reminiscent of a larger class of car, and a flexible, practical boot.

- // Developers came up with a radically new cabin echoing the CX-3's exterior design, e.g. with:
 - interior elements that feature a hand-crafted level of quality combined to create continuity
 - instrument cluster hood exclusive to CX-3 finished in a stitched leather-grain* look

// Class-beating driver's seat adjustability: 260mm front-back range and 40mm vertically with 45mm of steering wheel tilt and 50mm telescopic range

// Top-class front shoulder room and legroom

// Three interior packages* offered:

- pure-white leather combined with off-black Lux Suede® upholstery and dark red accents and metallic panels in a machined aluminium-look finish
- black leatherette and dark grey fabric upholstery combo with the same red accents as above and a soft black padded decorative panel with red stitching
- two different combinations of fabric upholstery also available along with silver accents, dark red climate control louvre rings and the soft black padded decorative panel with silver stitching

// Flexible 350-litre boot expands to 1,260 litres with rear seats folded**



* Availability depends on trim level and market

** DIN volumes, incl. sub-trunk



Connectivity, functionality & equipment

Safety and usability are the top priorities of Mazda's new-generation human-machine interface. The aim is to give the driver the full benefit of the CX-3's vast range of technology in maximum comfort and with minimal eye movement or physical exertion.

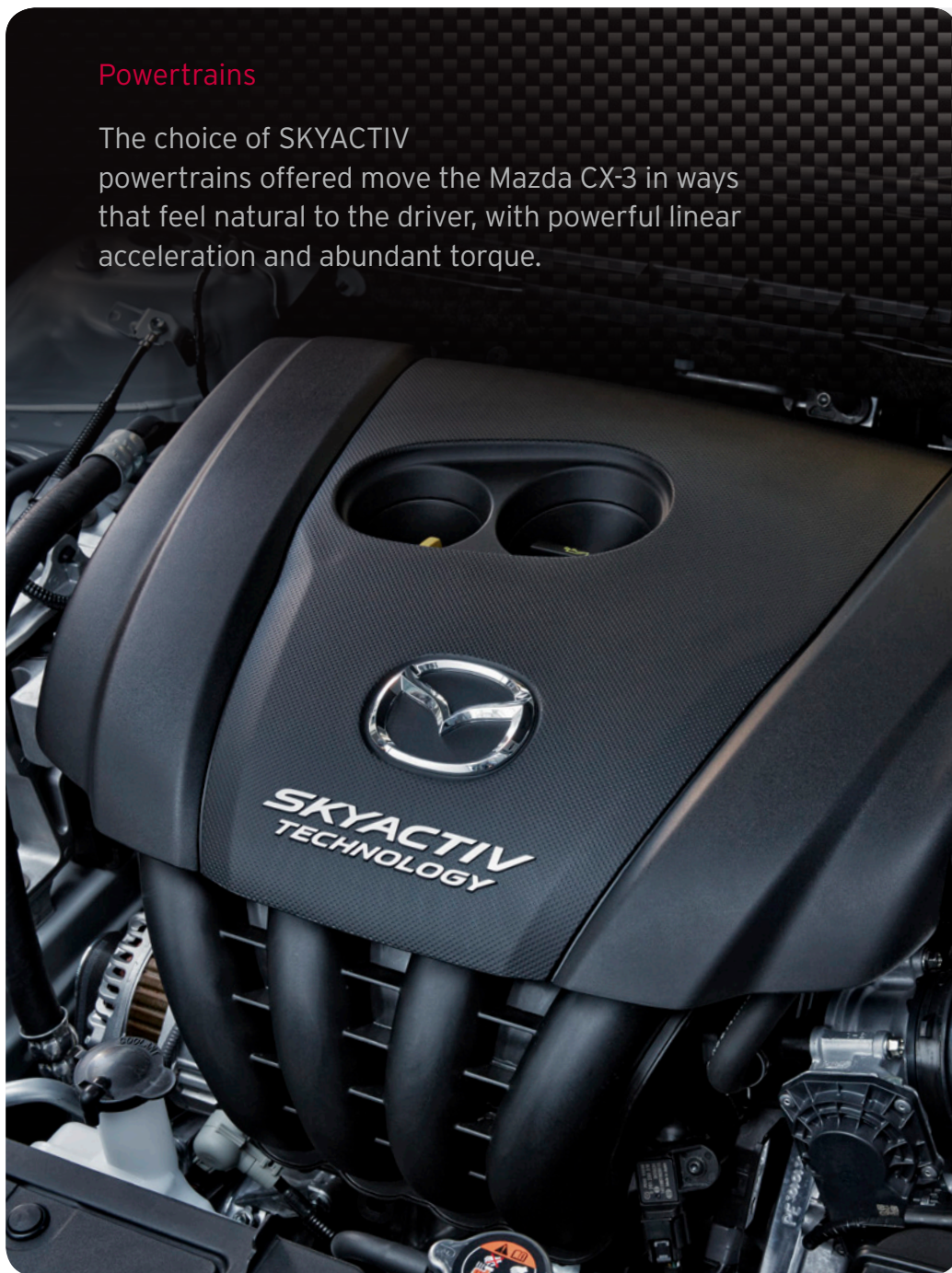
- // Driver-oriented layout, with important controls (e.g. pedals, gearshift, rotary commander) positioned to be an extension of the driver's body
- // Active Driving Display*, one of the first head-up displays in this segment
- // 7-inch touchscreen display* located on the dash above the centre stack
- // Navigation system*



