

## MAZDA NORTH AMERICAN OPERATIONS

7755 Irvine Center Drive Irvine, CA 92618  
Tel: (949) 727-1990 Fax: (949) 727-6813  
www.mazdaUSAMedia.com



For Immediate Release

Contact: Beverly Braga, Mazda North American Operations, (949) 727-6751  
Eric Booth, Mazda North American Operations, (949) 727-6144

### **2015 MAZDA6**

*- Mazda's Mid-Size Sedan Continues to Push Standards of 'Segment Best' -*

Completely redesigned as a 2014 model, Mazda6 entered the cutthroat mid-size sedan segment as a fresh-faced challenger only to exit as its fearless champion. Unexpected yet hardly a surprise, Mazda6 captured impressive awards such as being named "[Car of the Year](#)" by [Popular Mechanics](#) and a "[10Best](#)" by [Car and Driver](#), among [others](#). While 2015 may be a carryover year for Mazda6, there is no slowing down in the fast lane as the vehicle receives updates to select features and packaging options.

"The mid-size sedan segment is one of the largest segments in terms of sales volume, meaning automotive manufacturers tend to put their best foot forward in terms of technology, performance and design," said Jim O'Sullivan, president and CEO, Mazda North American Operations (MNAO). "Because of such competition, Mazda6 needed to offer consumers and critics something beyond the smoke-shrouded gimmicks of some segment rivals. What the final product delivered is an experience like no other in its class."

More than a run-of-the-mill segment hat rack, Mazda6's unrivaled beauty is wholeheartedly matched with its keen brain. Chock full of Mazda-engineered technologies and systems, the 2015 Mazda6 continues to excite the market with its proven [SKYACTIV<sup>®</sup> TECHNOLOGY](#) fuel savings made even more efficient with the capacitor-based regenerative engine braking [i-ELOOP](#) system, a head-turning [KODO "Soul of Motion"](#)-designed exterior and the safety-focused features of [i-ACTIVSENSE](#). Since "boring" is a gene that never found its way into Mazda's DNA, why expect the brand's bread-and-butter mid-size vehicle to be plated without some sinisterly sweet jelly?

#### **Engineered to Impress**

As the second Mazda vehicle to fully incorporate SKYACTIV TECHNOLOGY, real-world results were not seen as a nice-to-have but more of a do-or-die. The performance-oriented, fuel-efficient technologies successfully showcased (and further cemented) the brand's R&D ingenuity.

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<sup>1</sup> SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).

Under the hood sits an unassuming SKYACTIV-G 2.5-liter gasoline engine that features a race-car high 13.0:1 compression ratio, produces 184 horsepower at 5,700 rpm and offers 185 lb-ft of torque at 3,250 rpm. While not the most powerful engine on paper, this 2.5L could very well be the hardest working. As the standard engine for all three trim levels – Sport, Touring and Grand Touring – Mazda6's 2.5L can be had with either the standard SKYACTIV-MT six-speed manual transmission or optional SKYACTIV-Drive six-speed automatic.

Not relegated to simple entry level status, the SKYACTIV-MT transmission is available on both Sport and Touring trims. When equipped as such, the EPA-estimated fuel economy rating is 25 city/37 highway/29 combined mpg. The SKYACTIV-Drive automatic is an available selection for all three trim levels with an EPA-estimated fuel economy of 26 city/38 highway/30 combined mpg. Additionally, only Grand Touring models can be paired with the i-ELOOP system. Mazda6 vehicles equipped as such receive an EPA-estimated fuel economy of 28 city/40 highway/32 combine mpg, of which the highway rating is the highest earned of its direct competitors.

Derived from "Intelligent Energy Loop," i-ELOOP is a capacitor-based regenerative *engine* braking system that converts a vehicle's kinetic energy into electricity as the car decelerates. More simply, energy is being captured the moment the accelerator is released – regardless of whether the vehicle slows down due to the brake pedal being employed or is merely coasting. This electricity is captured and then stored for later use as a means to power all of the vehicle's electrical components, such as headlights, climate control and audio systems.

i-ELOOP is the world's first such system capable of managing vehicle energy in such a manner. This reduces the need for the engine to burn extra fuel in order to generate electricity and, therefore, improves fuel economy without sacrificing driving performance. In order to efficiently recapture the kinetic energy and convert it into electricity, i-ELOOP utilizes a 12- to 25-volt variable voltage alternator, a DC/DC converter and a low-resistance, high-capacity electric double layer capacitor (EDLC).

