



For immediate release

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All-new Mazda3 joins Driving School Programme

- All-new Mazda3 added to driving school scheme
- New programme incentives
- Initiative also aims to boost car sales to new drivers

Launched earlier this year, the all-new Mazda3 joins the popular Mazda2 on the Mazda Driving School Programme, running until 30th June, 2014. The expanded programme is aimed specifically at the thousands of qualified driving instructors across the UK who are self-employed or work for small driving schools.

Both the Mazda2 and all-new Mazda3 are available to driving instructors with a series of enticing new incentives. They include:

- A cash saving - £1,350 on the all-new Mazda3 and £650 on the Mazda2
- Low rate vehicle finance - 5.9% APR on both models
- Free of charge supply and fitment of approved He-Man dual controls for both models.

The all-new Mazda3 went on sale in January and has already proved hugely popular with customers due to its stunning design, environmental and fuel efficiency benefits without compromising performance, and the manufacturer anticipates sales to further increase following its inclusion in the quarterly programme. Together with Mazda's fuel-sipping SKYACTIV technology, which also delivers outstanding crash safety performance - five star safety rating by Euro NCAP - driving instructors alike who opt for a Mazda will also benefit from these attributes.

The all-new Mazda3 is the manufacturer's latest model to feature pioneering, lightweight SKYACTIV technology offering fuel economy of up to 72.4mpg and emissions from only 104g/km for the 2.2-litre 150ps SKYACTIV-D.

Embracing both Hatchback and Fastback models, on-the-road (OTR) prices start at £16,695 for the all-new Mazda3 1.5-litre SKYACTIV-G 100ps SE Hatchback. The range also includes petrol-engined 2.0-litre 120ps and 165ps models.

The Mazda2 is an established favourite among driving schools and via the programme all models except Colour Editions are available. OTR prices start at £11,195 for the 1.3-litre 75ps SE with air conditioning. The range also includes 1.3-litre 84ps and 1.5-litre 102ps auto models.

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Mazda Head of Fleet Steve Tomlinson said: “The Mazda2 is in regular demand from driving instructors. Nevertheless, it is also clear that some instructors want a larger car which delivers on safety, environmental and fuel efficiency benefits whilst also being used both to instruct pupils and as their ‘main’ family vehicle.

“That is why we have extended the programme to include our all-new Mazda3, which in its first four months on sale has been in huge demand from both retail and corporate customers.

“Competitive list prices, a high specification, low CO₂ emissions, excellent fuel economy and strong residual values are all key factors in winning fleet business and they are among the core attributes that driving instructors are looking for when purchasing new vehicles. We believe that our new programme makes the Mazda2 and Mazda3 even more attractive to driving instructors.”

To support the introduction of the all-new Mazda3 onto the programme a dual-control equipped demonstrator vehicle is available for test drive via the Mazda dealer network. To find your local Mazda dealer visit www.mazda.co.uk who can arrange the booking.

- 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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