

Media Release

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Mazda3 and SKYACTIV - Unbeatable Combination

The wait is over; the highly anticipated Mazda3 GSE SKYACTIV model featuring Mazda's innovative SKYACTIV technologies has reached New Zealand shores, as part of the launch of the new Mazda3 range.

With Mazda's new-generation SKYACTIV technologies under its hood, the Mazda3 GSE SKYACTIV is the show stopper of the new Mazda3 range and will stand out against other small cars with its outstanding fuel efficiency and emission profile while still delivering signature performance and handling wrapped in a striking new exterior that's impossible to ignore.

After the SKYACTIV-G 1.3 (not available in New Zealand) engine was recently named the 2012 Automotive Researchers' and Journalists Conference of Japan (RJC) Technology of the Year, Mazda New Zealand is confident this new technology will impress local drivers as it is kind on the environment and the back pocket.

Andrew Clearwater, Managing Director, Mazda New Zealand, says, "We are very excited to be releasing the Mazda3 GSE SKYACTIV with its all-new SKYACTIV technologies. This model will offer New Zealanders a renewed driving performance with a reduced environmental impact."

Mazda's new SKYACTIV technologies are the result of a concerted effort by Mazda engineers to provide drivers with both green innovation and a Zoom-Zoom experience. While some rivals have embraced niche technologies like hybrid electric solutions, Mazda is staying loyal to the internal combustion engine which has great potential for improvement in energy gains but without the financial burden on owners.

With the new Mazda3 GSE SKYACTIV model, Mazda engineers worked hard to design an improved driver experience and a combination of new SKYACTIV technologies that would deliver New Zealand's most fuel efficient, petrol-powered automatic small car.

The new model is equipped with the all-new SKYACTIV-G 2.0 litre direct injection petrol engine and the all-new SKYACTIV-Drive 6-speed automatic transmission. This delivers a greatly increased lock-up range for a more direct shift feel and fuel efficiency improvements. The introduction of a new drive control system coordinates control of the engine and transmission, resulting in an improved sporty and responsive performance.

In addition, the new Mazda3 GSE SKYACTIV is the first Mazda model in New Zealand to feature Mazda's revolutionary new engine, transmission and engine stop technology i-Stop, Mazda's award-winning idling stop system. It turns off the engine automatically when drivers come to a complete stop for more than five seconds (for example at traffic lights) further boosting economy by as much as 10 percent.

Using regular unleaded fuel, the new Mazda3 GSE SKYACTIV achieves a high compression ratio of 12.0:1 and delivers 113kW at 6,000 rpm and 194Nm of torque at 4,100 rpm. This equates to a slight increase in power and torque with over 25% improvement in fuel efficiency when compared to the current Mazda3 2.0 litre engine and transmission.

The new SKYACTIV-Drive 6-speed transmission makes a valuable contribution to fuel efficiency and Zoom Zoom experience by integrating the key advantages of a conventional automatic transmission, a Continuously Variable Transmission (CVT) and Dual Clutch Transmission (DCT).

As with all models in the new Mazda3 range, the GSE SKYACTIV is complete with superior safety, styling and comfort features, as well as state of the art engineering and new technology. The new GSE SKYACTIV is equipped with ABS Braking with EBD & EBA; Dynamic Stability Control (DSC); Traction Control System (TCS); front, side and curtain airbags; pretensioner front seat belts with load limiters; 3 x 3-point rear seat belts; engine immobiliser; cruise control with steering wheel switches; and vehicle speed sensitive power steering.

Drivers will also enjoy the comfort and convenience of a multi-information display incorporating trip computer; remote central locking; tilt and telescopic adjustable steering wheel; height & slide adjustable driver's seat; 60/40 split rear seats; power windows and mirrors; air conditioning with dual zone climate control; and Bluetooth® Handsfree Connectivity.

On top of this, the new GSE SKYACTIV will entertain passengers and drivers with a suite of audio features including, 6-Speaker CD Player with AM/FM Tuner, MP3 Playback; AUX Input (3.5mm for MP3); and Steering Wheel Mounted Audio Controls.

The new Mazda3 is a stunner both inside and out. Additional design elements to its enhanced cabin space include piano black finishing with silver highlights and new seat trims. A smart and sporty exterior is complete with new external colours, including Sky Blue, Dolphin Grey and Autumn Bronze, as well as a new fog lamp shape (GSX, GSE and SP25 models) and new front and rear bumper designs.

The all-new GSE SKYACTIV is available in a 5-Door Hatch Body Style from Mazda dealers nationwide for \$37,395. Recommended Retail Price (includes GST, excludes On-Road Costs). Every new Mazda3 comes with mazdacare as standard, including 3-years/100,000km (whichever occurs first) Mazda Scheduled Servicing, 3-years unlimited kilometre Mazda Factory Warranty and Mazda On Call Roadside Assistance.

| Model Pricing | cc | RRP |
|---------------------------------------|------|----------|
| Mazda3 Sedan GLX Activematic | 2000 | \$32,795 |
| Mazda3 Sedan GSX Activematic | 2000 | \$35,295 |
| Mazda3 Sedan SP25 Activematic | 2500 | \$41,195 |
| Mazda3 Sedan SP25 Limited Activematic | 2500 | \$44,195 |
| Mazda3 Hatch GLX | 2000 | \$31,695 |
| Mazda3 Hatch GLX Activematic | 2000 | \$32,795 |
| Mazda3 Hatch GSX Activematic | 2000 | \$35,295 |
| Mazda3 Hatch GSE SKYACTIV Activematic | 2000 | \$37,395 |
| Mazda3 Hatch SP25 | 2500 | \$39,695 |
| Mazda3 Hatch SP25 Activematic | 2500 | \$41,195 |
| Mazda3 Hatch SP25 Limited Activematic | 2500 | \$44,195 |
| Mazda3 Hatch MPS | 2300 | \$49,195 |