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2004 MAZDA6 SPORT WAGON AND 5-DOOR

— *Mazda's Flagship Sedan Dons Two New Skins: Sport Wagon and 5-Door* —

LOS ANGELES – Mazda adds two derivatives of the hugely popular MAZDA6 Sports Sedan—the MAZDA6 Sport Wagon and MAZDA6 5-Door—to its already stellar 2004 model lineup. The MAZDA6 Sport Wagon and MAZDA6 5-Door offer even more variety for consumers who desire extra versatility and style but still yearn for the soul of a sports car.

During its debut year, the MAZDA6 won more than 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. That same MAZDA6 success carries over to the Sport Wagon and 5-Door models.

"MAZDA6 had a very successful launch and we want to continue to build on its momentum," said Jim Sailer, MAZDA6 vehicle line manager. "We've created the Sport Wagon and 5-Door to reinvigorate the MAZDA6 line and provide that same exceptional driving experience to those who simply require more than a sedan can offer."

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The MAZDA6 5-Door is the only midsize 5-Door hatchback offered for sale in the U.S. Along with the all-new Sport Wagon, Mazda also has the broadest lineup in the midsize category.

MAZDA6 Sport Wagon combines the aggressive good looks of the sedan and 5-Door with the versatility only a wagon or SUV can provide. Sport Wagon appeals to the driver who needs room for gear or children but simply cannot give up the driving dynamics of a true, authentic sports sedan.

The 5-Door distinguishes itself by looking more like a four-door sport coupe than a hatchback. In the past, hatchbacks carried a negative stigma and were often considered only by consumers who desired utility and economy, usually at the expense of style and driving dynamics. MAZDA6 5-Door shatters that notion by incorporating flair and sporty driving characteristics into a vehicle that offers ample utility to those who need it.

From the exterior, Sport Wagon and 5-Door differ from the sedan only from the B-pillar back. The 5-Door's roof line slopes gradually to the rear decklid for an aggressively aerodynamic yet elegant appearance. Its sleek, fastback look serves a functional purpose as well.

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Opening the liftgate of the 5-Door reveals a covered cargo compartment with 22.0 cubic feet of space, nearly 50 percent more than that of the sedan. Additionally, the opening is so expansive that oddly shaped items, which would not fit through normal trunk openings, can slide through with ease. Rear seats fold with the touch of a button and there is no need to remove the head rests. With the rear seats folded, cargo space expands to 58.7 cubic feet. Cargo tie-downs and two hidden compartments in the side panels allow drivers more options for stowage.

With a hint of wedge in its profile, the Sport Wagon carries itself with an athletic and somewhat European road-ready stance. Since wagon buyers generally desire versatility, MAZDA6 Sport Wagon has more than its share of roominess and flexibility. The second-row seats fold with the touch of a lever located near the tailgate with 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 raises from the floor and attaches to the roof interior all come standard. The rear compartment offers a generous 33.7 cubic feet of cargo room with the seats up and 60.4 cubic feet with them folded, which is in the same league as some SUVs.

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All Sport Wagons come equipped with a 220-horsepower DOHC V-6 engine, and unlike most wagons, a five-speed manual transmission is standard (five-speed Sport Shift A/T with manual shift mode available). MAZDA6 5-Door, like the sedan, comes with either a 160 horsepower I-4 (available with five-speed manual or four-speed Sport Shift A/T with manual shift mode) or the 220-horsepower V-6 (available with five-speed manual or five-speed Sport Shift A/T with manual shift mode), and both models retain all the critically acclaimed MAZDA6 powertrain qualities.

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.

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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 Sport Wagon and 5-Door s and available on the MAZDA6 5-Door i. Part of the ABS programming is Electronic Brakeforce Distribution (EBD), developed to extract maximum stopping ability by automatically compensating for varying wheel loads. As a result, stopping distances are less likely to increase as vehicle loading rises. Electronic traction control, also integrated with the MAZDA6's ABS, helps maintain directional stability even on snow-covered or rain-slicked roads.

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.

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Standard seat-mounted side-impact airbags protect the chest, neck and head of front occupants. An optionally available side-curtain airbag system adds additional

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protection from side impacts for both front and rear occupants and deploys from the outer edges of the headliner.

Both the MAZDA6 Sport Wagon and 5-Door feature 17-inch, five-spoke alloy wheels and 215/50R17 V-rated all season tires as standard and both have height-adjustable head rests at all four positions.

All MAZDA6 5-Doors come standard with a sport package, which in addition to 17-inch wheels includes 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 have a body-colored sport grille and rear wiper/washer.

For 2004, MAZDA6 has the most diversified choice of body styles, engine and transmissions of any mid-sized vehicle line, all delivered with standard Zoom-Zoom.

Like every Mazda, the MAZDA6 Sport Wagon and 5-Door come with a four-year roadside assistance program. With a call to a toll-free number, MAZDA6 Sport Wagon and 5-Door 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.

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The 2004 MAZDA6 Sport Wagon and 5-Door are covered by a comprehensive four-year/50,000-mile warranty that covers every part on the vehicle except those

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subject to normal wear. In addition, both vehicles are 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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