

## MAZDA TO UNVEIL NEW SPORTS CAR CONCEPT AT TOKYO MOTOR SHOW

HIROSHIMA, Japan, Sept. 29, 2015 [/PRNewswire/](#) — Mazda Motor Corporation will hold the world premiere of a new sports car concept model at the 2015 Tokyo Motor Show, which runs from October 30 through November 8.\*<sup>1</sup> A total of 14 models will be on display at the Mazda stand, including crossover concept Mazda KOERU making its first appearance in Japan, two racing-spec Mazda Roadsters (known as Mazda MX-5 outside Japan) and the Cosmo Sport (110S outside Japan), first introduced in 1967.

The design of the sports car concept to be unveiled in Tokyo is modern but maintains a sense of lineage and authenticity, appearing almost to condense Mazda's entire history of sports car development into a single model.

In line with the company's theme for the Tokyo Motor Show this year, "Accelerate toward our dreams," Mazda will make an appeal for the brand's unique approach to driving pleasure. In addition to the sports car concept, Mazda KOERU will be on display along with new-generation models featuring SKYACTIV Technologies and KODO —Soul of Motion design. A motor sports exhibit will feature racing-spec Roadsters and the Cosmo Sport will complement a heritage display showing Mazda's history of convention-defying engineering.

List of exhibits	
Reference exhibits	Mazda's new sports car concept [World premiere]
	Mazda KOERU [Japan premiere]* <sup>2</sup>
	Mazda Roadster (Global MX-5 Cup racing-spec)
	Mazda Roadster NR-A (with the party one-make race accessories)* <sup>3</sup>
	Mazda MX-5 (special needs vehicle with hand-only controls)* <sup>3</sup>
	Cosmo Sport (first introduced in 1967)
Currently available models	Mazda Atenza (Mazda6) Sedan
	Mazda Atenza (Mazda6) Wagon* <sup>4</sup>
	Mazda Axela (Mazda3) Hatchback
	Mazda Demio (Mazda2)
	Mazda CX-5
	Mazda CX-3
	Mazda Roadster (MX-5)
	Mazda Flair Wagon (with wheelchair ramp)* <sup>3</sup>

<b>Technology exhibits</b>	SKYACTIV-G 2.5 gasoline engine
	SKYACTIV-D 2.2 diesel engine
	SKYACTIV-D 1.5 diesel engine

\*1 Press days are October 28 (08:00 – 18:00) and October 29 (08:00 – 14:00) 2015. Mazda will hold a press conference from 8:30 to 8:45am on October 28.

\*2 Displayed from October 28 through November 3.

\*3 Displayed after October 29.

\*4 Mazda Atenza Wagon to be displayed after November 4.

#### **SMART MOBILITY CITY 2015: Mazda Exhibit**

SMART MOBILITY CITY has been part of the Tokyo Motor Show since 2011, showcasing the cutting-edge of Japanese technology in Intelligent Transport Systems (ITS) and “Smart Communities” based around the automobile.

Mazda’s exhibit this year will showcase the company’s safety philosophy and technologies. Displays will explain the company’s human-centered HMI (Human Machine Interface), omnidirectional sensing concept, and safety technologies developed in line with the Mazda Proactive Safety philosophy, which aims to offer safety, peace of mind and driving pleasure by helping the driver recognize potential hazards, exercise good judgment and operate the vehicle in an appropriate fashion.

#### **Special customer events ‘Be a driver. Experience at Tokyo Motor Show’**

Mazda will hold a number of special events for customers at the stand throughout the show. In addition to explanations about the vehicles on display and Mazda’s vehicle engineering philosophy, the attendees will have the opportunity to meet and talk to some of the engineers who developed the vehicles on display.

Please visit the following site for details of the events, including how to apply. (Please note that the website is only available in Japanese)

<http://www2.mazda.co.jp/motorshow/2015/>

Photo – <http://photos.prnewswire.com/prnh/20150929/272047>

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

SOURCE Mazda North American Operations

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<https://news.mazdausa.com/2015-09-29-Mazda-to-Unveil-New-Sports-Car-Concept-at-Tokyo-Motor-Show>