

ZOOM-ZOOM. FOREVER.



mazda

STOP. TAKE A LISTEN.
YOU'LL HEAR IT EVERYWHERE.

ZOOM-ZOOM





Zoom-Zoom is the double beat. The one-two cadence that propels us all from deep within. Thump-Thump. Goes the heart. The boxer throws the powerful one-two-boxing's most feared combination. Two quick claps of the hands and dancers prepare for perfection. Snap your fingers two times and watch as everyone around gets ready to move. Why do rock legends tap the microphone twice before melting your face? What makes a thoroughbred's muscles respond when it hears two clicks from a jockey's mouth? This is no mere coincidence. The double beat lives on a deeper level. An emotional level. It's a universal tribal-like connection. It's everywhere. And we've followed it for over 40 years. Always building to it. It's what drove us to make the MX-5 Miata, the best-selling roadster of all time. The MAZDASPEED3, one of the fastest front-wheel-drive cars on the planet. The CX-9, 2008 North American Truck of the Year. It's what stirs our soul. And inspires us to passionately—and purposefully—infuse every Mazda with stylish design, insightful engineering and spirited performance. We'll never stop listening. Zoom-Zoom. Forever.



Zoom-Zoom now. And forever. Zoom-Zoom is a promise we make—and keep—to every new Mazda owner. To provide a feeling of freedom. A feeling of exuberance. And a feeling of exhilaration. It is, in fact, the emotional end result of Mazda's ongoing commitment to stylish design, insightful engineering and spirited performance. Because stylish, head-turning design produces vehicles that are emotionally engaging—both at rest and at speed. Because insightful, innovative engineering results in vehicles that are more relevant and liberating. And because spirited, exhilarating performance forges a special bond between vehicle and driver. Immersing the driver in a nearly intuitive driving experience made possible by the vehicle's precision-balanced matrix of responsive power, handling and braking. But most important of all, Zoom-Zoom is a promise kept. Which is why Mazda has built more sports cars than anyone else in the world. And why, on any given weekend, more Mazdas and Mazda-powered vehicles are road-raced in America than any other brand. Import or domestic. It's also why our promise to you in 2009 proudly remains: "Mazda. Always the soul of a sports car.™"

Opposite: The Mazda Kazamai, a compact 4x4 crossover concept vehicle, explores ingenious new ways of creating exhilarating driving dynamics by embracing ultralightweight materials, superior safety engineering and environmentally responsible technologies.



MAZDA6

From a clean canvas comes a masterpiece. Presenting the totally, completely, 100% new 2009 MAZDA6 sport sedan. Rethought, resized and reborn. To be bigger, faster and more aerodynamic. And to provide more passenger room than Altima, Camry or Malibu. Not to mention a choice of two responsive, yet pump-friendly, powertrains. Including a new 4-cylinder that delivers a remarkable 30 mpg* when mated to the available 5-speed automatic. And a V6 that delivers a potent 272 hp. Plus driving dynamics that transform a daily commute into an exhilarating journey. Factor in a Five-Star Safety Rating, the highest possible, in government crash and rollover tests† and available technology that includes a radar-based Blind Spot Monitoring System,‡ and it's obvious there's nothing standard about the all-new MAZDA6. Except the new, higher ones that it sets.

* EPA estimated fuel economy. Actual results may vary.

† Government star ratings are part of NHTSA's New Car Assessment Program (NCAP).
Vehicle tested with standard side-impact air bags (SABs).

‡ For complete test results, visit www.nhtsa.gov.

‡ Always check your mirrors. Be aware of the traffic around you.



MAZDA3 4-DOOR

All new. All that. And all within your reach. The 2010 MAZDA3 is the whole package. A sport compact with killer styling. A high-tech interior. Plus a choice of two spirited, yet fuel-efficient, engines—all served up in a sleek, aerodynamic design that delivers up to 33 mpg highway.* Class-defying standard features on many models include: A Multi Information Display. Bluetooth®† hands-free phone and audio capabilities. Steering-wheel-mounted controls for the stereo, cruise control and Bluetooth functions. Dynamic Stability Control.‡ And a Traction Control System. Grand Touring models even feature an Adaptive Front-lighting System with pivoting Bi-Xenon HID headlights that help you "see around corners" as you turn. MAZDA3. Proof that the best form of gratification is the instant kind.

