



For immediate release

12 December 2014

All-new Mazda2 - Pricing and Specification Announced

- 16-strong all-new Mazda2 model line-up priced from £11,995 to £17,395 on-the-road (OTR), on sale in the UK early next year.
- Five level grade structure -SE, SE-L, SE-L Nav, Sport and Sport Nav- combining generous standard equipment with premium quality and craftsmanship
- Cutting-edge technology including 7-inch colour touch-screen*, MZD Connect* smartphone connectivity and Active Driving Display** - the first head-up display in the B-segment
- Optimised range of Euro 6-compliant SKYACTIV powertrains -1.5-litre, 75, 90 and 115ps petrol and 1.5-litre, 105ps diesel engines
- Comprehensive safety package as standard, including Hill Hold Assist, Tyre Pressure Monitoring System, Dynamic Stability Control and Traction Control System

Combining Mazda's unique SKYACTIV technology with its striking 'KODO-Soul of Motion' design philosophy, the all-new Mazda2 will bring new levels of technological sophistication, driving pleasure and active safety to the highly competitive B-segment when it goes on sale in the UK early next year.

The first appearance of the all-new Mazda2 model range sets new standards for infotainment, in-car connectivity and equipment levels in the segment with the 90ps SE-L Nav models featuring a 7-inch colour touch-screen, a rotary Multimedia Commander infotainment control, MZD Connect, DAB radio, and a satellite navigation system as standard, whilst Sport Nav models also benefit from the addition of 16-inch alloy wheels, smart keyless entry and climate control air-conditioning.

The arrival of the all-new Mazda2 in the UK will be celebrated by the availability of a special, £14,995 on-the-road (OTR) Sports Launch Edition. Powered by Mazda's 1.5-litre 90ps SKYACTIV-G petrol engine, and includes an integrated navigation system, 16-inch alloy wheels, privacy glass, dusk-sensing lights, rain-sensing front wipers, rear parking sensors and free-of-charge Metallic/Mica/Pearlescent paint.

Offering a choice of 12 petrol and four diesel variants, the 16-strong line-up of Mazda's best-selling UK model will be priced from £11,995 to £17,395 on-the-road (OTR).

Featuring the signature 'wing' front grille and predatory headlamp styling which instantly identify it as the latest addition to the Mazda family, the company's all-new supermini shuns B-segment-ubiquitous monobox styling in favour of a dynamic, muscular, cab-rearward design which incorporates a longer wheelbase with smaller overhangs to maximise interior space.

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On-board, extra shoulder and knee room is complemented by improved seat comfort and hold, clear, coherent instrumentation and switchgear, and superior ergonomics. Within a five level grade structure -SE, SE-L, SE-L Nav, Sport and Sport Nav- a wide range of premium interior finishes raise the bar for quality and craftsmanship in the B-segment.

Amongst the most remarkable features of the all-new Mazda2's cabin are its unprecedentedly user-friendly layout and a level of cutting-edge technology unique to the class.

Available from SE-L 90ps grade, a 7-inch touch-screen combines with a rotary Multimedia Commander to create an enhanced human-machine interface (HMI) offering extremely safe, intuitive interactivity and infotainment control. DAB radio features for the first time in the Mazda2 and, in SE-L Nav and Sport Nav grades, a new navigation system offers greater accuracy, improved search features and three years of free map updates.

Plus, occupants can always be online with MZD Connect. Mazda's in-car connectivity system works with compatible iPhone and Android smartphones to access a variety of free mobile content via Aha™, a cloud platform-based*** service which features thousands of stations, personalised, location-based services and both Twitter and Facebook audio feeds. MZD Connect also supports iPod®, MP3 and CD playback, terrestrial radio, SMS and readout functions.

In conjunction with a seven per cent reduction in vehicle weight, the all-new Mazda2 features an optimised range of ultra-efficient SKYACTIV powertrains. A choice of 1.5-litre, 75, 90 and 115ps petrol and 1.5-litre, 105ps diesel engines, all of which are Euro 6-compliant, offers customers the ideal balance of lively, agile performance and highly-competitive fuel economy.

