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2004 MAZDA6 — A REPEAT PERFORMANCE IN THE MAKING

- Mazda's Flagship Sedan is Most Decorated Mid-Size Ever -

IRVINE, Calif. – During its debut year, the MAZDA6 won over 60 domestic and international industry awards, including *Car and Driver's* "10Best," *Automobile Magazine's* "All-Star," *Money Magazine's* "Best Mid-Sized Sedan," and the Insurance Institute for Highway Safety's "Best Pick." In addition, it was the highest-rated new vehicle nameplate in the entire 2003 JD Power and Associates' APEAL study.

"Like any sports team looking to repeat its run at the title, our formula for success is to replicate what got us to where we are today," said Jim Sailer, MAZDA6 launch manager. "The momentum we built in 2003 with developing a new nameplate for the MAZDA6 will continue into 2004. This vehicle has set standards for sedan performance, drivability and styling the rest of the auto industry can only hope to match. We like to think that objects in the rearview mirror of the MAZDA6 are not as close as they appear."

Two trim levels are offered for the 2004 model year sedan— MAZDA6 *i* and MAZDA6 *s*. New for 2004, 17-inch alloy wheels now are standard on all MAZDA6 *s* models. Additionally, two new upgrade packages are available for 2004—a Luxury and Security Package—allowing customers to bundle together popular options.

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The Luxury Package adds an eight-way power driver's seat with lumbar support, leather-trimmed seat upholstery, heated front seats, heated door mirrors and electroluminescent gauges with red nighttime illumination. The Security Package offers drivers ABS with Electronic Brakeforce Distribution (EBD), Traction Control System, side airbags and side air curtains, and a perimeter anti-theft alarm. A moonroof wind deflector also has been added as an accessory item along with two new exterior colors for 2004, Pebble Ash Metallic and Blazing Copper Mica. It also will be possible to order the Sport Package with or without the rear wing spoiler, for those looking for a less aggressive appearance.

The MAZDA6 *i* is powered by a 2.3-liter four-cylinder (I-4) engine which produces 160-horsepower and 155 lb-ft of torque. The MAZDA6 *s* is equipped with a 3.0-liter V-6, producing 220-horsepower and 192 lb-ft of torque. Both engines are available with a choice of a five-speed manual or Sport Shift automatic transmission (four speeds on MAZDA6 *i*, five speeds on MAZDA6 *s*). On the manual transmissions, shift effort is low and throws are short for maximum driving pleasure.

Both the 3.0-liter 24-valve V-6 and the 2.3-liter 16-valve I-4 feature DOHC valvetrains with continuously variable intake valve timing (VVT). This technology provides the ability to tune the engine for smooth running at low speeds and extra power at high rpm. In both MAZDA6 engines, VVT operation is continuous between minimum and maximum set points to achieve optimum performance throughout the engine's entire operating range.

No sport suspension option is needed here because every MAZDA6 is tuned for sharp reflexes and maximum road holding. Mazda engineers selected a double-wishbone front and E-type multi-link rear suspension to provide the most accurate geometry with the least amount of built-in friction. A wide front track and standard stabilizer bar help resist body roll and weight transfer, minimizing understeer. Low-profile coil springs and angled shock absorbers are part of the E-link design in the rear, meaning minimal intrusion into the rear sub-floor, thereby maximizing trunk space. Likewise, this compact rear-suspension package allows the rear seat to be positioned further rearward, increasing leg and knee room.

The MAZDA6's power-assisted rack-and-pinion steering is tuned to be precise, linear and responsive. At high road speeds, assistance is reduced to enhance both stability and the degree of communication transmitted through the steering wheel. A quick steering ratio—only 2.54 turns lock-to-lock—gives the MAZDA6 a keen sense of agility.

For sports-car-like braking performance, Mazda engineers selected 11.1-inch ventilated discs for the front wheels and 11.0-inch solid discs in back to deliver rapid, controlled stopping and the utmost resistance to fading. Computer simulations helped tune pedal feel for rapid response and a linear reaction to subtle modulation pressure.

ABS is standard on the MAZDA6 *s* and available on the MAZDA6 *i*. Part of the ABS programming is Electronic Brakeforce Distribution (EBD), developed to extract maximum stopping ability by automatically compensating for varying wheel loads. For example, the rear brakes work harder whenever they are under more load because of rear-seat passengers or weight in the trunk. As a result, stopping distances are less likely to increase as vehicle loading rises.