* Availability depends on trim level and market

Powertrains

The choice of SKYACTIV powertrains offered move the Mazda CX-3 in ways that feel natural to the driver, with powerful linear acceleration and abundant torque.



SKYACTIV-G 2.0 direct-injection petrol engine

- // "Rightsized" and naturally aspirated for superb linear performance and excellent real-world fuel economy
- // World's highest* compression ratio (14.0:1) in a mass production model
- // Offered for the CX-3 in two versions with standard i-stop idle-stop system; also available with the latest version of i-ELOOP, Mazda's unique brake energy regeneration system

Output:

- // FWD: 88kW/120PS at 6,000rpm & 204Nm at 2,800rpm
- // AWD: 110kW/150PS at 6,000rpm & 204Nm at 2,800rpm

Fuel consumption & CO₂ emissions**:

- // 5.9l/100km & 137g/km (FWD with six-speed manual)
- // 5.8l/100km & 136g/km (FWD with six-speed automatic)
- // 6.4l/100km & 150g/km (AWD with six-speed manual & i-ELOOP)
- // 6.3l/100km & 146g/km (AWD with six-speed automatic & i-ELOOP)

Emissions class: Euro 6

SKYACTIV-D 1.5 clean diesel

- // Like the version launched on the all-new Mazda2, it delivers hybrid-like fuel economy and low-knock operation thanks to:
 - a low 14.8:1 compression ratio
 - a special combustion chamber and

fuel injection system to help counter cooling losses

- a compact high-efficiency turbocharger with variable turbine geometry
- // Standard i-stop, the idle-stop system delivering the world's fastest diesel restarts

Output:

- // 77kW/105PS at 4,000rpm & 270Nm at 1,600-2,500rpm

Fuel consumption & CO₂ emissions**:

- // 4.0l/100km & 105g/km (FWD with six-speed manual)
- // 4.7l/100km & 123g/km (AWD with six-speed manual)
- // 5.2l/100km & 136g/km (AWD with six-speed automatic)

Emissions class: Euro 6

SKYACTIV-Drive six-speed automatic

- // Delivers the direct feel of a manual, with smooth acceleration from zero and excellent fuel economy
- // Comes with a Drive Selection switch (petrol models) to change into "sport" mode for more torque in response to accelerator pressure

SKYACTIV-MT six-speed manual

- // Compact lightweight transmission featuring a lock ball-type synchroniser for short, crisp and smooth gearshifts
- // Short level shaft and large drop angle for precise operation

* Available as of February 2015, according to in-house data
** Mazda in-house figures for the combined cycle



Chassis & body

Conceived to offer unrestricted and inspiring mobility, the Mazda CX-3 is available with either front-wheel drive (FWD) or all-wheel drive (AWD). The refined suspension delivers confidence-inspiring handling and road stability, while the remarkably stiff yet lightweight SKYACTIV-Body offers outstanding crash protection and more.

