

For Release: September 15, 2004

Contacts: Jeremy Barnes, Mazda North American Operations, (949) 727-6844
Chaz Abbott, Mazda Information Bureau, (800) 248-0459, (949) 223-2307

2005 MAZDA6 SPORTS SEDAN, 5-DOOR AND SPORT WAGON: VARIETY NEVER LOOKED SO GOOD

– First Six-Speed Automatic in Midsize Segment Offers Unparalleled Drivability –

IRVINE, Calif. – Since its introduction two years ago, the MAZDA6 Sports Sedan has set new standards for performance, drivability and styling in its class, winning more than 70 awards for automotive excellence. With the introduction of the MAZDA6 Sport Wagon and 5-Door, Mazda created the most extensive lineup in the midsize category, giving drivers the versatility and variety they crave. For 2005, the MAZDA6 lineup provides a healthy dose of Zoom-Zoom to suit every customer's lifestyle.

Mazda is the first to offer a six-speed Sport AT automatic transmission featuring manual shift mode in the midsize segment, and this innovative technology is available on all MAZDA6 s models for 2005.

Additional new features for 2005 in the MAZDA6 model lineup include:

- 17-inch alloy wheels standard on all Sports Sedan, 5-Door and Sport Wagon models, optional on base-trim models.
- 8-way power driver's seat standard on all Sport and Grand Touring models.
- Bose® Audio/Moonroof package standard on Grand Touring and optional on all Base and Sport models.
- All models equipped with a Sport Package now include a spoiler, body-color front grille and gray headlight bezels, creating an aggressive stance.

- more -

- Advanced Frontal Airbag System – has been added to the front airbags that already feature dual-action inflation for a tailored response to accident severity and seatbelt usage.
- Side airbags and side curtains are standard on all models with the exception of the MAZDA6 *i* Sports Sedan, on which they are optional.
- ABS and Traction Control is now standard for MAZDA6 *i* 5-Door and Sports Sedan and all other MAZDA6 models.
- In addition to the six-speaker AM/FM/CD modular audio system, all MAZDA6 models come equipped with a Sirius® satellite radio-compatible audio system. Mazda dealers need only add an antenna and satellite receiver kit (\$399 not including installation) and customers need only subscribe to activate the Sirius system.

POWERTRAIN

For 2005, the MAZDA6 Sports Sedan and 5-Door are available with two engine choices. A 2.3-liter four-cylinder (I-4) engine, producing 160-horsepower and 155 lb-ft of torque powers the MAZDA6 *i*, while the MAZDA6 *s* keeps its popular 3.0-liter V-6, producing 220-horsepower and a robust 192 lb-ft of torque. Both engines are available with a choice of a five-speed manual or Sport Shift A/T automatic transmission with manual shift mode. The Sport A/T has four speeds on the MAZDA6 *i*, while the MAZDA6 *s* receives a new-for-2005 six-speed automatic. All Sport Wagons have a 220-horsepower V-6 engine, and unlike most wagons, a crisp shifting five-speed manual transmission is standard, with the six-speed Sport A/T optional.

MAZDA6 is the only vehicle in the midsize segment available with a six-speed automatic, all others being equipped with either four- or five-speeds.

The new six-speed automatic provides near-perfect gear spacing for the V-6 engine, keeping it in its power band under all driving circumstances. Having six forward speeds allowed Mazda engineers to select a low ratio for first and second gears to maximize off-the-line acceleration, perfectly spaced mid-range gears for instant acceleration at higher speeds and tall top gears for effortless cruising.

From its inception, the MAZDA6 was designed as a driver's car and therefore features a suspension factory tuned for road holding, sharp reflexes and driver feedback. As a result, no sport suspension option is required.

The commitment to creating a driver's car is evident in a suspension geometry that includes a double-wishbone front and E-type multi-link rear to minimize built-in friction while maximizing strength and performance.

HANDLING AND BRAKING

As a result of the advanced suspension components, the MAZDA6 lineup provides a heightened experience under spirited driving, yet offers a smooth, comfortable ride around town. Other suspension considerations include minimized body roll and weight transfer via a wide front track and standard stabilizer bar. Integrated into the rear E-link design are low-profile coil springs and angled shock absorbers that maximize trunk space while minimizing noise intrusion into the rear sub-floor. Both front and rear suspensions feature coil springs and stabilizer bars, providing flat handling and minimizing body roll.

