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2004 MAZDA MPV – REVISED STYLING MAKES IT SPORTIER THAN EVER

- Eye-catching Minivan Features Exterior and Interior Upgrades -

IRVINE, Calif. – The Mazda MPV would be more accurately called a large sport wagon with seating for seven than a run-of-the-mill, grocery-carting minivan. Styling changes to the interior and exterior for the 2004 model year will push that moniker even further. The critically acclaimed MPV enjoys a complete overhaul with upgrades to the exterior, interior and additional comfort and safety features. These significant improvements ensure the MPV retains its status as a best-in-class vehicle.

“The MPV is unique because it is a minivan with a sports-car heritage,” said Jim Felix, MPV vehicle line manager. “With this year’s upgrades, MPV keeps all the functionality of a minivan, but gets a sportier appearance to match its enthusiastic driving feel. And, because of its size, MPV remains the perfect choice for families who want a vehicle that’s easy on the wallet, as well as easy to drive and park.”

MPV rolls into 2004 on newly designed 16- (LX model) and 17-inch (ES model) alloy wheels. Other exterior advancements include new headlights and combination lights, a new hood and front fender design, front grille, front and rear bumper, side skirts and seven new colors: Rally White, Tsunami Blue Mica, Whitewater Pearl, Nordic Green Mica, Cosmic Sand Metallic, Razor Blue and Titanium Gray Metallic. The MPV retains Black Mica and Sunlight Silver Metallic from the 2003 models.

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To enhance driver and passenger comfort inside the MPV, new seat upholstery and trim fabric have been added as well as new headrest designs for all four captain's chairs. Rear air conditioning is now standard on the LX model, and a spring-assist has been added to the innovative third-row seat for easier operation.

Interior changes new for 2004 are adjustable lumbar support on the driver's seat, a sporty three-spoke steering wheel, chrome-plated gauge trim rings, driver and passenger-side sun visor extensions, a standard in-dash six-disc CD changer (ES models) and front-door storage pockets with bottle holders. In addition, ES models receive a standard nine-speaker, 180-watt audio system with subwoofer, and all models will be satellite radio-ready to receive Sirius satellite radio broadcasts with only the addition of a Sirius antenna and a subscription to the service. This is the first vehicle in Mazda's lineup to receive a satellite-ready radio, and the service will be extended to all vehicles in the coming years.

Carrying over from 2003, the optional ceiling-mounted Mazda DVD entertainment system plays DVD, MP3 and other audio files and features two infrared headphones, a seven-inch-wide screen, handheld remote control and outputs for video games and camcorders.

Because a minivan's primary purpose is transporting families, safety always has been a priority for Mazda's engineers. As such, even with its revised front-end styling, the 2004 MPV retains its five-star rating in the National Highway Traffic Safety Administration's New Car Assessment Program (NCAP) in frontal- and side-impact collisions that test driver and passenger seat injury potential, making it one of the safest minivans on the road.

Because avoiding accidents is the best way to protect occupants, the 2004 MPV receives standard rear disc brakes, advanced dual-stage inflation front air bags, including passenger weight sensors, a front passenger-side centralized door lock switch and large B-pillar assist grips (ES models). New fog lamps also are standard on ES and side marker lights now are standard on both models. All MPVs come with four-wheel anti-lock brakes (ABS) as standard, and an optional traction control system is available.

In the unfortunate event an impact is unavoidable, the driver and front passenger seat belts have pretensioners and force limiters to reduce body movement and minimize belt-related injury. In addition, driver, front passenger and both second-row seats have adjustable seat belt anchors, while all seating positions have three-point seat belts.

Also protecting in a collision is Mazda's "Triple-H" safety structure that consists of interlocking floor, side sill and roof members that resist impact force in an offset or side collision. Reinforced door beams also are provided in all four doors to help protect passengers in a side impact collision.

Driving performance is provided by a 3.0-liter 24-valve DOHC six-cylinder powerplant, delivering 200 horsepower at 6,200 rpm and 200 lb-ft of torque at 3,000 rpm. The transmission is a five-speed automatic (unusual in this class of generally four-speed automatics), with gear ratios and shift points chosen to provide smooth shifts in daily driving or full-throttle, red-line upshifts when needed. Computer logic in the transmission's control unit includes "Slope Control" which minimizes constant up- and down-shifts when driving in hilly terrain. In the MPV's smaller package, as compared to other "mini" vans, these all make for a vehicle with responsive acceleration and a high Zoom-Zoom "fun-to-drive" factor.

In addition to its strong engine and enthusiastic performance, MPV's finely tuned suspension continues to make it stand out as a segment leader and separates it from the pack of mushy handling, workaday minivans. Suspension is by MacPherson struts at all four wheels, with a large stabilizer bar in the rear to minimize roll when heavily loaded. The front suspension geometry has been engineered with a three-degree offset axis to minimize camber change when cornering, maximizing driver feedback and vehicle safety while minimizing road noise and vibration.

Mazda designers understand that even a sporty minivan still must be very comfortable and have taken into consideration that a minivan's primary job is transporting families and their cargo. All MPVs come with four captain's chairs, each with fold-down armrests, along with adjustable head and backrests. The second-row captain's chairs, with Mazda's exclusive Side-by-Slide™ seating arrangement, allow the seats to not only move fore and aft, but also together, to create a bench seat when necessary. In addition, the middle row captain's chairs can be removed with ease for additional cargo capacity, or placed on the ground outside the vehicle for use as recliners while tailgating or at the beach.

The Tumble Under™ rear bench seat can be configured in a number of ways: upright, with seat belts for three; tumbled 90 degrees to the rear, allowing it to act as an outward-facing seat for tailgaters to sit comfortably with their legs dangling over the rear bumper; or folded completely flat into a recessed well, leaving a flat cargo floor.

In addition, the MPV comes equipped with a center storage console mounted between the two front bucket seats, multiple cup holders, assist grips on the backs of the front seats, driver and passenger vanity mirrors and large hooks in the cargo area to provide flexibility for tying down the bikes and bulky items that define today's active families.

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Like every Mazda, the MPV comes with a four-year roadside assistance program. With a call to a toll-free number, MPV 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 Mazda MPV 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 MPV is covered by a five-year/unlimited-mileage corrosion warranty.

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

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