SKYACTIV-Chassis

- // Electric power-assisted steering adapted from the Mazda2 for the CX-3's added weight, higher centre of gravity and bigger powertrains
- // Freedom expanding new-generation AWD system features
 - innovative front-wheel slip warning detection system that employs 27 sensor

signals to monitor the driver's intentions and constantly changing road conditions, instantly transmitting drive power to the appropriate wheels

- active torque control coupling determines how much grip each wheel needs, automatically and instantly distributing the right amount of torque to each wheel

SKYACTIV-Body

- // Outstanding strength and collision safety despite being lightest body-in-white in its class
- // Adopted similar NVH measures to Mazda2 and more to handle the larger petrol engine and AWD with minimal added weight while putting the CX-3 on par with C-segment cars when it comes to high-frequency noise

- // Aerodynamics concept based on streamlining underbody air flow and improving the balance of the upward and downward flows that converge at the rear of the body by:
 - optimising shapes to enhance airflow around the car, from the front bumpers to the D-pillar garnishes
 - adding various undercarriage covers

Safety

The Mazda CX-3's considerable range of i-ACTIVSENSE active safety technology is another aspect of the unrestricted mobility concept behind Mazda's first small SUV.



i-ACTIVSENSE - safety technology*

// **Mazda Radar Cruise Control** (MRCC) uses 76GHz radar to monitor speed and distance to preceding vehicles, adjusting the throttle and brakes to maintain a safe trailing distance

// **Distance Recognition Support System** (DRSS) displays distance to preceding vehicles based on radar measurements, flashing an icon if the CX-3 gets too close

// **Forward Obstruction Warning** (FOW) sounds an alert and warns the driver to take evasive action if DRSS detects an increased collision risk

// **Smart Brake Support** (SBS) uses 76GHz radar together with a camera to monitor

the road for vehicles and obstacles, pressurising the brakes should FOW sound an alert and applying them lightly at first and with increasing pressure should the danger persist

// **Smart City Brake Support** (SCBS) is a near-infrared camera based low-speed (4-30km/h) emergency braking system that, like SBS, first pressurises the brakes and then applies them to prevent or at least reduce the severity of an impact with a vehicle or obstacle up to 6m ahead

// **Blind Spot Monitoring** (BSM) uses 24GHz radar to keep tabs on the road to the sides and rear of the CX-3, warning of vehicles approaching in adjacent lanes with a flashing indicator in the side mirror and a buzzer sound should the driver signal

a lane change. BSM thereby extends the functionality of the Rear Vehicle Monitoring (RVM) system to the areas on either side of the car, also adding Rear Cross Traffic Alert (RCTA), which warns the driver when reversing of vehicles approaching from the sides

// **Lane Departure Warning System** (LDWS) examines the lane markings using a camera and warns the driver of unintentional lane changes

// **High Beam Control** (HBC) switches automatically between high and low beams to avoid impairing other motorists' vision, using a camera to monitor oncoming headlights and the taillights of preceding vehicles

Passive safety

// The CX-3's SKYACTIV-Body is reinforced in the name of top-class crash safety protection. It features:

- stronger 1,180MPa floor panels to better absorb frontal impact forces & protect cabin
- stiffer B-pillars and high-strength steel door reinforcements and outer panels
- a front overhang providing a larger crumple zone, also preventing engine compartment damage from a mild impact, thus limiting repair costs

// Rear bumper crush cans with cruciform shaped cross-section reinforcing members along with beads to control rear side frame deformation