Proving that it's all about the drive, all MAZDA6 models have power-assisted rack-and-pinion steering with a quick ratio — only 2.54 turns lock-to-lock — tuned to provide razor-sharp responsiveness. The steering system on all MAZDA6 models features road-speed-sensing variable assistance, automatically reducing assistance at high speeds to enhance road feedback transmitted through the steering wheel.

The entire MAZDA6 lineup keeps performance top of mind, and all models are outfitted with 11.1-inch ventilated discs for the front wheels and 11.0-inch solid discs in back to deliver rapid, controlled stopping and resistance to fading. Anti-lock brakes are standard on all MAZDA6 vehicles, and the ABS programming includes Electronic Brakeforce Distribution (EBD).

EBD is designed to offer maximum braking performance through all four wheels by compensating for varying wheel loads. For example, the rear brakes will work harder whenever they are under increased load because of rear-seat passengers or weight in the trunk. This programming translates to a high level of predictability under braking and minimal increases in stopping distance regardless of vehicle weight.

Another safety-minded facet of the MAZDA6's standard ABS system is the integrated electronic traction control system (TCS), which helps maintain directional stability regardless of road conditions. If the control computer senses that the front and rear wheel speeds are out of sync on a slick surface due to loss of grip, the computer will reduce engine power automatically.

This reaction is both instantaneous and seamless to the driver, and provides yet another example of the added safety components offered by the 2005 MAZDA6. The TCS system also can be turned off should conditions warrant it.

EMISSIONS AND SAFETY

Safety and comfort are always on the minds of Mazda engineers, and every step has been taken to ensure driver and passengers will enjoy those qualities in the MAZDA6 family of vehicles. For the 2005 model year, Mazda engineers also have placed emphasis on designing environmentally friendly vehicles.

All MAZDA6 *i* models with A/T are classified as Partial Zero Emissions Vehicles (PZEV), and all MAZDA6 *i* models with manual transmissions are recognized as Low Emissions Vehicles (LEV).

Cars with a PZEV classification have zero evaporative emissions, meaning they have fewer emissions while being driven than a typical gasoline car has while idling. PZEV-certified vehicles also are 95 percent cleaner than the average new car.

LEV classification incorporates the use of highly efficient catalysts and advanced engine management for near-zero evaporative emissions. The 5-Door *s* and Sport Wagon have Bin 5-A Federal emissions levels, which mandate emissions similar to LEV levels.

Safety features on all MAZDA6 vehicles include a “Triple-H” body construction, enhancing frontal- and side-crash protection, side-impact door beams (both front and rear), child-safety rear door locks and a LATCH system that includes rear child safety seat lower anchors and upper tethers.

Seat-mounted side-impact and side curtain airbags protect the chest, neck and head of front occupants and are standard across the MAZDA6 lineup, optional on base-trim models.

Additionally, all models feature three-point safety belts for all five seating positions (two front, three rear) and height-adjustable front shoulder safety belts. All MAZDA6 models have a collapsible brake and accelerator pedal assembly that breaks away in the event of a severe frontal accident to minimize foot injuries – a feature also found on the RX-8 and MAZDA3.

INTERIOR STYLING

All 2005 MAZDA6 models come standard with power windows with driver-side one-touch down feature, power mirrors and door locks (with keyless entry) as well as front and rear overhead dual map lights that are tightly focused to minimize nighttime glare. Numerous storage areas were designed into the cabin to increase livability: an overhead sunglass storage area, door pockets designed to accept half-liter bottles, expandable pockets located in the front seat backs and a center console with two cup holders covered by a damped lid.

2005 MAZDA6 - 7

The center armrest offers two compartments for storage, CDs and houses a second 12V outlet. Handling odd-sized cargo is easy: simply fold down one or both portions of the 60/40 rear seat. Seatbacks are spring-loaded and fold down with a single pull of the release levers, which conveniently are located in the trunk.

Although the MAZDA6 is without a doubt a driver's car, care was taken to provide spacious comfort for five adults inside the inviting cabin. The attractive interior boasts a three-spoke leather-wrapped steering wheel, offering tilt and telescopic adjustments along with integrated cruise and supplemental audio controls.

