

Mazda 2

zoom-zoom
zoom-zoom
zoom-zoom



MY FIRST ZOOM-ZOOM CHOICE

Discover the excitement of Zoom-Zoom driving – the unique thrill of being in motion we all felt in childhood – with Mazda2. Its fresh, distinctive good looks, sparkling performance and exceptional functionality take you places in unequalled comfort and style. With convenience and quality that's simply unmatched in this class. On the road, Mazda2's superb handling and lively response open up a whole new world of driving pleasure. A unique experience that only comes from Mazda – a Zoom-Zoom experience. Drive Mazda2, and discover your first Zoom-Zoom choice.



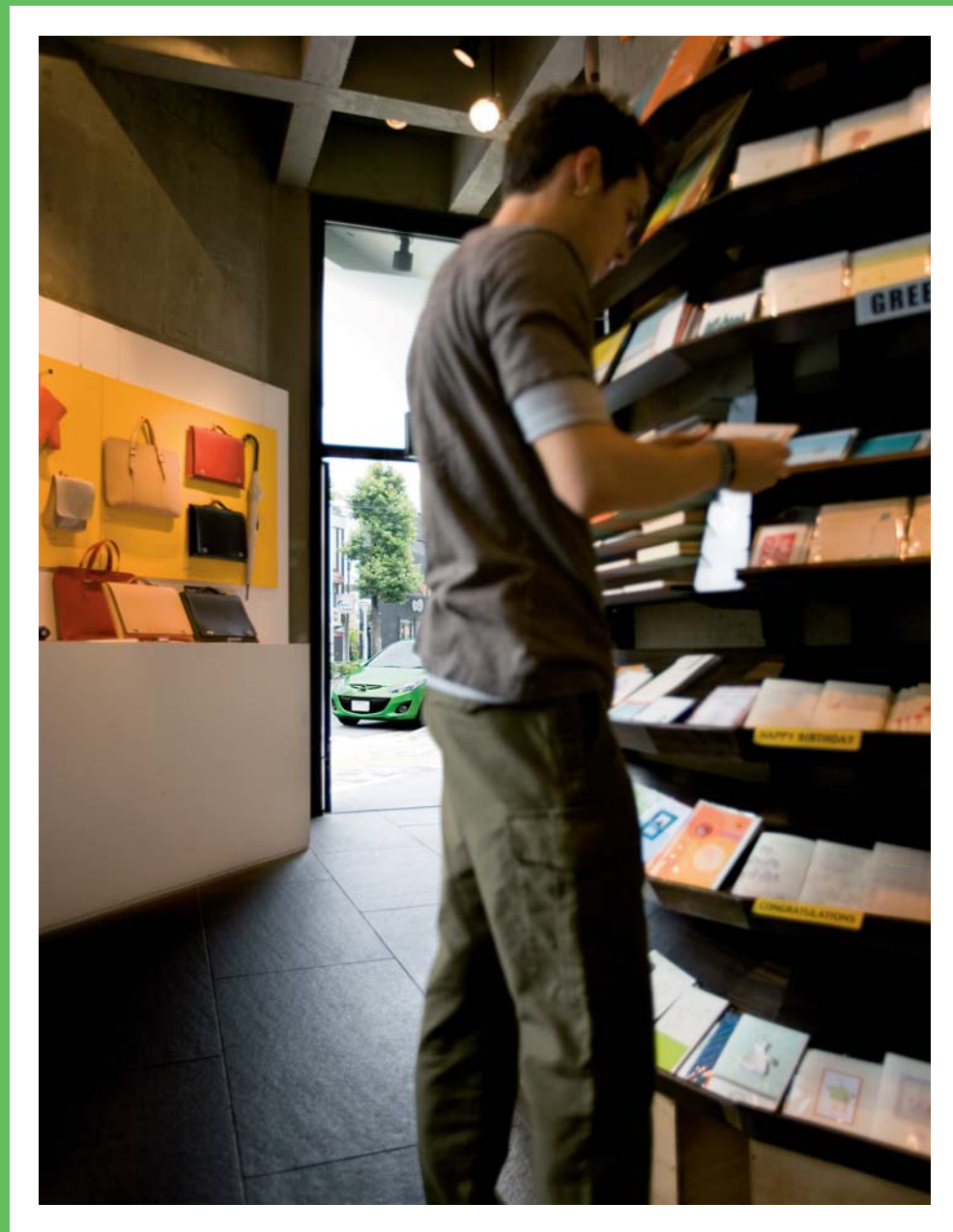
2008 WORLD CAR OF THE YEAR

Mazda2 has won multiple awards from all over the world, including the prestigious 2008 World Car of the Year. The long list of awards continues to grow even today, reflecting the high praise Mazda2 continues to receive from customers and the world's media.

- Thailand Car of the Year 2010: Best Hatchback under 1,500cc
- Car of the Year in Colombia 2009 (*Motor*)
- Car of the Year in small segment 2009 (*Za Rulem*, Russia)
- Car of the Year: Hatchback of the Year 2009 (*SINA*, China)
- Best of all classes for vehicles up to 15,000€ Compact segment (*Auto Build*, Germany)
- Test Car of the Year 2008 (*Teknikens Värld*, Sweden)
- South Africa's 2008 Car of the Year
- New Zealand Car of the Year
- Best Japanese Hatch (*Car Plus*, Hong Kong)
- Croatian Car of the Year 2008
- European Car of the Year 2008: Second place
- RJC Car of the Year 2007–2008 (Japan)
- Chilean Car of the Year 2007: Car of the Year (winner of six segments)
- Car of the Year 2007 in Austria: Category Start up to €20,000
- Design Car of The Year (Japan Automotive Hall of Fame)
- Danish Car of the Year 2007
- ...and many more.









Designed to move you

Inside and out, Mazda2 is designed to move you with its exquisitely dynamic appeal. Deeply sculpted contours and powerful body lines come together to create a sporty yet friendly impression, resulting in a uniquely athletic design statement. Just a single glance at Mazda2's dynamic wedge shape gives you an exciting sense of motion even when the car is parked. The interior is designed according to the "exquisite" concept: form as an expression of carefully considered beauty, realizing a spacious cabin that belies the compact exterior dimensions. In particular, the front seats give an impression of expansive roominess, while the rear offers even tall passengers the space to relax. And Mazda2's interior stands apart from the crowd thanks to its stylish look and reassuring feeling of quality.



