

MAZDA ANNOUNCES 2009 MAZDA6

IRVINE, Calif., April 25, 2008 – Mazda North American Operations (MNAO) today confirmed that its all-new MAZDA6 sports sedan will launch later this year, with an expected on-sale date in late summer, 2008. The highly anticipated 2009 MAZDA6 is the first of Mazda's "Zoom-Zoom Evolution" second-generation vehicles, building on a heritage of sports sedans and sports cars that no other manufacturer can boast, and bringing a combination of sports sedan, sophistication, build quality and product insight not currently found in the market.

"This is the most important new vehicle Mazda has launched in a decade," said Jim O'Sullivan, president and CEO, MNAO, from Denver, where the car was unveiled to Mazda dealers a day earlier at the company's North American Dealer Meeting. "The midsize sedan segment – where MAZDA6 competes – is a real battleground, with some of the best vehicles in the industry going toe-to-toe for sales. This new MAZDA6 was designed and engineered specifically for the North American market – the third Mazda in a row to be so – and will take on the very best cars from Asia, Europe and the U.S."

Following on the heels of the CX-7 and CX-9 crossover SUVs, the 2009 MAZDA6 was designed and engineered for the needs, wants and desires of the North American customer. As it has been since the first MAZDA6 launched in 2002, all North American MAZDA6s will continue to be built at AutoAlliance International, in Flat Rock, Mich, a joint venture with partner Ford Motor Company.

The North American MAZDA6 differs from the similarly named car sold in the rest of the world in many ways: larger interior and exterior size, more powerful engines and unique styling. What it retains, however, is something that earned the first MAZDA6 more than 130 international awards and accolades: it delivers Zoom-Zoom, and in large doses.

Power for the 2009 MAZDA6 will be available from an all-new Mazda-designed and developed MZR 2.5-liter four-cylinder engine and a 3.7-liter V6 as used in the 2008 CX-9, *Motor Trend's* 2008 Sport/Utility of the Year and the 2008 North American Truck of the Year. Transmission choices are a six-speed manual or five-speed Sport AT automatic with manual-shift mode (2.5-liter engine) or a six-speed Sport AT automatic with manual-shift mode (3.7-liter V6).

Suspension will be all-independent, with four-wheel disc brakes and standard ABS and dynamic stability control. As on every Mazda, balance, dynamics and on-road feel – coupled with unparalleled reductions in road noise and vibrations – will set the MAZDA6 apart from its competition.

The 2009 MAZDA6 will be available only as a four-door sedan, and in three trim levels: Sport, Touring, Grand Touring, with varying levels of standard and optional equipment.

More information on the all-new 2009 MAZDA6 sports sedan will be available closer to launch, including specifics on engine output, trim levels, equipment and pricing.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada, Mexico and Puerto Rico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; in Mexico by MazdaMotor de Mexico in MexicoCity; and in Puerto Rico by Mazda de Puerto Rico in San Juan.

NOTE TO EDITORS: Photography related to the 2009 MAZDA6 sports sedan may be downloaded from www.mazdausamedia.com. Running footage will be available at a later date on www.thenewsmarket.com