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Electronic traction control, also integrated with the MAZDA6's ABS, helps maintain directional stability even on snow-covered or rain-slicked roads. When front and rear wheel speeds go out of synch due to imminent loss of grip, a control computer signals the need for a torque reduction from the powertrain.

A sophisticated body structure also is a major factor in attaining a well-controlled ride, steering precision, unshakable road holding and exceptional occupant safety. H-shaped reinforcements integrated into the floor, body sides and roof enhance both frontal and side crash protection and rigidity, while maintaining low curb weight. Using a single stamping for the entire side surface assures precise gaps, tight panel fits and a resistance to wind noise.

Three-point belts are provided at all five seating positions. Pretensioners, load limiters and height-adjustable shoulder belt anchors are provided for front occupants. The front air bags are an advanced "smart" design with dual-action inflation to tailor their response to both the occupants' seating position and accident severity.

Standard seat-mounted side-impact airbags protect the chest, neck and head of front occupants. An optionally available side-curtain airbag system adds additional protection from side impacts for both front and rear occupants and deploys from the outer edges of the headliner.

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Key visual exterior features are a clearly defined beltline, prominent fender flares and taillamps that cut distinctively around the rear corners into lateral body surfaces. Front and rear overhangs are clipped short to provide the longest possible wheelbase for utmost response and stability. Energy-absorbing side moldings add a sense of horizontal styling drama, as well as dent protection.

While the MAZDA6 is first and foremost a driver's car, it never forgets it is still a sedan at heart, accommodating five adults comfortably. The three-spoke, leather-wrapped steering wheel offers tilt and telescope adjustment along with integrated cruise control and audio controls. Full gauges are provided, regardless of trim or engine choice, with speedometer, tachometer, fuel and temperature readouts, and are illuminated red at night.

Standard on all cars is an integrated AM/FM/CD sound system unit with six speakers. Available upgrades are an in-dash six-CD changer, a cassette tape deck or a MiniDisc player. In addition, a Bose®-tuned entertainment system is offered, providing a six-disc in-dash CD changer, a 25-watt speaker-amplifier unit mounted in each door, a 100-watt subwoofer system positioned under the rear package shelf and a tweeter mounted in the A-pillar in each front door.

Standard on all cars are power windows, mirrors and door locks (with keyless entry), and front and rear overhead dual map lights. Storage abounds: there is an overhead holder for sunglasses, door pockets in front are designed to accept half-liter bottles, front seat backs have expandable pockets and a center console features two cup holders with damped covers. Under the center armrest are two compartments for storage, CDs and a 12V outlet.

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Odd-sized cargo easily is accommodated by folding one or both portions of the 60/40-split rear seat. Release levers are conveniently mounted in the trunk so there is no need to walk around or to open a rear door and both seatbacks are spring-loaded so they fold with a single pull of the lever.

MAZDA6 SPORT WAGON AND MAZDA6 5-DOOR

Filling out the MAZDA6 line in spring of 2004 will be Sport Wagon and 5-Door models. Both of these upcoming MAZDA6s will expand upon the current successes of the sedan and give customers an even greater choice of practicality, versatility and sportiness. When it goes on sale, the MAZDA6 5-Door will be the only mid-size five-door vehicle available in the United States, filling an untapped need for active singles and couples. The MAZDA6 Sport Wagon builds on attributes developed on the Protegé5 and MAZDA3s: aggressive styling, driving entertainment and outstanding functionality.

MAZDA6 5-Door is highlighted by an extended C-pillar that slopes rearward into a raised decklid, yielding a car that looks fast even when standing still. The Sport Wagon is for customers who require even more cargo room than the sedan or 5-Door, but refuse to give up the MAZDA6 driving experience. The MAZDA6 Sport Wagon will be available only with the V-6 engine, while the 5-Door will come with either the I-4 or V-6. Both models will be available with either a manual or automatic transmission.

More in-depth information about both of these new MAZDA6 models will be provided closer to launch.

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Like every Mazda, the MAZDA6 comes with a four-year roadside assistance program. With a call to a toll-free number, MAZDA6 owners can access roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. For all 2004 Mazda vehicles, the company will provide a free loaner car in the event a warrantable condition requires the use of alternative transportation.

The 2004 MAZDA6 is covered by a comprehensive four-year/50,000-mile warranty that covers every part on the vehicle except those subject to normal wear. In addition, the MAZDA6 is covered by a five-year/unlimited-mileage corrosion warranty.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

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