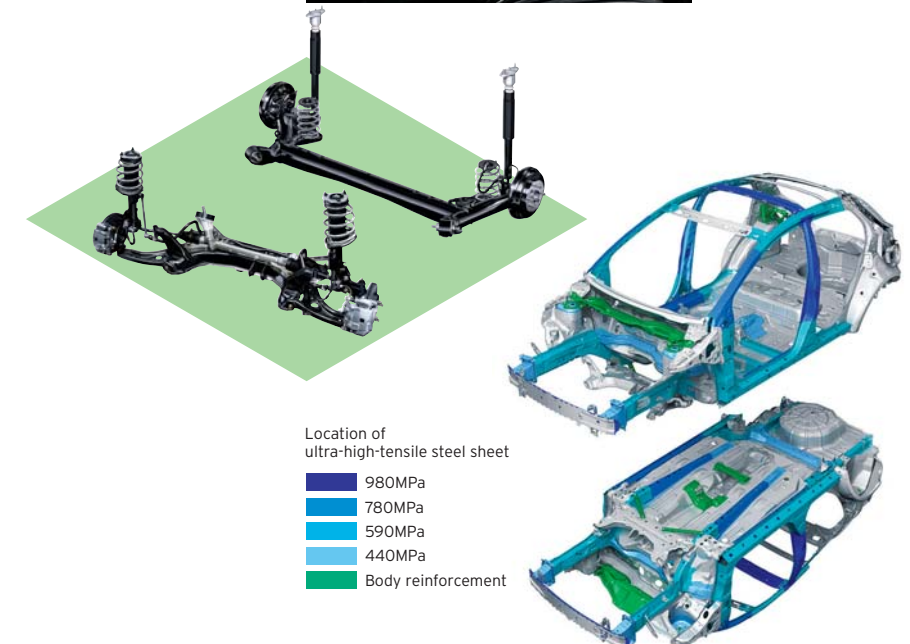


Exciting on all roads

Mazda2 delivers all the pure Zoom-Zoom pleasure that makes Mazda cars so special. Newly-developed suspension – MacPherson strut at the front and torsion beam at the rear – and Electric Power Assist Steering (EPAS) system deliver a stable ride and precise, linear handling, allowing everyone to experience the fun of being in command of the car. Advanced technology including Sequential Valve Timing (S-VT) gives the powerful MZR 1.5 engine thrilling response across its entire speed range, as well as outstanding fuel economy. And this translates into sparkling performance no matter where you drive, from high-speed motorway cruising to stop-start driving on crowded city streets, and everything in between. In certain markets, you even have the choice of a Continuously Variable Transmission (CVT) mated with the MZR 1.3 engine – a combination that provides ultra-smooth power delivery along with remarkable fuel economy. Front ventilated disc and rear drum brakes offer confident, linear stopping power that ranks among the best in the class. And the smooth, comfortable ride features low levels of noise, vibration and harshness to make Mazda2 a calm and quiet companion at any speed.

The lightweight champion

Accelerating, cruising, turning, stopping. Even improved fuel economy. Whatever it is, a lighter car does it better. That's why Mazda2 bucks the trend towards larger, heavier cars, weighing in about 100kg lighter than its predecessor. Thanks to widespread use of lightweight ultra-high-tensile steel and innovative spot reinforcements, body weight is kept down to approximately one tonne while strength and rigidity are actually increased. In particular, the lower fuel consumption that comes with lighter weight also translates into lower emissions so you not only economize on fuel, you're also helping to protect the environment. Mazda2: lighter, nimbler, safer, more economical, cleaner – and just plain more fun.





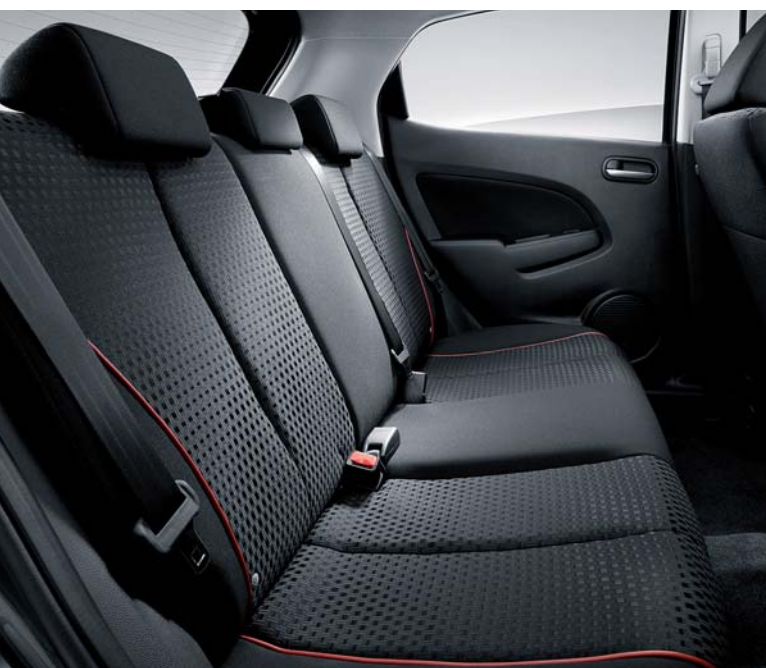
At your service

Everything about Mazda2 is created to make life on the road more convenient and enjoyable, right down to the smallest detail. To provide a comfortable position for drivers of almost any size, the driver's seat has 250mm of fore-aft slide and 55mm of height adjustment, while the steering wheel offers 50mm of tilt adjustment. All controls are close to hand and positioned for complete ease of operation. And the gear lever is mounted at the bottom of the centre stack for easier, more assured gear shifting. What's more, manoeuvring on crowded city streets or getting into tight parking spaces is a breeze thanks to Mazda2's compact dimensions and the excellent visibility born from innovative design techniques including a low, forward-sloping beltline.



