



Cars and music: Mazda returns to Tomorrowland

- Carmaker's inspired *Jinba Ittai* driving experience meets invigorating festival atmosphere
- Mazda joins Tomorrowland with star DJ Lost Frequencies, the Mazda Zone & Mazda stage

Boom / Leverkusen, 21 July 2017. Celebrating the inseparability of driving and music, Mazda returns to Tomorrowland 2017 as a key partner to the event for the third-straight year. The Japanese company brings a number of highlights to the festival, which began yesterday in Boom, Belgium and runs on two consecutive weekends, including the Mazda Zone and Mazda Sound Of Tomorrow Island stage.

The unconventional carmaker shares much with Tomorrowland, including a passion for what it does and an open-minded perspective that encourages innovation. While Mazda puts *Jinba Ittai* into all its vehicles, where the car operates as an extension of the driver's body, Tomorrowland delivers a matchless festival atmosphere as the DJs connect and become one with the audience through their music. Both organisations aim to provide experiences that invigorate and enliven, from exciting eye-catching cars to an unforgettable ambiance. Like driving and music, it's a natural partnership.

An artist who says he draws inspiration for his music when behind the wheel of his Mazda, Felix De Laet (alias Lost Frequencies) returns this year as Mazda's ambassador to the festival. A rising star in the world of electronic dance music, the Belgian DJ is playing a primetime set at the main Tomorrowland stage in addition to hosting his own stage. Last year, De Laet also served as mentor to the finalists of the "Mazda Drives: The Sound Of Tomorrow" DJ competition, where budding artists from across Europe vied for the chance to play one of six sets live on the Mazda stage at Tomorrowland 2016.

Several of the winners of that contest return this weekend as the carmaker's guests after taking part in the Mazda road trip to Tomorrowland. They and a number of other enthusiasts drove Mazda MX-5 RFs and Mazda CX-3s to Belgium from various parts of Europe.

The exclusive automotive partner to Tomorrowland, Mazda is entertaining its special guests this weekend at the Mazda Zone, a venue offering an outstanding view of the main festival stage. Mazda Sound Of Tomorrow Island, meanwhile, delivers a full line-up of performers from Friday to Sunday.

First held in 2005, Tomorrowland has since become one of the world's largest and most notable music festivals. With 180,000 visitors each, the two weekends of this year's event (20-23 July and 27-30 July) sold out in minutes. Attracting the leading lights in the music industry, Tomorrowland was chosen as the International Dance Music Awards' best event for five consecutive years from 2011 to 2015.

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