

For immediate release

18 January 2010

New 'Added Value' Special Edition Mazda3 Tamura on Sale 1 February

- New highly specified Mazda3 1.6 Tamura delivers 'added value' at £14,995 (OTR)
- 17-inch alloy wheels, Sports styling kit, special colours and 'limited edition' exclusivity
- 1.6-litre petrol engine assures lively performance and low CO₂ emissions
- Typical 0%*, 3.9%** and 5.9%** APR finance packages available
- £3,000 discount available as part of Government-backed scrappage scheme

Following on from the success of the Mazda2 and Mazda6 Tamura special editions in early 2009, Mazda has introduced a new 1.6 Tamura hatchback to its Mazda3 line-up from 1 February 2010 to offer customers even greater 'added value'.

Based on the already generously equipped TS model, the new Tamura features the addition of a Sports styling kit (with sports front grille, side skirts and sports bumpers), larger 17-inch alloy wheels with low-profile 205/50 R17 tyres, front fog lamps, special badging and free metallic paint – all for an on-the-road price of £14,995. In addition, 0% APR* or low rate finance is available for all Mazda3 buyers, including the new Tamura model, until 31 March 2010.

Like its sister cars in the Mazda3 range for 2010, the new Tamura model has a fresh bodystyle that portrays a more powerful and emotional design, with a richer expression and a more dynamic stance. In many ways the all-new Mazda3 is a 'baby Mazda6' bringing the elegant excitement of that model's distinctive lines to the C-segment.

"The new Mazda3 Tamura will bring extra appeal to a broader range of customers, including younger drivers, with its unique sports styling and great value for money," comments Mark Cameron, Sales and Marketing Director, Mazda UK. "The Mazda3 Tamura brings the sophistication, style, technology and refinement of the Mazda6 to the compact family car market.

The new Mazda3 Tamura's benefits from the same bold shape of the standard Mazda3 with its lowered aerodynamic drag to a class-leading Cd0.30 - the improved aerodynamics and retuned powertrain resulting in significant reductions in CO₂ emissions and fuel consumption over the previous model. The 1.6-litre petrol engine, which generates 105ps, is mated to a five-speed manual gearbox and accelerates the Tamura to 62mph in a brisk 12.2 seconds.

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The CO₂ output for the 1.6-litre petrol has been cut to 149g/km (from 162g/km on the previous generation 1.6 models) and the combined fuel economy figure for the new Tamura is 44.8mpg.

All new Mazda3 models are available to purchase under the new Government-backed scrappage scheme, with an increased Mazda Allowance of £2,000, in addition to the £1,000 Government contribution – so Mazda3 Tamura ownership can start at just £11,995. Mazda UK is supporting the scrappage scheme by offering two special finance deals to ‘scrappage sales’ customers.

Adding to the sporty styling cues of the exterior, the Mazda3 Tamura has numerous features as standard including: remote central locking, dual-zone climate control air-conditioning, welcome mode lighting, a leather steering wheel with audio controls, an MP3 compatible audio system with six speakers and auxiliary (AUX) jack input, as well as power folding mirrors and electric front and rear windows.

Safety is paramount on all-new Mazda3 with a host of equipment that includes Dynamic Stability Control (DSC) and a Traction Control System (TCS), six airbags and an Emergency Stop Signalling (ESS) System standard on all models. This new ESS system automatically activates the hazard warning lights at cruising speeds when the ABS sensors detect emergency braking.

A choice of four body colours for the Mazda3 Tamura is available – including one new metallic (Aluminium Silver Metallic) two regular Mica colours (Black Mica and Velocity Red Mica), and the unique-to-Tamura Gunmetal Blue Mica, offered on just 255 examples of the 850 Mazda3 Tamura models being manufactured for the UK market.

Mazda2 and Mazda6 Tamura Special Edition models are also available from £11,015 (OTR) and £17,570 (OTR) respectively. The Mazda2 Tamura is based on the popular Mazda2 1.3-litre 86ps model with the addition of a Sports Styling Pack (including front and rear sports bumpers, 2-bar sports grille, side skirts and rear spoiler), new four cylinder headlamps, 16-inch alloy wheels, special ‘Tamura’ badging and free metallic paint.

The Mazda6 Tamura, based on the Mazda6 2.0 5dr TS model, also boasts a Sports Styling Pack (including front and rear sports bumpers, side skirts and rear spoiler), plus privacy glass, clear rear light bezels, unique 18-inch alloy wheels and special ‘Tamura’ badging. Inside, this Tamura features alloy pedals and branded Tamura floor mats.

Ends...

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New Mazda3 Tamura / Performance & Economy

5-door	0-62mph (sec)	Top speed (mph)	Combined (mpg)	Urban (mpg)	Extra-Urban (mpg)
1.6 Tamura	12.2	114	44.8	34.0	54.3

New Mazda3 Tamura / Price List – January 2010

5-door	Power (ps)	'On the road' Retail	Emissions CO ₂ (g/km)	Road Fund Licence Band	Insurance Group
1.6 Tamura	105	£14,995	149	F	13E

NB 'On the road' prices include 17.5% 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.

For all the latest news from Mazda UK please visit www.mazda-press.co.uk

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Notes to Editors

Special finance offers until 31 March 2010

Mazda dealers are currently offering four finance packages available for retail sales only, until 31 March 2010 for all Mazda3 buyers, including the new Tamura model:

Retail Sales

1. Typical 0% APR* finance on Mazda Conditional Sale (with 50% minimum deposit) up to 36 months – excludes Mazda3 MPS models.
2. Typical 3.9% APR** finance on Mazda Conditional Sale and PCP (no minimum deposit) up to 24 months.
3. Typical 5.9% APR** finance on Mazda Conditional Sale and PCP (no minimum deposit) up to 36 months.
4. Mazda Deposit Contribution is available in conjunction with 3.9%** and 5.9%** APR PCP packages: Mazda3 TS, TS2 and Tamura models - £500, Mazda3 1.6 Sport - £1,000, Mazda3 2.0 and 2.2D Sport models - £750 and all-new Mazda3 MPS - £1,000.

*Retail sales only. Subject to availability at participating dealers only on vehicles registered until 31 March 2010. *0% finance available on Mazda Conditional Sale with minimum 50% deposit required. **3.9% and 5.9% finance available on Mazda Conditional Sale and PCP. ***6.9% finance only available in conjunction with Government Scrappage Scheme. Finance subject to status. Terms and conditions apply. Applicants must be 18 or over. Guarantees/Indemnities may be required. Mazda Financial Services RH1 1SR.*

Scrappage Sales

All Mazda3 models, including the Tamura, are available to purchase under the new Government-backed scrappage scheme (for cars registered on or before 29 February 2000 and vans registered on or before 28 February 2002). The finance package available for scrappage sales is:

1. Typical 6.9% APR*** finance on Mazda Conditional Sale and PCP (no minimum deposit) up to 36 months.

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