A place for everything

No matter where you sit, you'll find a thoughtfully-planned, handy storage space nearby. In particular, the driver's seat is richly equipped with stowage for small items such as sunglasses and the like, with two upper pockets on the instrument panel either side of the steering column offering storage for coins and other small items. In addition, the floor console has a space ideally-sized to hold a mobile phone or audio player. The luggage area offers a capacious 250 litres of carrying space – plenty for a weekly shopping trip – while the 60:40 split-folding rear seats allow for easy transportation of lengthy or bulky items.



- 1 Glove box with independent magazine rack for easy storage of maps, etc.
- 2 Door pockets feature a bottle holder for 500cc beverages.
- 3 AUX jack for connection of audio devices.
- 4 Floor console's handy upper tray is sized to accommodate handbags, etc.
- 5 Twin front cupholders conveniently located in the floor console.
- 6 Both sun visors are equipped with handy vanity mirrors.
- 7 Ample luggage space to meet all your day-to-day needs.



Exterior and Interior Colours



Spirited Green Metallic (36A)



True Red (A4A)



Metropolitan Grey Mica (36C)



Aluminium Metallic (38P)



Aquatic Blue Mica (40E)



Crystal White Pearl Mica (34K)



Sunlight Silver Metallic (22V)



Radiant Ebony Mica (28W)



Burgundy Red Mica (40F)



Icy Blue Metallic (33Y)



Brilliant Black (A3F)

At the leading edge of safety

In spite of its light weight and compact size, Mazda2 boasts some of the highest safety ratings in its class. This means you can confidently enjoy the drive, secure in the knowledge that if a collision occurs you and your passengers will be well protected. Active safety measures include high-speed stability tuned on European motorways for assured control, along with a four-wheel Anti-lock Brake System (ABS) and Electronic Brake-force Distribution (EBD) to enhance stopping power. Passive safety is built around the evolved Mazda Advanced Impact Distribution and Absorption System that delivers outstanding protection in front, side and rear impacts by dispersing collision energy around the body and fiercely resisting cabin deformation. And dual front, side and curtain airbags add another layer of protection.



R grade



Cloth/Black

V grade



Cloth/Black

The Extra Qualities of Zoom-Zoom

There's more to Mazda cars than "fun to drive". As we detailed in March 2007 in our "Sustainable Zoom-Zoom" long-term vision for technology development, every Mazda vehicle is designed and built to bring you the highest levels of quality, care for the environment and safety. This vision articulates Mazda's role in the automotive industry's response to global climate and transportation issues, outlining our efforts toward achieving an exciting, sustainable future for cars, people and the earth.



Mazda Kiyora

Eco-friendly technology

As part of this vision, in June 2008 we announced a target date of 2015 to improve the average fuel economy of our cars sold globally by 30% above 2008 levels. To achieve this goal we are thoroughly improving base technologies such as our engines and transmissions. In October 2009 at the 41st Tokyo Motor Show, we introduced the "Mazda SKY concept" as the development theme for our next-generation powertrains. Our aim is to maximize fuel efficiency by completely re-examining the operating characteristics of petrol and diesel engines. One such innovative, eco-friendly engine powers Mazda Kiyora, our near-future, compact concept car that debuted at the show. We are also working to reduce power loss in automatic transmissions. The word "sky" in our development concept reflects Mazda's desire to deliver driving pleasure and everlasting blue skies to all, as well as the "sky's the limit" aspirations of Mazda engineers.

The total approach to safety

All Mazda vehicles offer you sparkling performance, predictable responsive handling, and sure linear braking. This not only makes them a pleasure to drive, it's also a vital part of the Mazda approach to safety. Because while you're in full control, you can simply avoid hazardous situations altogether. And to help you stay in confident control in virtually any situation, Mazda vehicles offer a host of advanced active safety features. Notable are Mazda's Human Machine Interface (HMI) technologies. HMI supports accurate recognition and assessment of hazards along with improved vehicle dynamics to minimize the risk of collisions. Mazda safety: designed into the car from the very beginning and engineered to keep you in total control.

To find out more, visit us at www.mazda.com/csr/



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