

All-New, Third-Generation Mazda MX-5 Roadster to Debut at 2005 Geneva Motor Show

Upgraded and improved Mazda6 to share center stage at annual motor show

Leverkusen, 2nd February 2005. The secret is out: Mazda Motor Corporation will publicly reveal the much anticipated third generation MX-5 roadster at the 75th annual Geneva International Motor Show. The all-new two-seater will be shown for the first time at a VIP event during the evening of February 28 and will make its public debut at a press conference at the Geneva Show on March 1. Detailed information and photos will be made available at that time.

The all-new Mazda MX-5 roadster is just one of the exciting products Mazda has planned for Geneva with the company showcasing its successful line of new-generation Zoom-Zoom vehicles, including a significantly upgraded version of the highly successful Mazda6.

Mazda6 was the company's first, new-generation Zoom-Zoom product and was launched into global markets in the spring of 2002. Since then, it has won over 100 automotive awards and been a key component of Mazda's recent global success.

"While we're excited to finally get the cover off the new MX-5, I think the entire line of Mazda's new-generation Zoom-Zoom products deserves to be center stage," said Stephen Odell, senior managing executive officer in charge of Marketing, Sales and Customer Service. "It is particularly gratifying to showcase the upgraded Mazda6 in Europe, where it has been so successful. With the

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upgrade, we have improved the product in vital areas such as NVH, performance and overall visual appeal.”

In all, the range of modifications will make a great car even better. The exterior design has been upgraded to achieve an even stronger, more athletic road presence. In addition, body rigidity has been improved for better handling and stability; the engines (including the diesel) have been modified and combined with new transmissions to deliver stronger, more environmentally friendly performance; interior quality has been upgraded and better sound insulation added for a quieter ride; the option list has been extended to ensure the popular Mazda6 continues to be a success in Europe, and beyond. Production of the upgraded and improved Mazda6 will begin in the summer of 2005.

Details of both cars will be announced during the Mazda press conference scheduled to begin at 13:45 in Hall 5, on Tuesday, 1 March 2005.

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