

2014 Mazda2



mazda

*It takes conviction to stand up to the naysayers.
A creative fire that's unafraid of the blank page.
And courage to flip conventional wisdom on its head.
Because this is the only way to change the game.
And the only way to build cars worth driving.*

Today, Mazda is changing the game.

*With innovative thinking and technologies.
Head-turning designs. And performance that never compromises.
Making every Mazda more exhilarating to drive.*

*These are actions, not words. Proof, not theories.
Making the impossible possible. This is the Mazda Way.*

ZOOM-ZOOM



**HOW DO YOU SHAVE 100 KG OFF A CAR?
WITH SOME VERY SHARP MINDS.**

Building a lighter vehicle without compromising structural rigidity or crash performance requires a wealth of knowledge and an obsession for detail. As any Mazda engineer will tell you, dropping 100 kg (220 lbs) can only happen gram by gram. The MAZDA2 is built with our "Gram Strategy" - a process that has meticulously analyzed, re-engineered and lightened each part by at least one gram. The net gain of this weight loss is improved performance, reduced emissions and increased fun. Add "Triple H" construction that uses lighter, stronger high-tensile steel, and the result is a lean, mean MAZDA2.

MAZDA ENGINEERS MAKE GOOD THINGS IN SMALL PACKAGES.

Sleek and sporty, the MAZDA2 is a bold union of form, function and fun. Every curve accentuates its spirited good looks. Every line enhances aerodynamic performance. And razor-sharp handling puts fun front and centre on the MAZDA2. Add your choice of award-winning 5-speed manual or 4-speed automatic transmissions, and it all adds up to a subcompact car that drives nothing like one. It's no wonder the MAZDA2 won numerous "Car of the Year" awards and over 50 other international honours.



LEAVE THE SUBCOMPACT CLASS IN THE DUST.

Why is it that cars getting 6.8 L/100 km (42 mpg) city* take forever to get up to 60 km/h? Built with an MZR 1.5 L, 100-hp engine and an award-winning 5-speed manual transmission or available 4-speed automatic transmission, the 2014 MAZDA2 gets up to a thrifty 5.6 L/100 km (50 mpg) highway* without sacrificing a single drop of excitement. Factor in rpm-sensing variable power assist steering and a shorter, more responsive shift throw, and you have control that matches speed. Because subcompact cars shouldn't be restricted to the slow lane.



An available race-inspired rear roof spoiler (GS model) reduces turbulence, providing further proof that the MAZDA2 is one subcompact with the soul of a sports car.



Wide headlights and taillights, and available halogen fog lights (GS model) give the MAZDA2 an athletic appearance while increasing air flow over the back and around sides.



A sporty silhouette and convenient fifth door conceal a surprising amount of cargo space.

YOU + 4 + MORE.

Don't let its subcompact size fool you. This car has seating for five or up to 787 L of cargo* room with the 60/40-split rear seatbacks folded down. The adjustable driver's seat and deep cargo floor allow for even more custom storage solutions. Multiple cup holders, cell phone/iPod holder and other hidden storage areas help to create a custom-fit experience. All this - and more - make the MAZDA2 multi-functional, flexible and a fun way to move people and cargo.

*Please remember to properly secure all cargo.