* System availability depends on trim level and market



Selected specifications

		SKYACTIV-G 2.0 (120 PS)		SKYACTIV-G 2.0 (150 PS) with i-ELOOP		SKYACTIV-D 1.5		
Engine type		I4 DOHC 16 valves		I4 DOHC 16 valves		I4 DOHC 16 valves		
Fuel type		95 RON petrol		95 RON petrol		Diesel		
Max. power	kW(PS)/rpm	88(120)/6,000		110(150)/6,000		77(105)/4,000		
Max. torque	Nm/rpm	204/2,800		204/2,800		270/1,600-2,500		
Powertrain		FWD		AWD		FWD	AWD	
Transmission		6MT	6AT	6MT	6AT	6MT	6MT	6AT
Performance								
Top speed	km/h	192	187	200	195	177	173	172
Acceleration 0-100km/h*	secs.	9.0	9.9	8.7	9.6	10.1	10.5	11.9
Fuel consumption								
Urban	l/100km	7.4	7.3	8.1	7.8	4.4	4.9	5.6
Extra urban	l/100km	4.9	4.9	5.5	5.5	3.8	4.6	4.9
Combined	l/100km	5.9	5.8	6.4	6.3	4.0	4.7	5.2
CO ₂ emissions (combined)	g/km	137	136	150	146	105	123	136
Emission rating		Euro 6		Euro 6		Euro 6		
Weight								
Min. kerb weight	kg	1,155	1,195	1,235	1,265	1,200	1,275	1,295
Min. kerb weight (with 75kg driver)	kg	1,230	1,270	1,310	1,340	1,275	1,350	1,370
Dimensions								
Overall length x width x height	mm	4,275** x 1,765 x 1,535						
Wheelbase	mm	2,570						
Seating capacity		5						
Suspension, steering , brakes & tires								
Suspension (front / rear)		Macpherson strut / torsion beam axle						
Steering		Electric power assisted (rack and pinion)						
Brakes (front/rear)		Ventilated discs / solid discs						
Tire size		215/60 R16 215/50 R18						

* Under Mazda test conditions

** Without number plate holder



THE ALL-NEW MAZDA MX-5

INSPIRATION COMES FULL CIRCLE

The all-new Mazda MX-5:
The fourth generation is the one that should bring Mazda across the 1-million mark in all-time sales, extending its world record as the bestselling roadster in history.

// Pure lightweight *Jinba Ittai* rider-and-horse-as-one enjoyment in a sports car suited to today's needs

// 100kg lighter than the outgoing model generation by pursuing ideal structures throughout the vehicle

// Equipped with a range of state-of-the-art new technology such as:

- MZD Connect for in-car smartphone internet access
- i-ACTIVSENSE advanced active safety technology
- the MX-5's most advanced human-machine interface to date

// Ultra-sporty new KODO design

// Slated to arrive at dealers in Europe in fall



Product concept

- // Maximise the roadster experience by appealing to the senses and sensations through which people enjoy cars with:
 - an agile design that sets the heart pounding, featuring body surfaces that richly express the contrast between stillness and motion
 - an experience that captivates any driver with the ultimate *Jinba Ittai* feeling
 - a pleasantly refreshing and universally enjoyable roadster that lifts the spirits
- // And at the same time satisfy today's technology and convenience demands

Exterior

- // Unique ultra-sporty rendition of Mazda's award-winning KODO - Soul of Motion design
- // More dynamic than ever with the cabin moved towards the rear and the hip-point of the seats lowered, thus making its occupants stand out
- // Body panels wrap around into the door trim, dissolving the boundaries between the inside and outside of the car
- // Reflections on the body surfaces change with the angle of the light, making the car actually look alive

Interior

- // A people-oriented interior built for driving and pure top-down roadster pleasure, featuring:
 - advanced wind control, with the shape of the door trim and smaller quarter windows optimised for just the right amount of top-down wind
 - new headrest speakers deliver a clear sound, whether listening to music or talking on the phone
- a soft top that is simple to operate even when seated
- // The cabin remains snug and secure, true to the MX-5's *Jinba Ittai* spirit, but with a symmetry that lets the driver focus.