While the increased engine braking caused by the hard-charging alternator is too small for drivers to feel, the smooth power delivery coming from the capacitor means the electrical systems do not operate differently when i-ELOOP is in use. As always, exact fuel savings will vary based on electrical loads and individual driving habits.

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## **Supercar Style Sans Sticker Shock**

If looks were the only barometer of worth, without a doubt Mazda's KODO design language has elevated the brand as an alternative to premium. This "Soul of Motion" direction has produced some of the most striking vehicle compositions available (and affordable) to the general public, with the Mazda6 in particular holding its own as a top three [World Car Design of the Year](#) finalist. On a global stage, Mazda's mid-size sedan shared the spotlight with supercar contenders, both of whom featured half as many doors.

Not a far cry from its [TAKERI Concept](#) roots, Mazda6's elongated cab-rearward posture, muscular fenders and decisive character lines have molded together a striking vehicle for a segment whose claim to fame is producing designs as anonymous as the everyday errands consumers are forced to make in them. Thankfully, even if for a segment seemingly comfortable in the nine-to-five routine, Mazda designers will not jump on the bandwagon of mediocrity.

Featuring the familial five-point chrome "signature wing," Mazda6's front grille forms a naturally approachable but commanding presence. Nestled within its black horizontal lines and flanked by piano black top-line trim is the Mazda badge – confident and prominent. Further encapsulating the long-stroke design form that is KODO, the front fascia's chrome accent reaches out beyond the grille, continuing upwards into the eagle eye-shaped headlamps. The lower front fascia evokes a strong chin accompanied by recessed fog lights (when equipped).

From the hood's substantial landscape and continuing along the pronounced front fenders is a character line so strong in its finesse toward creating shifting reflections. This initial eye-catcher snakes its way across the A-pillar only to disappear into the beginnings of another sweeping design element, which proceeds to wrap throughout the C-pillar and itself blending into the features of the trunk lid and signature wing-matching chrome accent.

But such painstaking attention to proportions and detail is not without purpose. With a coefficient of drag as low as 0.26 (Grand Touring only), the 2015 Mazda6 is the most wind-tunnel friendly vehicle within the mid-size segment.

## **Interior Contentment**

In order to provide an experience that is 100 percent Mazda, the Mazda6's interior matches the flowing elements of its world-renown exterior design.

As with all Mazdas, the best seat in the Mazda6's house is located directly behind the three-spoke, leather-wrapped steering wheel. This driver-oriented cabin features intuitive controls and touch points, some repetitive in function in order to offer consumers a variety of options with regards to familiar operational preferences. For example, consumers can make adjustments to in-vehicle settings via voice command, touch screen operation or traditional tactile knobs and buttons. A multi-function commander control (when equipped) sits in the center console to also provide a "home base" from which to access vehicle features.

The contoured dash panel is long and seamless, a non-distraction for a driver's eyes as well as a further showcase of Mazda6's premium, uncluttered cabin. Warm textures of dark gray satin (when paired with black or sand seat trim) or Bordeaux satin (when paired with almond-hued leather) reinforce the high quality surfaces that abound in frequently touched soft surfaces, such as premium cloth or leather features along the door panels. The dark satin element also highlights knobs and switches, making them easier to discern at moment's glance.

As another benefit toward keeping one's focus on the road ahead, the instrument cluster offers meter lighting which allows the gauges to be readable in bright sunlight as well as minimize eye strain during nighttime drives.

Interior room is ample and comfortable. Mazda6 offers 38.4 inches of headroom (37.4 inches when equipped with an optional moonroof) for front-seat occupants and 37.1 inches of clearing in the second row. Rear legroom is among the segment's best at 38.7 inches while those in front enjoy 42.2 inches of stretching space.

The supportive, sport-bolstered front bucket seats and the spacious rear bench are available in three premium fabrics, each with two color options. Sport models feature black or sand cloth fabric; Touring vehicles are outfitted with black or sand leatherette; and Grand Touring trims feature black or almond leather. For added interior versatility and cargo space, the rear features 60/40-split fold-down seats as standard. With seats up, trunk space is an accommodating 14.8 cubic feet.

