



For immediate release

20<sup>th</sup> January

## **All-new Mazda2 to embark on a nationwide dealer tour**

- Exclusive customer event set to give first look at stylish new supermini
- All-new Mazda2 will visit 119 dealerships across the UK
- New model combines elegant design, with efficient engines
- Oculus Rift technology promises to enhance customer experience

From the 17<sup>th</sup> January two pre-production models of the all-new Mazda2 will visit 119 Mazda dealers across the country, covering more than 6,000 miles in a total of six weeks.

The fourth generation supermini has already been revered in the press for its good looks, sharp handling and fuel efficient engines, and now prospective customers will be among the first in the country to experience the car for themselves.

As well as getting up close and personal with the all-new Mazda2, the exclusive invite-only events will also give attendees the opportunity to try Oculus Rift virtual reality technology, allowing them to experience the all-new Mazda2 in the virtual world. "This convention-defying dealer tour is a fantastic opportunity for new and existing customers to really get a feel for the all-new Mazda2 and take advantage of the Oculus Rift headsets to virtually experience what the car would look like in different colours and trims," commented Jeremy Thomson, UK Managing Director of Mazda.

"The Mazda2 is our best-selling model in the UK and its successor marks an important milestone for the brand. It has already won the coveted Japanese Car of the Year title, which goes to prove we've taken the right direction with our focus on design, driving fun and our innovative SKYACTIV technology."

As well as featuring the striking 'KODO – Soul of Motion' body styling, the brand has also optimised its range of ultra-efficient SKYACTIV powertrains for the all-new Mazda2. Including a new 1.5 litre SKYACTIV-G petrol available in three power outputs and with new five and six-speed manual or six-speed automatic gearboxes, there's also a new 1.5 litre SKYACTIV-D diesel with a six-speed manual gearbox, which returns incredible fuel economy and CO<sub>2</sub> emissions of 83.1mpg and 89g/km – putting it among the cleanest cars in its class.

Building on the strengths of its current B-segment model as well as its highly successful new-generation model line-up, the all-new Mazda2 raises the bar in design, performance, handling, equipment, comfort and safety.

Mazda has recently announced pricing and specification of the all-new Mazda2 ahead of it going on sale on the 20<sup>th</sup> March. With prices starting from £11,995 up to £17,395, the 16-strong model range will be available in five generous trim levels – SE, SE-L, SE-L Nav, Sport and Sport Nav. Packed

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with high levels of standard equipment, the stylish supermini provides the perfect compromise of premium quality, efficiency and good looks.

Thanks to innovative technology, Oculus Rift, customers will be able to experience a 360° view of the interior.

Determined to offer its customers unbeatable deals, from 1 January Mazda will offer its all-new city car with a combination of zero deposit and 5.9% APR when purchased with a Mazda PCP finance package, or 0% APR Conditional Sale with a minimum 50% deposit. Buyers of the Sport Launch Edition can also benefit from a £750 Mazda deposit contribution, whilst all other derivations will be offered £500.

Mazda's new-generation five-door all-new Mazda2 will go on sale on the 20<sup>th</sup> March. For all of the latest information go to: <http://tinyurl.com/lr242zs>.

- Ends –

### **Editors Notes**

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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