**EQUIPPED WITH EVERYTHING YOU NEED.
AND A LITTLE EXTRA.**

/ POWER WINDOWS WITH DRIVER'S ONE-TOUCH UP
AND DOWN FEATURE

/ DRIVER'S MANUAL SEAT LIFTER

/ AM/FM CD PLAYER WITH MP3 FUNCTIONALITY

/ SPEEDOMETER, TACHOMETER,
FUEL GAUGE AND DUAL TRIP ODOMETERS

/ USB AND AUXILIARY AUDIO INPUT JACK

/ AVAILABLE STEERING-WHEEL-MOUNTED AUDIO CONTROLS*

/ FIXED-INTERMITTENT FRONT AND REAR WINDSHIELD WIPERS

/ AVAILABLE AIR CONDITIONING*

/ AVAILABLE REMOTE KEYLESS ENTRY†

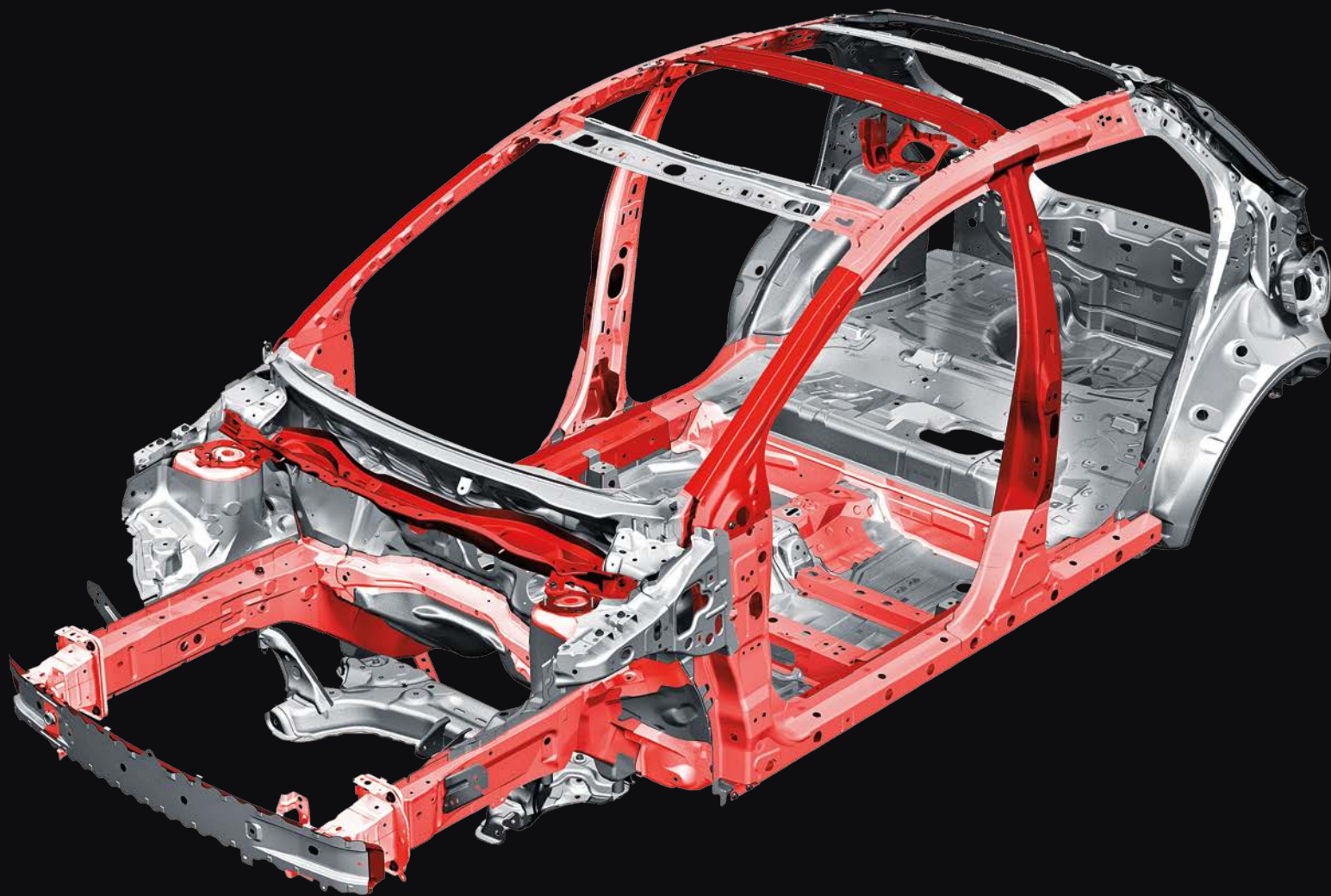
/ DUAL POWER SIDE MIRRORS

*Optional on the GX model and required on the GX model with Convenience Package. Standard on the GS model.
†Available on the GX model with Convenience Package. Standard on the GS model.



WE TRIMMED THE WEIGHT, NOT THE PEACE OF MIND.