Connectivity, functionality & equipment

- // MZD Connect, Mazda's next-generation connectivity system, works in tandem with a smartphone to enable safe and easy access to the internet and communication services when in transit
- // The MX-5's most advanced human machine interface yet, with a highly ergonomic layout
 - pedals, controls, gauges and other equipment located in the optimum positions, enabling the driver to maintain a straight, comfortable posture

Powertrains

- // Upholds the MX-5's front-midship engine, rear-wheel drive layout with perfect 50:50 front-back weight distribution
- // Powered by one of two lightweight SKYACTIV-G petrol engines, specially modified for the MX-5 to deliver direct responsiveness and outstanding agility
 - SKYACTIV-G 1.5: 96 kW/131PS at 7,000rpm
 - SKYACTIV-G 2.0: 118 kW/160PS at 6,000rpm
- // Driven by a choice of specially tuned six-speed manual or automatic transmissions, featuring e.g. the SKYACTIV-MT's patented short, crisp gearshift stroke



Chassis & body

- // Takes faithful responsiveness and precision handling to a new level for the ultimate *Jinba Ittai* experience
- // Perfect front-rear weight distribution with lowest centre of gravity to date and a maximum amount of weight concentrated as close as possible to the lower centre of gravity
- // Brake system optimised for top controllability and effectiveness, so the driver can maintain posture even when braking hard
- // Lightweight yet highly rigid suspension utilises a front double wishbone and rear multi-link set-up

Safety

- // Incorporates i-ACTIVSENSE active safety technology and the Mazda Proactive Safety philosophy, which aims to:
 - minimise the possibility of accidents by identifying risks early on
 - maximise the range of conditions in which the driver can operate the vehicle safely
- // Takes a multi-layered approach to passive safety:
 - safer than ever thanks to SKYACTIV Technology, which adds strength to the open-top body and enhances the absorption of crash impact energy
 - features SRS side airbags with a head protection function



Selected specifications (preliminary data)

		SKYACTIV-G 1.5	SKYACTIV-G 2.0
Engine type		I4 DOHC 16 valves	I4 DOHC 16 valves
Fuel type		95 RON petrol	95 RON petrol
Max. power	kW(PS)/rpm	96(131)/7,000	118(160)/6,000
Max. torque	Nm/rpm	150/4,800	200/4,600
Powertrain		RWD	RWD
Transmission		6MT	6MT
Weight*			
Min. kerb weight (with 75kg driver)	kg	1,050	1,075 / 1,090**
Dimensions			
Body type		Open-top sports car	
Seating capacity		2	
Overall length x width x height	mm	3,915***/1,735/1,235	3,915***/1,735/1,240
Wheelbase	mm	2,310	
Suspension, steering , brakes & tires			
Front suspension		Double wishbone	
Rear suspension		Multi-link	
Steering		Electric power assisted (rack and pinion)	
Brakes (front / rear)		Ventilated discs / solid discs	
Tires		195/50 R16	205/45 R17

* Varies depending to trim level and equipment

** With i-ELOOP and i-stop

*** Without number plate holder

THE MODELS ON STAGE AT GENEVA

AN OVERVIEW



2015 Mazda6

Giving the flagship a sophisticated maturity, the 2015 Mazda6 adds some tantalising high-lights to its award-winning KODO design and efficient lightweight SKYACTIV Technology. The revolutionary heads-up cockpit adds new meaning to the cabin's usability care of Mazda's latest human-machine interface. It helps the driver reap the most from the new connectivity and infotainment technology, thanks to the head-up display, 7-inch touchscreen ergonomically positioned on top of the centre stack, and the rotary commander on the redesigned centre console. As for style, the interior features a new blend of fashionably subtle high-quality materials. Outside, the 2015 Mazda6 gets full-LED headlights with new lighting signatures front and back as well as a stronger nose, more prominent signature wing and redesigned wheels. And for the first time, a Mazda6 diesel is offered with the company's

unique new-generation all-wheel drive technology, which features an intelligent front-slip detection warning system. The suspension, too, was restructured to smoothen out the road for greater ride comfort, increased stability and a better initial steering response. Like the 2015 CX-5, the 2015 Mazda6 features several new active safety systems. Mazda's most advanced array of i-ACTIVSENSE protection yet gives the driver more flexibility than ever in choosing the desired level of direct assistance. As for powertrains, it retains the same unconventional combination of outstanding performance with top-class fuel economy. In short, it's a flagship whose looks evoke high expectations about performance that its engineering can more than fulfil. Widening the gap in front of its mainstream mid-sized competitors, the 2015 Mazda6 is knocking on the door of the premium class.



