



All-new Mazda CX-5: first European test-drives

- Europe's favourite Mazda adds culture, refinement, intuitiveness and overall depth
- Human-centric features, evolved *Jinba Ittai* set new-generation compact SUV apart

Castelnuovo Berardenga / Leverkusen, 20 March 2017. In the Tuscan countryside south of Florence, European media representatives will get their first impressions behind the wheel of the all-new Mazda CX-5, the next generation of Japanese carmaker's top-selling model in Europe.

The compact SUV, which made its European premiere earlier this month in Geneva, spearheads another new generation of innovative and attractive Mazdas. In 2012, the outgoing CX-5 generation launched a remarkable new range of vehicles to Europe featuring SKYACTIV Technology and KODO styling. Now, the all-new CX-5 raises the bar for the Mazda line-up's already extraordinary combination of fuel efficiency, driving fun, award-winning premium looks and top-class safety.

Highlights include a quieter, more comfortable and more ergonomic interior with, among other things, a premium class windshield projected head-up display. A product of the company's human-centred development philosophy, Mazda has advanced the car's *Jinba-Ittai* intuitiveness for the benefit of all occupants, who like the driver will feel at one with the all-new CX-5. Meanwhile, a number of advancements such as better seats and cabin insulation, powertrain and suspension tweaks, and G-Vectoring Control (GVC), an innovative software-based system that controls body roll for better handling, heighten ride comfort and safety.

The exterior exudes refined strength, with the sleeker sides and lower roofline underscoring the all-new CX-5's solid stance and maturity. The SUV also marks the debut of a new premium colour from Mazda, Soul Red Crystal, which blends intense depth with unusual translucency.

Production of the all-new CX-5, which is slated to arrive in Europe in May, began in Japan in December. To date, Mazda has sold more than 1.5 million CX-5s. The model currently accounts for some 25% of global sales and has won well over 90 awards so far around the world.

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