Mazda engineers rigorously challenge the common misconception that strength comes from weight. The MAZDA2 is proof that light yet strong materials provide the ultimate in safety engineering. Starting with "Triple H" body construction, strength, power and proficiency are distinctive traits of its lightweight, high-tensile steel. Reinforced driver's and passenger's compartments provide protection on all sides. A standard collapsible steering column absorbs energy in the event of a heavy frontal impact, while a foldaway brake assembly reduces the risk of serious injuries to the ankle and leg. Additional spot welds and specialized adhesives between panels help improve body strength where it counts and impact absorption where needed. Bottom line: A light ride can be a safe one, and the MAZDA2 is proof of that.



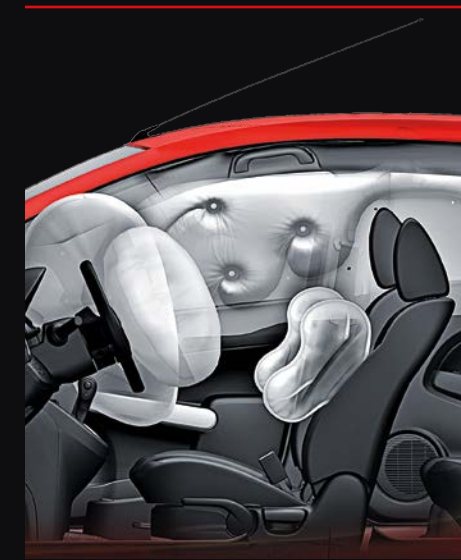
/ ENHANCED STABILITY AND CONTROL /

Dynamic Stability Control* modulates the throttle and brakes when a sudden loss of traction is detected to help keep the vehicle stable during a turn. The Traction Control System detects any loss of traction, then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.



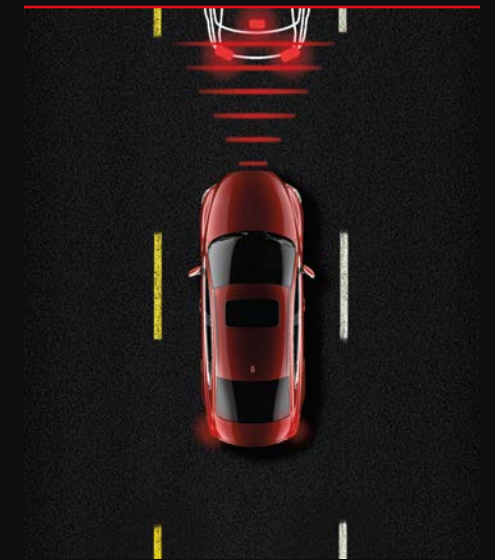
/ CLEARER VISION /

Standard halogen headlights and available fog lights† brighten your view, providing enhanced nighttime illumination.



/ AIR BAGS /

Six air bags† come standard on every MAZDA2. Advanced dual front air bags utilize inflators with both crash-zone and driver's and passenger's seat weight sensors. Dual side air bags and dual side air curtains provide coverage for front and rear passengers.



/ BRAKES /

Every MAZDA2 comes equipped with a wide range of standard braking features. The Anti-lock Brake System pulses the brakes several hundred times a second, preventing wheel lock so the driver can make controlled stops. Electronic Brake Force Distribution monitors pedal pressure and vehicle weight to determine how much force to apply to the front and rear brakes, while Brake Assist automatically increases braking pressure, thereby reducing stopping distance in emergency situations.

*Dynamic Stability Control (DSC) is not a substitute for safe driving practices.
†Always wear your seat belt and secure children in the rear seats in appropriate child restraints.
‡Available on the GS model.

ZEAL RED MICA

ALUMINUM METALLIC MICA

CRYSTAL WHITE PEARL

METEOR GREY MICA

JET BLACK MICA

MAZDA2 COLOUR COMBINATIONS

PAINT COLOURS	GX BLACK CLOTH	GS BLACK CLOTH WITH RED PIPING AND STITCHING
Zeal Red Mica	•	•
Aluminum Metallic Mica	•	•
Crystal White Pearl	•	•
Meteor Grey Mica	•	•
Jet Black Mica	•	•