### **Personalizing the Driving Experience**

From its redesign year, the 2015 Mazda6 carries over an abundance of available in-vehicle connectivity options. Real-time traffic alerts, various music providers and automatic messaging capabilities are all within reach, or better yet, accessible via push-button voice command.

Bluetooth® phone and audio connectivity as well as iPod® audio playback can be accessed via the integrated 5.8-inch full-color multi-information touch screen display. The iPod's information can easily be managed seamlessly via the Mazda6's in-dash display. A speech recognition system also allows users to repeat and shuffle audio tracks as well as conduct a folder search. Additionally, USB and auxiliary jack connection ports are standard and located within the center console storage bins.

When a smartphone is synced, Short Message Service (SMS) messages can be received and show on the touch screen monitor. The system can then articulate the messages as well as allow occupants to send replies using pre-determined fixed phrases. There also is a Do Not Disturb function, which will silence all pop-up message notifications until the option setting is changed.

HD Radio™ Technology, a subscription-free digital AM and FM broadcast radio service, and Pandora®, which provides personalized stations based on a listener's preferences (i.e. likes and dislikes of songs, artists and genres), also are offered. No log-in or additional setup is required to enjoy HD Radio stations, however, a Pandora account is needed and the mobile app installed before the stations can be accessed through the touch screen display. While Pandora does feature commercial-free channels for a fee, the service also offers free subscription accounts.

Real-time traffic alerts are available via the in-dash TomTom technology-based navigation system. The system also features premium North American maps, advanced lane guidance and instinctive voice recognition. The navigation module communicates with the head unit via a USB interface and utilizes an SD card for storing map data. The SD card feature allows consumers the flexibility to personalize route maps as well as receive regular mapping updates via any personal computer.

### **Packages for All Preferences**

The 2015 Mazda6 is offered in three trims, each level receiving a few more amenities than the other but no trim can be considered a barrel scrapper in terms of features. Starting with the Sport model, standard features abound, some of which are considered premium options among segment rivals. These include push-button start, air conditioning with a pollen filter, a tilt-and-telescopic adjustable steering column, steering wheel-mounted audio and cruise control functions, a multi-information display with a trip computer, auxiliary/USB input connections, cloth-trimmed sport seats, a six-way manual driver's seat with manual lumbar support, 60/40-split fold-down rear seats, daytime running lights, auto-off halogen headlights, 17-inch aluminum alloy wheels, a SKYACTIV-MT six-speed manual transmission as well as a leather-wrapped parking brake, shift knob and steering wheel.

New standard equipment for all 2015 Mazda6 models is the addition of illuminated switches and a one-touch up/down operation for all power windows.

When equipping a Sport-trimmed vehicle with the SKYACTIV-Drive six-speed automatic, added features included Bluetooth hands-free phone and audio connectivity, HD Radio Technology, Pandora internet radio, audio menu voice command, Radio Broadcast Data System program information, E911 automatic emergency notification, SMS text message receipt/delivery, a 5.8-inch full-color touch-screen display and a rearview camera. No package options are offered for Sport models.

The mid-level Touring includes all the equipment of a Sport model paired with an automatic transmission, but with a choice of transmissions. For consumers who enjoy shifting the gears themselves yet would like more technology features the Touring trim may be the perfect blend of excitement and extras for discerning enthusiasts. Additional standard features included a larger 19-inch aluminum alloy wheel-and-tire set, a six-way power driver's seat with manual lumbar support, dual-zone auto-climate control with rear seat vents, leatherette-trimmed sport seats and a multi-function commander control as well as Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA) safety components.

For 2015, Touring models receive Mazda Advanced Keyless Entry as standard equipment. Also new this model year is the eponymously-named Touring Moonroof/Bose®/Satellite Radio Package, one of two options packages available for this trim. The former includes an 11-speaker Bose Centerpoint® Surround Sound System with AudioPilot®, a power moonroof with a one-touch open/close feature and SiriusXM® Satellite Radio with a four-month complimentary subscription. The latter, which can only be ordered as a combination with the Moonroof/Bose/Satellite Radio Package, adds a TomTom technology-based navigation system with real-time traffic, auto on/off headlights, rain-sensing windshield wipers, an auto-dimming rearview mirror with Homelink®, an auto-dimming exterior driver's side mirror, heated outside mirrors and [Smart City Brake Support](#) (SCBS), a pre-crash avoidance safety feature. While the SCBS system will not eliminate accidents, its intent is to minimize them and help reduce the severity of an impact.

