

Mazda MX-5 20th Anniversary Edition to premiere at Geneva

Leverkusen, 1 February 2010. Mazda celebrates two decades of roadster success with the world premiere of a 20th Anniversary special edition MX-5 at the Geneva Motor Show in March. This model will have a limited production run of just 2,000 units, will only be available in Europe and will take sports car fans back to the basics of open-top driving fun. It's equipped with a special edition scuff plate in stainless steel with pan-European serial number (1 to 2000).

Based on the 1.8-litre soft top production roadster, this version has a special exterior styling package with chrome grille, door handles and headlight fascia; along with silver-look fog lamp frames, specific 17-inch alloy wheels and 20th Anniversary logos. It can be ordered in three colours – True Red, Crystal White Pearl and, specific for this edition, a new Aurora Blue – with matching painted decorative elements in the interior. A strut tower bar is also added to ensure a sporty, exhilarating drive.

Joining the special edition MX-5 at Geneva will be the world premiere of **the All-New Mazda5**. This new people carrier is especially family-friendly and will offer Europeans:

- an eye-catching design that sets it apart in the C-MAV segment,
- a new 2.0-litre DISI* petrol engine equipped with i-stop that achieves approximately 15 percent reduction in CO₂ emissions compared to the 2.0-litre petrol it replaces,
- enhanced Karakuri interior flexibility for up to seven people and sliding rear doors.

Mazda will also highlight its continuing environmental efforts in Geneva with the European premiere of its **next-generation SKY Concept** – including the SKY-G petrol and SKY-D diesel engines, and the Mazda SKY-Drive automatic transmission (AT) – set for global roll out beginning in 2011. These new products are next-generation technologies that

* Direct-injection spark ignition

will make a major contribution to Mazda's published target of improving fuel economy by 30 percent by 2015. Specifically:

- the SKY-G petrol engine will use 15 percent less fuel than the previous 2.0-litre engine, and be as efficient as today's 2.2-litre diesel,
- the SKY-D diesel engine will improve fuel economy by 20 percent compared to Mazda's current 2.2-litre diesel,
- the new automatic transmission will improve fuel economy by 5 percent, and be a perfect match to SKY engines with shifting feel similar to a dual clutch transmission.

The new Mazda6 facelift will also be presented for the first time worldwide at the Geneva Motor Show. This major update enhances the strengths Mazda6 is known for and introduces:

- the new Mazda family face, and new lamp designs front and back, for sportiness and a more premium identity that can be seen at first glance,
- a powertrain line-up with six engines – including three derivatives of the 2.2-litre turbo diesel and a new 2.0-litre DISI petrol engine – all of them even more frugal and with lower emissions,
- a new five-speed automatic transmission developed especially for the new DISI petrol to ensure optimal acceleration behaviour and fuel economy.

Mazda's press conference at the 2010 Geneva Motor Show will be held at the Mazda stand in Hall 5, on 2 March at 11:15 CET.

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