• = Available

MAZDA2 SPECIFICATIONS AND CAPACITIES

SPECIFICATIONS	GX/GS
Engine type	1.5 L DOHC 16-valve 4-cylinder
Displacement	1,498 cc
Compression ratio	10.0:1
Horsepower SAE net	100 @ 6,000 rpm
Torque SAE net lb. ft.	98 @ 4,000 rpm
Fuel system	Electronic Fuel Injection (EFI)
Recommended fuel	Regular
Fuel economy city/highway (L/100 km)*	
5MT	6.8/5.6
4AT	7.1/5.8
Curb weight (kg)	
5MT	1,043 (without A/C)/1,051 (with A/C)
4AT	1,067 (without A/C)/1,075 (with A/C)

*Estimated fuel economy. Your actual fuel consumption may vary.

EXTERIOR DIMENSIONS

Wheelbase/overall length (mm)	2,489/3,950
Overall width (mm)	1,694
Overall height (mm)	1,476
Track (fr/rr) (mm) 15" wheels	1,476/1,466
Turning circle, curb-to-curb (m)	9.8

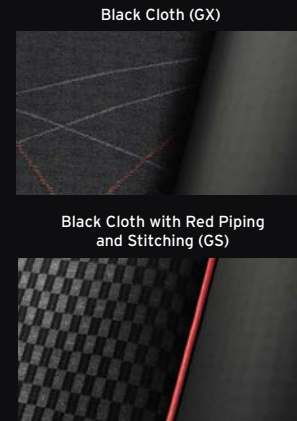
INTERIOR DIMENSIONS

Headroom (fr/rr) (mm)	993/940
Legroom (fr/rr) (mm)	1,082/838
Shoulder room (fr/rr) (mm)	1,341/1,300

CAPACITIES

Seating	5
Cargo volume (L) rear seat unfolded rear seat folded	377 787
Passenger volume (L)	2,466
Total interior volume (L)	2,843
Fuel tank (L)	42.8

UPHOLSTERY



WHEEL OPTIONS

15" steel wheels
with full wheel covers (GX)



15" alloy wheels (GS)



MAZDA2 FEATURES

ENGINE & TRANSMISSION	GX	GS
1.5 L DOHC 16-valve 4-cylinder engine with VVT	S	S
5-speed manual transmission	S	S
4-speed automatic transmission	O	O
Front-wheel drive	S	S

SUSPENSION & BRAKES

Rack-and-pinion steering with engine-rpm-sensing variable power assist	S	S
Power-assisted ventilated front disc brakes and rear drum brakes	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) and Brake Assist	S	S
Front stabilizer bar	S	S
Traction Control System (TCS)	S	S
Dynamic Stability Control (DSC)	S	S
Front independent suspension with MacPherson struts	S	S
Rear suspension with torsion beam axle	S	S

SAFETY & SECURITY

Dual front air bags	S	S
Dual front side air bags	S	S
Dual side air curtains	S	S
Engine immobilizer theft-deterrent system	S	S
Brake override system	S	S
Height-adjustable front and rear headrests	S	S
Crushable brake and accelerator pedal assembly	S	S
3-point safety belts for all occupants	S	S
Height-adjustable front seat belts	S	S
Child-safety rear door locks	S	S
ISOFIX child safety-seat tether anchors in second row	S	S

MAZDA2 FEATURES (cont'd)

EXTERIOR	GX	GS
Body-coloured front and rear bumpers	S	S
Side sill extensions	-	S
Black door handles	S	-
Body-coloured door handles	CP	S
Black power-operated door mirrors	S	-
Body-coloured power-operated heated door mirrors	CP	S
Manual foldable mirrors	S	S
Automatic headlights with dusk sensor	-	S
Halogen headlights	S	S
Rain-sensing windshield wipers	-	S
Intermittent rear wiper	S	S
Rear window defroster	S	S
Fog lights	-	S
Body-coloured rear spoiler	-	S
Chrome exhaust tailpipe finisher	-	S

WHEELS & TIRES

15" steel wheels with full wheel covers	S	-
15" alloy wheels	-	S
185/55R15 all-season tires	S	S
Temporary spare tire	S	S

