



WORLD CAR OF THE YEAR

MEDIA RELEASE

25th March 2008

Mazda2 Wins 2008 World Car of the Year Award

- Prestigious global award recognizes the world's best car -

The Mazda2 is the 2008 World Car of the Year (WCOTY). The title was announced on Thursday 20 March at a special press conference at the New York International Auto Show.

From an initial entry list of thirty-nine (39) new vehicles from all over the world, the Mazda2 edged out the Ford Mondeo and Mercedes-Benz C-Class to take the overall award.

The WCOTY awards were officially launched in January 2004 and are initiated by, organized by, and conducted by automotive journalists from all over the world. A jury of 47 international automotive journalists selected the overall winner by secret ballot, based on their experience with each vehicle.

"Losing weight as a path to improved economy is now the focus of the car industry worldwide. The Mazda2 proves that this can be achieved; but, just as importantly, not at the cost of strength, space, performance or style," said Brian Cowan, New Zealand representative on the World Car of the Year jury.

"This is fantastic news and we are thrilled that the 2008 World Car of the Year jury has chosen the all-new Mazda2 as their World Car of the Year," said Andrew Clearwater, managing director Mazda New Zealand.

"In New Zealand the all-new Mazda2 has exceeded our expectations, with very strong demand from the motoring public and this award clearly demonstrates that the Mazda2 can compete and win against the best cars in any market in the world. This is wonderful recognition which Mazda2 car owners and Mazda employees alike can celebrate worldwide."

“Prior to the WCOTY award the Mazda2 had already won glowing praise in New Zealand where it won the New Zealand Car of the Year award as well as Autocar Car of the Year, The Press and Dominion Post Best Car of the Year, Driver Small Car of the Year and NZ Herald Small Car of the Year. This success has been repeated in other markets around the globe, including Austria, Belgium, Denmark, Greece and Japan.”

Based on the recommendations of a design panel consisting of four highly respected world design experts, the Mazda2 was also voted by the jurors onto the short-list of top three design finalists, together with the Audi R8 and Volvo C30.

For more information please contact:

Andrew Clearwater
Mazda Motors of New Zealand Ltd
Ph: (64-9) 571 9721
email: aclearwater@mazda.co.nz

08-10



Keiichi Wakabayashi, Mazda global communications planning general manager
with the Mazda2 and WCOTY trophy