The all-new Mazda2 incorporates a comprehensive array of active safety systems including Anti-lock Brakes (ABS), Electronic Brakeforce Distribution (EBD), Electronic Brake Assist (EBA), Dynamic Stability Control (DSC), Traction Control System (TCS), Emergency Stop Signalling (ESS), Hill Hold Assist (HHA) and a Tyre Pressure Monitoring System (TPMS) are fitted as standard across the model range.

SE-L 90ps, Sport, Sport Nav grades and the Sports Launch Edition model are further equipped with a Lane Departure Warning System (LDWS), and Smart City Brake Support (SCBS). Operating between speeds of 2.5 and 18.5mph, SCBS automatically applies the brakes if the system detects an imminent frontal impact.

Finally, an optional Safety Pack on 115ps Sport Nav models offers even higher levels of driver assistance and security with High Beam Control (HBC), an Advanced Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA) system, and an Active Driving Display. Introducing head-up display technology to the B-segment for the first time, the system projects the most important real-time driving data directly into the driver's forward field of view.

- Ends -

Editors Notes

* Available as standard from all-new Mazda2 90ps SE-L models

** Available as part of the optional safety pack

***Internet application integration requires compatible Apple® or Android® device. Aha™ / Stitcher™ apps need to be downloaded to mobile device and app registration completed before connection. Data usage and costs will vary, please contact your network provider for more information. Data usage relies on a valid data signal being available. These functions may not operate in areas of low signal strength. Please refer to www.mazdahandsfree.co.uk for the latest information regarding compatibility and functionality of mobile devices.

Further press information is available from www.mazda-press.co.uk

Interactive Press Packs for all models are available from www.mazdamediapacks.co.uk

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Standard Equipment

All Mazda2 models have the following standard equipment:

Exterior

SE

15-inch steel wheels,

Electrically adjustable door mirrors with integral indicator lights

Daytime Running Lights

Coming home / leaving home lights

Rear roof spoiler

SE-L grade adds

15-inch alloy wheels

Front fog lights

Power-folding, heated door mirrors.

The Sports Launch Edition adds

16-inch alloy wheels

Privacy glass

Dusk-sensing headlamps

Rain-sensing front wipers

Rear parking sensors

Sport and Sport Nav grades

16-inch alloy wheels

Privacy glass

Dusk-sensing headlamps

Rain-sensing front wipers

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Rear parking sensors
LED headlamps (115ps Sport Nav only)
LED Daytime Running Lights (115ps Sport Nav only)

Interior

SE

Black cloth upholstery
Height adjustable driver's seat
Reach and rake adjustable steering wheel
Trip computer
AM/FM radio with 4 speakers, USB and AUX connectivity
CD Player
Steering wheel mounted audio controls

SE-L grade adds

Leather steering wheel and gear knob
60:40 split/folding rear seats
Integrated Bluetooth®
Steering wheel-mounted audio and Bluetooth® controls

SE-L 90ps models

7-inch colour touch-screen
Multimedia Commander
DAB radio

Sport and Sport Nav grades add

Black sports cloth trim
Two additional speakers

SE-L Nav, Sport Nav (90ps) and (115ps) grades add

Integrated navigation system with 3-years free European map upgrades

The Sports Launch Edition adds

7-inch colour touch-screen
Multimedia Commander
DAB radio
Integrated navigation system with 3-years free European map upgrades

Comfort & Convenience

SE

Remote central locking
Front power windows
Engine stop/start button
i-stop idle stop/start system
Gear shift indicator
Manual air-conditioning

