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**Mazda showcases its i-ACTIVSENSE advanced safety technology**

**at the Gadget Show Live 2015**

* Mazda will showcase its technology with a stand and driving area at the Gadget Show Live 2015
* The Mazda Driving Experience area will highlight Mazda’s Smart City Brake Support and Rear Cross Traffic Alert active safety systems, plus demonstrate Mazda’s i-stop idle-stop system.
* Ahead of its launch this summer, the all-new Mazda CX-3 small SUV will take centre stage on the Mazda stand in hall 20.
* Gadget Show Live 2015 takes place at the NEC, Birmingham from the 7-12 April.

Mazda will be exhibiting at Britain’s leading technology event – the Gadget Show Live 2015 – from the 7th April. The all-new Mazda CX-3 will take centre stage on the Mazda stand, visitors to next week’s Gadget Show will also see the all-new Mazda2, 2015 Mazda6 and 2015 Mazda CX-5, while Mazda’s indoor driving experience area will give gadget fans the opportunity to experience some of the advanced technology found in Mazda vehicles.

“We’re delighted to be attending the Gadget Show Live as it gives us the opportunity to highlight the impressive levels of technology in our cars. Our i-ACTIVSENSE advanced driver-supporting safety technology is a great example of Mazda using technology to help the driver. Experiencing how these systems work from behind the wheel is the perfect way for customers to understand their benefits and the Gadget Show Live indoor driving experience area is the ideal place to do this” commented Steve Tomlinson, Head of Fleet Mazda UK.

Located in Hall 20 the Mazda Driving Experience area is a low-speed driving area that allows drivers to experience Mazda’s Smart City Brake Support. Designed to take the stress out of city driving, Smart City Brake Support helps avoid or minimise the effects of low-speed collisions by using a laser-based system to continually monitor the gap and closing speed to the vehicle in front, and apply the brakes at speeds up to approximately 20mph.

Open to anyone with a valid driving license, participants at the Mazda Driving Experience area will also get to see Mazda’s Rear Cross Traffic Alert system in action. It alerts the driver of any vehicles or objects approaching from either side at the rear of the car. Designed to assist drivers reversing out of a parking space, a warning light flashes in the door mirror on the side of the approaching car and an audible alert sounds.

Drivers enjoying the Mazda Driving Experience area will also get to feel the smooth operation of Mazda’s fuel-consumption reducing i-stop idle-stop system and experience the refinement of Mazda’s latest SKYACTIV engines.

With a trade day on April 7th, the Gadget Show Live runs until the 12th April, information can be found at [www.gadgetshowlive.net](http://www.gadgetshowlive.net), while full details of the Mazda range can be found at [www.mazda.co.uk](http://www.mazda.co.uk).

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Further press information is available from [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available from [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

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