2015 Mazda CX-5

Having quickly rose to become Mazda's best-selling model in Europe, the 2015 Mazda CX-5 now leads the brand's evolution once more. The company revamped its KODO - Soul of Motion design a more powerful grille, sharper LED head- and taillight signatures and redesigned wheels. It also achieved a quieter, smoother ride by enhancing the suspension and shock absorbers, and installing additional insulation and thicker glass. Speaking of comfort, Mazda embarked upon extensive cabin upgrades, with a new level of design and material quality to go with revamped seats and a bigger and better centre console featuring (among other things) a space-saving electric parking brake. Unsurprisingly, the 2015 Mazda CX-5 is available with Mazda's latest technology such as the intuitive MZD Connect in-car connectivity system, a 7-inch touchscreen, and a redesigned rotary

commander to control it all. Brand-new active safety systems, meanwhile, include Advanced LED Headlights (ALH) and Driver Attention Alert (DAA) along with the CX-5 debuts of Smart Brake Support (SBS) and Mazda Radar Cruise Control (MRCC).

There's no shortage of oomph with the company's most powerful engine - the SKYACTIV-G 2.5 with i-LOOP brake energy regeneration system - added to the already formidable line-up of clean diesel and petrol powerplants transferring power to the front or all four wheels via SKYACTIV automatic and manual gearboxes.



Mazda2

The Mazda2 and Geneva Motor Show have a thriving history. It was where the outgoing Mazda2 generation was launched before winning 2008 World Car of the Year. Building upon that was no easy task, so Mazda set out to erase all notions associated with this class, throwing out the rulebook for the B segment with its latest supermini. Simply put, they gave the all-new Mazda2 more of everything – except weight. And it does actually feel like a bigger car from a higher segment in terms of comfort, ergonomics and technology like a head-up display (a class first), MZD Connect smartphone connectivity, and active safety systems such as Blind Spot Monitoring

(BSM) with Rear Cross Traffic Alert (RCTA). Under the bonnet, the all-new Mazda2 debuts a brand-new small displacement clean diesel – the SKYACTIV-D 1.5 – that delivers hybrid-like fuel economy. It is available alongside a range of rightsized SKYACTIV-G petrol engines and indeed the full SKYACTIV line-up of innovative, lightweight transmissions, chassis and body. The all-new Mazda2 also features a KODO design that brilliantly combines form and function in a lighter yet stiffer package, enhancing safety as well as the subcompact's already superb handling.



Mazda3

Finalist for 2014 World Car of the Year and World Car Design of the Year, winner of Car of the Year in numerous countries, and a fixture of "best car" lists around the world, the Mazda3 has seen a lot of time on the podium since its launch less than 18 months ago. Sales of Mazda's all-time bestseller remain strong too. The Mazda3 delivers an unmatched combination of performance, fuel efficiency and functionality for its class in a package that's as safe and practical as it is stunning. Its slick KODO looks, magnificently adapted to a compact's agility, grab hold of the senses, arousing anticipation.

And its innovative SKYACTIV Technology exceeds expectations at every turn. This was the car that debuted Mazda's new interior concept featuring ergonomic comfort that simply must be experienced. It was also the first Mazda with the MZD Connect, bringing people online safely and conveniently when on the go, and the company's new head-up display – all in an affordable C-segment model. Scarcely showing any age, it's hard to believe that the Mazda3 is soon going to be the oldest new-generation Mazda available.

MAZDA MOTOR CORPORATION

FACTS & FIGURES

Fiscal year ending 31 March 2014

Headquarters	3-1 Shintchi, Fuchu-cho, Aki-gun, Hiroshima 730-8670, Japan
Founded	Toyo Cork Kogyo founded 1920 in Hiroshima; production of first Mazda vehicle (a three-wheeler) in 1931; renamed Mazda Motor Corporation in 1984
Chairman of the Board, President and CEO:	Masamichi Kogai
Capital	¥259.0 billion (as of 31 March 2014)
Listed at	Tokyo Stock Exchange
Employees	40,892 worldwide
Production sites in Japan:	// Hiroshima plant (head office, Ujina) // Hofu plant // Miyoshi plant (engines only)

