



MEDIA RELEASE

8 June 2010

Record May for Mazda with Revamped Mazda2 on the way

Mazda New Zealand has notched up a new record, posting its highest ever market share for the month of May with 8.0 percent and achieving its strongest sales yet of the CX-7 crossover.

Mazda has sold 2,590 units in New Zealand so far in 2010, 9.4 percent ahead of the same period last year cementing the company's fourth position in the market.

Leading the charge for the month was the CX-7 SUV crossover with a record 65 units sold. Mazda launched a new front wheel drive GSX variant of the popular crossover in April and it has proven to be extremely popular with New Zealand motorists, making up half of the May sales.

The Mazda3 and Mazda6 continue to remain popular choices also with both vehicles appearing in the Vehicle Industry Association's Top 15 selling models for the year so far with fourth and seventh place respectively. The Mazda6 continues to lead the medium four cylinder segment since it was first launched in 2002.

Andrew Clearwater, Managing Director, Mazda New Zealand said the company is pleased with the 2010 results so far and is focused on maintaining momentum through the winter months starting with the launch of the revamped Mazda2 in June.

"The light vehicle segment has become increasingly competitive and although the Mazda2 has always performed well here, the 2010 model features a small number of mid-cycle enhancements which we believe will further strengthen its appeal," said Clearwater.

Dubbed Mazda's 'Super Little Model', the Mazda2's most striking change will be the new front grille which follows the design cues of Mazda's other second-generation vehicles. Sport models convey high performance with a fin-type grille and a jet-black finish, while Classic models adopt a body-coloured bar in the upper grille. Both variants also feature a newly-designed bumper with updated side intakes, and a wider lower-grille.

Inside, silver finishing has been applied to key contact areas including the parking brake button, inner door handles and air conditioning dials. Sport variants also now feature a premium solid black seat trim complemented by red pin-stripping and piped-stitching.

Safety has been improved on the Classic model with Dynamic Stability Control (DSC) becoming standard across both models.

Every new Mazda2 will come standard with **mazdacare** to ensure the vehicle continues to perform in optimum condition. **mazdacare** comprises Mazda Genuine Factory Warranty and Mazda On Call Roadside Assistance for a three year, unlimited kilometre period and Genuine Mazda Servicing for three years/100,000 km (whichever occurs first).

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Available in nine exterior colours: Black Mica, Highlight Silver Metallic, Icy Blue Metallic, Spirited Green Metallic, Metropolitan Grey Mica, Aurora Blue Metallic, Cool White and firm order only Sparkling Gold Mica and Passion Orange Mica.

The 2010 Mazda2 Range

\$22,695, Mazda2 Classic 5MT

\$23,650, Mazda2 Classic 4AT

\$24,445, Mazda2 Sport 5MT

\$25,845, Mazda2 Sport 4AT

10-15

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