Equipped solely with the SKYACTIV-Drive automatic transmission, Grand Touring models include all the features of a Touring equipped with both the Moonroof/Bose/Satellite Radio and Touring Technology packages.

Upgraded standard amenities include 19-inch aluminum alloys with a Platinum Silver finish, a rear lip spoiler, bi-xenon HID headlights with auto leveling, LED daytime running lights, halogen fog lights, leather-trimmed sport seats with variable-setting heated front seats, an eight-way power driver's seat with power lumbar support, a four-way power front passenger seat, steering wheel paddle shifters, an alarm system and an Adaptive Front-lighting System (AFS).

A Grand Touring Technology package is available and adds Mazda Radar Cruise Control (MRCC), Forward Obstruction Warning (FOW), a Lane Departure Warning System (LDWS), High Beam Control (HBC), i-ELOOP and active grille shutters.

The 2015 Mazda6 is available in seven exterior colors – Blue Reflex, Jet Black, Liquid Silver, Meteor Gray, Snowflake White Pearl, Soul Red and Deep Crystal Blue (new for 2015) – and can be optioned with one of two interior shades – black and sand/almond.

### **Standard Safety**

The focus of SKYACTIV TECHNOLOGY is not only on lightweight materials, fuel economy and driving dynamics. Increased safety is a key element as well, which is why Mazda6 has earned a [“Top Safety Pick+”](#) designation from the Insurance Institute of Highway Safety (IIHS) and also received a [5-Star Safety Rating](#) from the National Highway Traffic Safety Administration (NHTSA).

All 2015 Mazda6 models are equipped with a SKYACTIV-Chassis and SKYACTIV-Body, two components that improve rigidity to provide a driver with precise steering and handling control while implementing a reinforced structure to help protect occupants during an unexpected impact.

Additionally, all Mazda6 vehicles are equipped with standard safety features such as six airbags (advanced dual front, front seat-mounted and full-length side curtain), daytime running lights, height-adjustable headrests for all seating positions, whiplash-reducing front headrests, an Anti-lock Brake System (ABS), Electronic Brakeforce Distribution (EBD) with Brake Assist, Dynamic Stability Control (DSC) with a Traction Control System (TCS), a tire pressure monitoring system (TPMS), Hill Launch Assist (HLA), power-assisted ventilated front brakes and solid rear disc brakes, three-point safety belts for all seating positions, a fold-away brake pedal assembly, a trunk entrapment release system, front seatbelt pretensioners with force limiters as well as Lower Anchors and Tethers for Children (LATCH).

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Sport models equipped with an automatic transmission receive a rearview camera as standard equipment. Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA) are standard on Touring trims, and Smart City Brake Support (SCBS) is available as a Touring Technology Package feature. Grand Touring vehicles receive SCBS and an Adaptive Front-lighting System (AFS) as standard equipment while Mazda Radar Cruise Control (MRCC), Forward Obstruction Warning (FOW), a Lane Departure Warning System (LDWS) and High Beam Control (HBC) are available as part of the Grand Touring Technology Package.

As a whole, these safety features comprise the i-ACTIVSENSE umbrella, a suite of active-safety pre-crash detection systems. These technologies use sensing devices such as milliwave radars and cameras to support the driver in recognizing hazards, avoiding collisions and minimizing damage should accidents occur but are not meant to replace a driver from making accident avoidance decisions.

Lastly, all Mazda vehicles come with the Mazda Certified Roadside Assistance Program. Using either the toll-free number or free Mazda Assist app for iOS- and Android-operated mobile devices, owners and their family members can contact roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. In addition, the New Vehicle Limited Warranty includes a comprehensive three-year/36,000-mile warranty, which covers every part of the vehicle (except those subject to normal wear), a five-year/60,000-mile powertrain warranty and a five-year/unlimited-mileage corrosion warranty.

### **About Mazda North American Operations**

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).

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