

## MAZDA BRINGS THE HEAT TO AUSTIN'S SXSW FESTIVAL

AUSTIN, Texas, March 10, 2015 [/PRNewswire/](#) — Mazda North American Operations, the Official Automobile Sponsor of South by Southwest® (SXSW), is putting its stamp on the ten-day festival, with consumer engagement activities for the duration of the Interactive, Film and Music Conferences. Starting March 13 and driving through March 22 Mazda will interact with SXSW attendees through a [panel](#) discussing the relevancy of a brand in today's digital revolution, interactive technology, music installations, gaming associations and in-vehicle experiences throughout.

"Mazda's presence at South by Southwest puts us front and center in the conversations taking place around experiences, music and creativity," said Russell Wager, vice president of marketing, MNAO. "The goal is to enhance an attendee's experience with a memorable Mazda brand interaction."

Mazda's activations throughout the city of Austin for the duration of SXSW will be detailed at [www.mazdaconnects.com](http://www.mazdaconnects.com) and include:

### **Mazda Express**

SXSW attendees can take a "backseat" to all the excitement that is SXSW and jump into a new Mazda through the complimentary Mazda Express. Ride in style and comfort in the newly refreshed 2016 Mazda CX-5 compact crossover SUV and Mazda6 midsize sedan along with the 2015 Mazda3 compact sedan and 5-door that will give attendees the opportunity to hit all of the event's hot spots. *March 13 to 21, 2015 from 10:00 a.m. to 6:00 p.m. CT daily.*

### **Mazda and Forza Horizon 2 - Gaming Expo**

Leading up to the Interactive portion of SXSW, Mazda will have some very exciting announcements regarding its partnership with Forza Horizon 2. Mazda's presence at the Gaming Expo will give attendees an opportunity to get behind the wheel of custom-built driving simulators for Forza Horizon 2. The winner of the [Mazda Livery Design Contest](#) will also be announced on Sunday, March 15 starting at 4:00 p.m. CT. Gamers will be treated to a special appearance by the three judges involved in picking the winning design: MNAO head of design Derek Jenkins, Forest Byrd, creator of [TC9700Gaming](#) and Larry Hyrb (aka [Major Nelson](#)), director of programming for Microsoft's Xbox Live. More information to come at a later date. *March 13 to 15, 2015 from 12:00 p.m. to 8:00 p.m. CT daily.*

### **Mazda Connects Lounge - Austin Convention Center**

In addition to checking out the all-new 2016 Mazda CX-3 subcompact/urban crossover SUV and MX-5 Miata, SXSW attendees can take the opportunity to recharge, both physically and digitally, at the Mazda Connects Lounge in the Austin Convention Center (ACC). Attendees can plug-in their phone and unplug their mind while waiting for the next panel or session to begin. They can let their fingers do the walking as they experience the interactive touch screens and discover what Mazda is doing at SXSW. Attendees can get in the game with the Mazda Schedule Touch Screens and start to plan out the rest of their festival stay through the MazdaConnects.com hub. *March 12 to 21, 2015 from 9:00 a.m. to 6:00 p.m. CT daily.*

### **Mazda Sound Stage - 6th Street and San Jacinto**

Mazda is teaming up with Mogeess ([mogeess.co.uk](http://mogeess.co.uk)) at 6th Street and San Jacinto to turn a sleek and sexy KODO-designed 2015 Mazda3 into a symphony of sound through the touch of 6th Street attendees. Mogeess is a disruptive technology that turns physical objects into unique music instruments by converting the vibrations that we make when we touch them into sound on the fly. The Mogeess will allow attendees a chance to play the car (create their own music masterpiece) by simply tapping or sliding their hands over the surface of the Mazda3, creating a distinct sound and turning them into one-of-a-kind musicians. *March 17 to 21, 2015 from 12:00 p.m. to 6:00 p.m. CT daily.*

### **Meet @ Mazda - Auditorium Shores Stage**

Mazda will take the Auditorium Shores Stage experience to the next level with an art installation that is sure to be the favorite selfie spot. Austin city skyline and the SXSW crowd will fill the background and show social media followers just how much fun SXSW can be for attendees. Those who capture the moment at night will be treated to beautiful festival lighting in their background. *March 19 to 20, 2015 from 5:00 p.m. to 10:00 p.m., March*

21,2015 from 1:00 p.m. to 10:00 p.m.

### **Mazda at The FADER FORT**

Mazda will be returning to The FADER FORT presented by Converse in 2015, offering show-goers a chance to check out the all-new 2016 Mazda CX-3. The FADER FORT will be housing a special VIP Lounge near the front of the stage for Mazda owners who show their Mazda key. There will also be fun party-type games and a giant chalkboard so VIPs can create their own art for all to see. *Private/invite-Only. March 18 to 20, 2015 from 1:00 p.m. to 8:00 p.m.; March 21, 2015 from 1:00 p.m. to 9:00 p.m.*

Visit Mazda's interactive website at [www.mazdaconnects.com](http://www.mazdaconnects.com) or follow @MazdaUSA on Facebook or Twitter for more information.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com).

The South by Southwest® (SXSW®) Conferences & Festivals (March 13-22, 2015) offer the unique convergence of original music, independent films, and emerging technologies. Fostering creative and professional growth alike, SXSW® is the premier destination for discovery. Year after year, the event is a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Conference panel discussions present a forum for learning, business activity thrives at the Trade Shows and global networking opportunities abound. Intellectual and creative intermingling among industry leaders continues to spark new ideas and carve the path for the future of each ever-evolving field, long after the events' conclusion.

Logo - <http://photos.prnewswire.com/prnh/20131205/MM28870LOGO>

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SOURCE Mazda North American Operations

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