COMFORT & CONVENIENCE

Air conditioning*	O	S
Steering-wheel-mounted cruise controls	CP	S
Tilt steering wheel	S	S
Power windows with driver's one-touch up and down feature	S	S
Power door locks	S	S
Remote keyless entry system with retractable key (includes one transmitter)	CP	S
Internal fuel door release	S	S
Day/night rearview mirror	S	S
Illuminated entry	S	S
Passenger assist grip	S	S
Driver's and passenger's sunvisors with covered vanity mirrors	S	S
12-volt power outlet	S	S
Dual front cup holders	S	S
Rear cup holder	S	S

COMFORT & CONVENIENCE (cont'd)	GX	GS
Silver finish on inner door handles, shift-plate bezel and steering wheel	CP	S
Driver's side foot rest	S	S

SEAT & TRIM

Reclining front bucket seats	S	S
Driver's manual seat lifter	S	S
60/40-split fold-down rear seatback	S	S
Cloth upholstery	S	-
Sporty cloth upholstery with red piping and stitching	-	S
Leather-wrapped steering wheel with red stitching	-	S
Cloth door trim	-	S
Carpet floor mats	S	S

INSTRUMENT PANEL & STORAGE

Tachometer	S	S
Exterior temperature gauge	CP	S
Warning lights for low fuel level, low windshield washer fluid level, door ajar, check engine, oil pressure, parking brake, safety belts and air bags	S	S
Trip computer (fuel economy, average fuel economy, km to empty)	CP	S
Front door storage pockets with bottle holders	S	S
Centre console storage tray	S	S

AUDIO

AM/FM CD player with 2 speakers and MP3 functionality	S	-
AM/FM CD player with 4 speakers and MP3 functionality	CP	-
AM/FM CD player with 6 speakers and MP3 functionality	-	S
USB and auxiliary audio input	S	S
Steering-wheel-mounted audio controls	CP	S

S = Standard O = Optional CP = Convenience Package - = Not available

MAZDA2 PACKAGE

Convenience Package (GX): Body-coloured door handles, body-coloured power-operated heated door mirrors, AM/FM CD player with 4 speakers and MP3 functionality, steering-wheel-mounted audio and cruise controls, remote keyless entry system with retractable key (includes one transmitter), silver finish on inner door handles, shift-plate bezel and steering wheel, exterior temperature gauge and trip computer. *Convenience Package requires air conditioning option.

MAZDA FULL LINE



EVERY MODEL IN THE MAZDA LINE-UP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA2 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA. THIS IS THE MAZDA WAY.

MAZDA2 ACCESSORIES. IT'S YOUR MAZDA - MAKE IT YOUR OWN.

Customize your new MAZDA2 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



A All-Weather Floor Mats. Replace your standard carpet mats with these all-weather floor mats to provide your MAZDA2's carpet with heavy-duty protection. **B Centre Armrest.** Compact and convenient, the centre-positioned armrest provides additional comfort, support and storage. **C Roof Rack.** Expand your storage possibilities with a removable roof rack. Add any of our customized attachments to transport your kayak, bike, cargo, snowboard and more. **D Splash Guards.** Protect your paint's finish from rocks and other road debris with front and rear splash guards. **E Cargo Net.*** Keep smaller items from bouncing around in your cargo area. Easily installed and removed. **F Rear Bumper Guard.** Protect your paint's finish while loading and unloading the cargo area.

ADDITIONAL ACCESSORIES:

- 3M Paint Protection
- Alloy Pedal Set
- Alloy Wheels
- Body Side Mouldings - with or without chrome inserts
- Cargo Tray
- Chrome Accent Kit
- Door Visors
- Engine Block Heater
- Floor Liners
- Foot Illumination
- Hood Deflector
- Interior Trim Kit
- Rear Lip Spoiler
- Scuff Plates
- Side Marker Garnish
- Smart Turn Indicator
- Stub Antenna
- Suspension Lowering Kit

OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want - surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.



THIS IS THE 2014 MAZDA2.

ZOOM-ZOOM



MAZDA WARRANTY The basic warranty on MAZDA2 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 8 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2014 MAZDA2 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MAZDA2 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL Our pre-delivery commitment means every new Mazda is inspected, gassed up and fitted with floor mats.

FINANCING WITHOUT THE FUSS Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit mazda.ca.



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.

Find out more on:



Get more detailed information on your MAZDA2. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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