* Figures for fiscal year 1 April 2013 to 31 March 2014
unless stated otherwise
** Calculated at € 1 = ¥ 134

Overseas:

- // China, Thailand, Zimbabwe,
South Africa, Ecuador
- // Mexico (started operation in
January 2014)
- // Colombia (ended automobile
production in April 2014)
- // Taiwan, Vietnam (some models
are assembled locally)
- // Malaysia, Russia (assembly only)

R&D centres

- // Hiroshima, Japan
- // Yokohama, Japan
- // Irvine, California, USA
- // Flat Rock, Michigan, USA
- // Oberursel, Germany
- // Shanghai, China

Global vehicle production (units)

1,269,000
(973,000 Japan / 296,000 overseas)

Total unit sales

1,331,000
(244,000 Japan / 1,087,000 overseas)

Revenue

¥2.69 trillion
€20.1 billion**

Operating income

¥182.1 billion
€1.36 billion**

Net income (loss)

¥135.7 billion
€1.01 billion**

Global presence

Exports to some 100 countries and
regions around the world

European headquarters

Mazda Motor Europe GmbH
Hitdorfer Str. 73
51371 Leverkusen, Germany

U.S. headquarters

Mazda Motor of America Inc.
(Mazda North American Operations)
7755 Irvine Centre Drive
Irvine, CA 92618-2922, USA

CONTACTS

MAZDA MOTOR EUROPE



Europe

Mazda Motor Europe GmbH
www.mazda-press.com

Jerome de Haan

JdeHaan@mazdaeur.com

+49 2173 943 505

+49 2173 943 553



Austria

Mazda Austria GmbH
www.mazda-press.at

Josef Deimel

deimel@mazda.at

+43 463 3888 223

+43 463 3888 62



Belarus

Atlant-M Holpy

Olga Nikishima

Olga_Nikishima@atlantm.com

+375 172 01010

+375 296 56 69 89



Belgium

Mazda Motor Belux
www.mazda-press.be

Peter Gemoets

gemoetsp@mazdaeur.com

+32 3 860 66 05

+32 3 860 66 12



Croatia

Mazda Motor Croatia
www.mazda-press.com.hr

Robert Špiranec

spiranec@mazda.hr

+385 1 6060 259

+385 1 6040 746



Cyprus

Mazda Cyprus
A.Stephanides & Son Automotive Ltd

Elena Evgeniou

e.evgeniou@gpa.com.cy

+357 2258 1121

+357 2258 1110



Czech Republic

Mazda Motor Czech Republic
www.mazda-press.cz

Markéta Kuklová

mkuklova@mazdaeur.com

+420 739 681 120

+420 233 029 399



Denmark

Mazda Motor Danmark
www.mazda-press.dk

Jannik Olsen

jolsen@mazdaeur.com

+45 43 25 21 06

+45 26 31 88 37



Faroe Islands

Mazda Motor Danmark

Jannik Olsen

jolsen@mazdaeur.com

+45 43 25 21 06

+45 26 31 88 37



Finland

Inchcape Motors Finland Oy

Roope Lahti

roope.lahti@inchcape.fi

+358 400 886 078

+358 207 704 303



France

Mazda Automobiles France S.A.S.
www.mazda-presse.fr

David Barrière

david.barriere@mazda.fr

+33 1 61 01 65 95

+33 1 61 01 65 60



Germany

Mazda Motors
(Deutschland) GmbH

Jochen Münzinger

jmuenzinger@mazda.de
www.mazda-presse.de

+49 2173 943 220

+49 2173 943 468



Hungary

Mazda Motor Hungary KFT
www.mazda-press.hu

Eszter Burovinc

burovinc@mazda.hu

+36 1 464 5007

+36 1 464 5001



Iceland

Mazda Motor Danmark

Jannik Olsen

jolsen@mazdaeur.com

+45 43 25 21 06

+45 26 31 88 37



Italy

Mazda Motor Italia S.p.A
www.mazda-press.it

Marilù Granieri

mgranieri@mazdaeur.com

+39 06 60297 800

+39 06 60200 125



Luxembourg

Mazda Motor Belux
www.mazda-press.lu

Peter Gemoets

gemoetsp@mazdaeur.com

+32 3 860 66 05

+32 3 860 66 12



Malta
GasamZammit Motors Ltd.