Instrumentation includes analog speedometer, tachometer, fuel and engine temperature gauges, as well as a digital readout for ambient outside air temperature. The three-spoke leather-wrapped steering wheel with cruise and audio controls has a tilt and telescopic column and matches nicely with the leather-wrapped shift knob and parking brake handle. Standard power features include door locks, mirrors and windows with driver-side one-touch down feature.

A thumping, six-speaker integrated AM/FM/CD sound system is standard on all cars, while available upgrades include an in-dash six-CD changer, a cassette deck, an MP3 player or a MiniDisc Player. A 200-watt Bose® sound system — standard on Grand Touring models — also is available, comprising a six-disc in-dash CD changer, four 25-watt speakers, a tweeter mounted in the A-pillar of each front door, a 100-watt subwoofer and an amplifier. Included with the Bose® sound system package is a power tilt/slide glass moonroof with interior sunshade.

- more -

MAZDA6 Sports Sedan

While the 2005 MAZDA6 Sports Sedan maintains *i* (I-4) and *s* (V-6) trim levels, three sub-trim levels have been adopted, each with different levels of standard equipment: Base (*i* only), Sport (*i* and *s*), and Grand Touring (*i* and *s*). Additionally, a revised option package and structure provides more consistency across the lineup.

- **Bose® Audio & Moonroof Package** includes a 200-watt Bose 7-speaker system, amplified subwoofer, in-dash 6-disc CD changer, power moonroof (available on *i* Base, *i* and *s* Sport; standard on Grand Touring models)
- **Convenience Package** includes 17-inch alloy wheels, 8-way power driver's seat, anti-theft perimeter alarm (*i* Base)
- **Leather Package** includes leather-trimmed seat upholstery, heated door mirrors, heated front seats, electroluminescent gauges with red nighttime illumination (*i* and *s* Sport; standard on Grand Touring models)
- **Grand Touring Appearance Package** includes sport-type front and rear bumpers, side sill extensions, fog lights, oval-type dual exhaust outlets (*i* and *s* Grand Touring)

The exterior appearance of the 2005 MAZDA6 Sports Sedan offers a heightened sense of athletic tension. A clearly defined beltline, prominent fender flares and distinctive taillamps that cut around the rear corners are key visual indicators of the performance that lies within the attractive package. Both *i* and *s* Sport models receive a body color-matched sport grille to further integrate the front end of the car.

Front and rear overhangs remain short in order to provide a long wheelbase for increased stability and handling. Energy-absorbing side moldings serve the dual purpose of adding horizontal styling and providing excellent dent protection.

“Mazda is the only car company that can offer a sedan with the perfect combination of performance and practicality coupled with the soul of a sports car,” said Eiji Oyama, MAZDA6 vehicle line manager. “The 2005 MAZDA6 Sports Sedan continues its success by exceeding customer expectations and enhancing the driving experience.”

The MAZDA6 Sports Sedan is the benchmark for its category, elevating the previously mundane world of midsize sedans to a whole new level. With class-leading performance and safety, as well as enhanced eco-friendliness, Mazda has solidified the 2005 MAZDA6 Sports Sedan as the true leader of its segment.

MAZDA6 5-Door

While the 2005 MAZDA6 5-Door maintains the *i* (I-4) and *s* (V-6) trim levels, the “Sport” sub-trim level is new this year. The increased functionality of the 5-Door is geared to appeal to those customers looking for an aggressively styled sedan with increased cargo space. All MAZDA6 5-Doors come standard with a Sport Package, which, in addition to 17-inch wheels, includes a body-colored sport grille, aggressive front and rear fascias, integrated fog lights, side sill extensions, rear wing, oval-tipped exhaust outlets and titanium-look power window switch panels. All 5-Doors also come fitted with a rear wiper/washer.

Option packages available on both the 2005 MAZDA6 *i* and *s* 5-Door models are:

- **Bose® Audio & Moonroof Package** includes a 200-watt Bose 7-speaker system, amplified subwoofer, in-dash 6-disc CD changer, power moonroof
- **Leather Package** includes leather-trimmed seat upholstery, heated door mirrors, heated front seats, electroluminescent gauges with red nighttime illumination

The 2005 MAZDA6 5-Door offers ample cargo space and functionality without sacrificing sporty handling and good looks, providing unique alternatives for drivers who need room for their gear but still crave sports sedan performance.