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SE-L grade adds

Rear power windows
Cruise control
Adjustable speed limiter

Sport and Sport Nav grade adds

Climate control air-conditioning
Smart keyless entry system

Safety & Security**SE**

Dynamic Stability Control (DSC)
Traction Control System (TCS)
Emergency Stop Signalling (ESS)
Hill Hold Assist (HHA)
Front, side and curtain airbags
Tyre Pressure Monitoring System (TPMS)
ISOFIX child seat anchors (Outer rear seats)
Thatcham Category 1 alarm and immobiliser
ABS, EBD and EBA

90ps SE-L, Sport, Sport Nav, and Sports Launch Edition models add

Lane Departure Warning System (LDW)
Smart City Brake Support (SCBS)

All-new Mazda2 Prices

SKYACTIV-G Petrol	'On the road' retail	CO₂ (g/km)	RFL Band	Ins Group	P11D Value	Monthly BIK 20% / 40%
1.5-litre 75ps SE	£11,995	110	B	TBC	15%	£30 / £60
1.5-litre 75ps SE-L	£12,995	110	B	TBC	15%	£32 / £65
1.5-litre 90ps SE-L	£13,995	105	B	TBC	14%	£33 / £65
1.5-litre 90ps SE-L Nav	£14,395	105	B	TBC	14%	£33 / £67
1.5-litre 90ps SE-L Auto	£15,195	112	C	TBC	15%	£38 / £76
1.5-litre 90ps SE-L Nav Auto	£15,595	112	C	TBC	15%	£39 / £78
1.5-litre 90ps Sport	£14,995	105	B	TBC	14%	£35 / £70
1.5-litre 90ps Sports Launch Edition	£14,995	105	B	TBC	14%	£35 / £70
1.5-litre 90ps Sport Nav	£15,395	105	B	TBC	14%	£36 / £72
1.5-litre 90ps Sport Auto	£16,195	112	C	TBC	15%	£40 / £81
1.5-litre 90ps Sport Nav Auto	£16,595	112	C	TBC	15%	£41 / £83
1.5-litre 115ps Sport Nav	£15,995	117	C	TBC	16%	£43 / £85

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SKYACTIV-D Diesel	'On the road' retail	CO₂ (g/km)	RFL Band	Ins Group	P11D Value	Monthly BIK 20% / 40%
1.5-litre 105ps SE-L	£15,995	89	A	TBC	14%	£37 / £74
1.5-litre 105ps SE-L Nav	£16,395	89	A	TBC	14%	£38 / £76
1.5-litre 105ps Sport	£16,995	89	A	TBC	14%	£40 / £79
1.5-litre 105ps Sport Nav	£17,395	89	A	TBC	14%	£40 / £81

Performance and Economy

	Power (ps/rpm)	Torque (Nm/rpm)	0-62mph (sec)	Top Speed (mph)	Combined (mpg)
SKYACTIV-G 1.5-litre 75ps	75/6000	135/3800	12.1	106	60.1
SKYACTIV-G 1.5-litre 90ps	90/6000	148/4000	9.4	114	62.8
SKYACTIV-G 1.5-litre 90ps Auto	90/6000	148/4000	12.0	110	58.9
SKYACTIV-G 1.5-litre 115ps	115/6000	148/4000	8.7	124	56.5
SKYACTIV-D 1.5-litre 105ps	105/4000	220/3200	10.1	111	83.1

***NB** 'On the road' prices include 20.0% VAT, number plates, delivery, 12 months road fund licence, first registration fee, 3 year or 60,000 mile warranty and 3 years European Roadside Assistance. All models are available with free 7-day drive away insurance.*

Factory fitted options	Basic Price	VAT	Retail Price
Metallic / Mica / Pearlescent Paint (excluding Soul Red)	£450.00	£90.00	£530.00
Soul Red Metallic Paint	£550.00	£110.00	£650.00
Light Stone Leather trim*	£666.67	£133.33	£800.00
Safety Pack (Includes: Advanced Blind Spot Monitoring, Advanced Blind Spot Monitoring and High Beam Control**)	£333.33	£66.67	£400.00

**Optional on 90ps and 115ps Sport and Sport Nav models only*

***Optional on 1.5 115ps Sport Nav models only*