Sarah Kennard
✉ skennard@mps.com.mt

☎ +356 2569 72 06
☎ +356 212 499 80



Slovenia
Mazda Motors Slovenia
(MMS d.o.o.)

Bogdan Zvanut
✉ bogdan.zvanut@mazda.si
🌐 www.mazda-press.si

☎ +386 1 420 40 85
☎ +386 1 420 40 88



Netherlands
Mazda Motor Nederland
🌐 www.mazda-press.nl

Jur Raatjes
✉ jraatjes@mazdaeur.com

☎ +31 182 685 080
☎ +31 182 635 035



Spain
Mazda Automóviles España S.A.
🌐 www.mazda-press.es

Natalia García
✉ ngarcia@mazdaeur.com

☎ +34 91 418 5468
☎ +34 91 418 5479



Norway
Mazda Motor Norge
🌐 www.mazda-press.no

Wenche S. Skarpodde
✉ wskarpodde@mazdaeur.com

☎ +47 6681 8786
☎ +47 6681 8771



Sweden
Mazda Motor Sverige
🌐 www.mazda-press.se

Per Lidström
✉ plidstrom@mazdaeur.com

☎ +46 768 750 815
☎ +46 300 10 299



Poland
Mazda Motor Poland
🌐 www.mazda-press.pl

Magdalena Węglewska
✉ mweglewska@mazdaeur.com

☎ +48 223 181 980
☎ +48 223 181 970



Switzerland
Mazda (Suisse) SA
🌐 www.mazda-press.ch

Giuseppe Loffredo
✉ gloffredo@mazda.ch

☎ +41 22 719 3360
☎ +41 22 719 3305



Portugal
Mazda Motor de Portugal Lda
🌐 www.mazda-press.pt

Sandra Ferro
✉ sferro@mazdaeur.com

☎ +351 21 351 2774
☎ +351 21 351 2771



Turkey
Mazda Turkey
🌐 www.mazda-medya.com

Hülya Pamuk
✉ hpamuk@mazdaeur.com

☎ +90 216 430 70 60
☎ +90 216 430 70 02



Rep. of Ireland
Mazda Motor Ireland
🌐 www.mazda-press.ie

Avril Brophy
✉ abrophy@mazdaeur.com

☎ +353 1233 476 0
☎ +353 1233 4701



Ukraine
AUTO International

Julia Kuzmenko
✉ kuzmenko@auto-itl.kiev.ua

☎ +38 0 44 230 1512
☎ +38 0 44 230 1581



Romania
Free Communication

Daniel Alexandru Amzar
✉ daniel.amzar@freecomm.ro

☎ +40 752 111 728



United Kingdom
Mazda Motors UK Ltd.
🌐 www.mazda-press.co.uk

Graeme Fudge
✉ gfuedge@mazdaeur.com

☎ +44 1 322 622 691
☎ +44 1 322 622 701



Russia
Mazda Motor RUS
🌐 www.mazda-press.ru

Maria Maguire
✉ mmaguire@mazdaeur.com

☎ +7 499 500 4856
☎ +7 495 589 2482



Bulgaria & Moldavia
Mazda Central and
South East Europe

Eszter Burovinc
✉ burovinc@mazda.hu

☎ +36 1 464 5005
☎ +36 1 464 5001



Slovakia
Mazda Motor Slovak Republic
🌐 www.mazda-press.sk

Markéta Kuklová
✉ mkuklova@mazdaeur.com

☎ +420 739 681 120
☎ +420 233 029 399



Albania, Bosnia, Macedonia, Montenegro & Serbia
Mazda Central and
South East Europe

Robert Špiranec
✉ spiranec@mazda.hr

☎ +385 1 6060 259
☎ +385 1 6040 746

The Rebels with a Cause

Explore a space for challengers with fascinating stories:

www.mazdarebels.com