“The renewed enthusiasm toward 5-Door vehicles indicates a customer who is determined to drive a contemporary car that fits his or her active lifestyle,” said Eiji Oyama, MAZDA6 vehicle line manager. “Not only does the MAZDA6 5-Door provide spirited performance and plenty of room to stow your gear, but it adds the element of aggressive, sleek styling that is missing from other vehicles in its class.”

When viewed from the exterior, MAZDA6 Sport Wagon and 5-Door differ from each other — and the Sports Sedan — only from the B-pillar back. The 5-Door boldly defies the unattractive design elements often associated with run-of-the-mill hatchbacks. The slope of the 5-Door’s roof line to the rear decklid is gradual instead of the typical flat hatch, giving the 5-Door a decidedly coupe-like appearance.

The rear liftgate of the 5-Door opens to reveal a vast covered cargo compartment with 22.0 cubic feet of space, nearly 50 percent more than that of the sedan. Cargo space in the 5-Door more than doubles when the rear seats are folded, providing an impressive 58.7 cubic feet of space. Rear 60/40 split seats fold with the touch of a button, and there is no need to remove the head rests for a near-flat cargo floor. The expansive liftgate opening ensures that oddly shaped items, which normally would be problematic to fit in the trunk of a sedan, easily fit in the MAZDA6 5-Door. When considering ways to stow items in the 5-Door, options include cargo tie-downs and additional storage available in two hidden compartments located in the side panels.

MAZDA6 Sport Wagon

The 2005 MAZDA6 Sport Wagon is available only in the **s** (V-6) trim level and adopts three sub-trim levels, Base, Sport and Grand Touring, consistent with the Sports Sedan. All three models in the MAZDA6 family have the soul of a sports car, and the Sport Wagon in particular provides multi-faceted cargo options in style. Optional packages on the MAZDA6 Sport Wagon include:

- **Bose® Audio & Moonroof Package** includes a 200-watt Bose 7-speaker system, amplified subwoofer, in-dash 6-disc CD changer, power moonroof (**s** Sport; standard on **s** Grand Touring)
- **Leather Package** includes leather-trimmed seat upholstery, heated door mirrors, heated front seats, electroluminescent gauges with red nighttime illumination (**s** Sport; standard on **s** Grand Touring)

“MAZDA6 Sport Wagon has the fun factor that people have come to expect from the MAZDA6 Sports Sedan while providing the benefit of added cargo space for those who require it,” said Eiji Oyama, MAZDA6 vehicle line manager. “The MAZDA6 Sports Sedan has won more than 70 domestic and international awards since its 2003 introduction, and we’ve applied the same award-winning excellence in both performance and style to the Sport Wagon.”

The MAZDA6 Sport Wagon shrugs off the image of a conventional wagon and truly lives up to the “Sport” in its name, both in appearance and performance. The aggressive front end of the Sport Wagon gradually slopes to the rear for a sturdy, athletic appearance. Offering the most flexibility and additional space in the MAZDA6 family, the Sport Wagon rivals some SUVs with its impressive cargo capacity, but trumps them all with its sporty driveability.

The rear compartment boasts 33.7 cubic feet with the rear seats up and a generous 60.4 cubic feet with them folded. The second-row seats fold easily with the touch of a lever located near the tailgate, and there is no need to remove the head rests for a near-flat load floor. Tie-downs, a retractable cargo cover shade and a barrier-type net that emerges from the floor and attaches to the roof interior, all come standard.

- more -

WARRANTY

Like every Mazda, the 2005 MAZDA6 Sports Sedan, 5-Door and Sport Wagon come with a four-year roadside assistance program. A toll-free number yields 24-hour roadside assistance for all MAZDA6 owners, 365 days a year throughout the United States and Canada. In the event a warrantable condition requires the use of alternate transportation, Mazda will provide a free loaner car for all 2005 Mazda vehicles.

The 2005 MAZDA6 lineup 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, all MAZDA6 vehicles are covered by a five-year/unlimited-mileage corrosion warranty.

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

###

EDITOR'S NOTE: For more information on Mazda products, visit the online Mazda media center at www.mazdausamedia.com.