



For immediate release

09 August 2013

Company car drivers to benefit from Mazda6 free navigation upgrade

- Upgrade for free to Navigation equipped model worth £700
- Demand for award-winning all-new Mazda6 model to rise with 'must have' option
- Special offer for company car drivers and small businesses

Fleet and company car driver demand for the multi award-winning all-new Mazda6 is expected to increase even further with the launch of a free navigation (Nav) model upgrade campaign.

The cost of upgrading from a standard all-new Mazda6 without Nav to a Nav-equipped car is usually £700, but until the end of 2013 the upgrade is available to fleet and company car drivers at no cost.

The offer applies across the entire all-new Mazda6 range of Saloon and Tourer models and enables, for example, a customer to upgrade from the 2.2-litre 150ps SKYACTIV-D Saloon SE-L, priced at £22,795 on-the-road (OTR) to the 2.2-litre 150ps SKYACTIV-D Saloon SE-L Nav variant, with a list price of £23,495 OTR at no extra cost. Both models emit just 108g/km of CO₂ and achieve a combined cycle fuel economy of 67.3mpg.

The navigation upgrade offer is available to all companies who contract hire their cars via leasing companies, irrespective of the size of their business or their company car fleet. It is also available to all small businesses via their local dealer.

The all-new Mazda6 has taken the corporate market by storm following its UK launch early this year thanks to its breakthrough SKYACTIV technology which uses lightweight engines, transmissions, body and chassis to deliver class-leading tax-efficiency and fuel economy without compromising on performance.

That unique combination coupled with established Mazda hallmarks of low total cost of ownership figures, strong residual values, first-class reliability, sporty styling and excellent performance has contributed to the all-new Mazda6 being named 'Best Upper Medium Car' 2013 by leading industry publications *Fleet News* and *Fleet World*, as well as 'Best Family Car' by *Auto Express*.

Mazda Head of Fleet Steve Tomlinson said: "Satellite navigation is a 'must have' feature for many fleets and company car drivers and navigation-equipped models are already extremely popular across the Mazda range - the 2.2-litre 150ps SKYACTIV-D Saloon SE-L Nav is the biggest seller in fleet followed by the 2.2-litre 150ps Saloon Sport Nav model.

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“The new campaign will accelerate orders for all-new Mazda6 Nav models and we are particularly keen for our dealers to engage with businesses in their local areas and promote the offer. We know from Mazda6 orders just how important satellite navigation is for company car drivers. The new offer will make all-new Mazda6 Nav models more accessible and make the car an even more compelling proposition to businesses that either outright purchase or contract hire their vehicles.”

The TomTom satellite navigation system in the all-new Mazda6 gives European road network coverage and features include voice control; ‘Live Services’* that provide accurate traffic information updates every two minutes and a route change alternative to avoid traffic jams; ‘TomTom Places’ that provide information on the location of millions of businesses and other services including addresses and phone numbers; safety alerts warning of real time mobile speed camera locations and average speed checks; and point of interest navigation.

The all-new Mazda6 is available in Saloon and Tourer bodystyles with a choice of 2.0-litre SKYACTIV-G petrol 145ps and 165ps and 2.2-litre SKYACTIV-D 150ps and 175ps engines twinned with six-speed manual or automatic transmissions and six trim levels (SE, SE Nav, SE-L, SE-L Nav, Sport and Sport Nav). Prices range from £19,595 to £28,295 on-the-road (OTR).

*after an initial three months a subscription can be purchased from TomTom to extend these services.

- Ends –

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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