* EPA estimated fuel economy for MAZDA3 i. Actual results may vary.
† Bluetooth is a registered trademark of Bluetooth SIG, Inc.
‡ Dynamic Stability Control is not a substitute for safe driving practices.

MAZDA3 5-DOOR

All new. All that. And all about an exhilarating driving experience. Which explains the 2010 MAZDA3 5-Door's bold, new styling and array of insightful features. Like a potent, new 167-hp* 2.5-liter engine and 6-speed manual gearbox that deliver an impressive 29 mpg highway.† So you won't run short of ponies or petrol anytime soon. Grand Touring models even feature a power-adjustable driver's seat with three memory presets. Heated front seats with five comfort settings. Dual-zone automatic climate control. Heated side mirrors with turn indicators. Plus an Adaptive Front-lighting System with pivoting Bi-Xenon HID headlights to help you "see around corners." And with its versatile rear liftgate and 60/40 split fold-down rear seatback, it's as open to new experiences as you are. Which include turning heads, passing pumps and outrunning the ordinary.

* 165 hp (PZEV)

† EPA estimated fuel economy. Actual results may vary.





Mazda CX-9

It will impress up to seven passengers. Including the most discerning of drivers. The 2009 Mazda CX-9 is beautiful proof that a crossover SUV can also be fun to drive and fuel-efficient. Luxuriously appointed, its innovative, 7-passenger design takes nimble handling, exceptional room and impeccable craftsmanship, then wraps them in head-turning styling. And there's plenty of substance behind the style: The 2009 CX-9 received Five Stars—the highest possible rating—in government frontal and side-impact crash tests,* and was also named 2008 North American Truck of the Year.

* Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit www.nhtsa.gov.



Mazda CX-7

Fun, versatility and sophistication. All under one stylish roof. When it comes to combining sport sedan-inspired performance with go-anywhere versatility, the 2009 Mazda CX-7 makes it look easy (not to mention gorgeous). With its refined road manners; a turbocharged, high-output engine; 6-speed automatic transmission with manual-shift mode; available all-wheel drive; plus a well-tailored, finely crafted cabin, the CX-7 is well-equipped to handle any journey—and up to five passengers—with equal aplomb. In other words, the CX-7 is everything you'd expect a crossover SUV to be. And everything you wouldn't.

Mazda RX-8

It doesn't just push the envelope. It tears it to shreds. As the world's first and only rotary-powered 4-door sports car, the RX-8 surges to its 9000-rpm redline,* shattering virtually every performance preconception in the process. From its highly refined, sport-tuned suspension system and near-ideal weight distribution to its four-passenger seating, the 2009 RX-8 radically recalibrates traditional sports-car limitations to meet today's needs. In fact, just one drive will make clear why only a sports car like no other can deliver a driving experience like no other.

* With 6-speed manual transmission.





MAZDA MX-5 MIATA

Two adrenaline-filled decades of taking on all comers. While numerous new cars have come and gone since the MX-5 Miata's debut in 1989, it remains an unrivaled driving experience. A true icon of pure sports-car exhilaration. And this year's revised sport-tuned suspension and stunning resculpting only enhance the legend. With an aggressive, new front fascia and side sills. Plus stylish new alloys, taillights and more. The result is a purpose-built performance automobile—from its precise steering and molybdenum-coated pistons to its sport-tuned, double-wishbone front suspension. Available with a classic manual soft top or Power Retractable Hard Top, it's no wonder the MX-5 Miata was honored in 2009 as a *Car and Driver* 10Best (1/09)—for the tenth time.

Available early 2009.

MAZDA5

The most fuel-efficient six-passenger vehicle in its class.* And, quite possibly, the most ingenious. With three-row seating, a remarkably versatile interior and best-in-class fuel economy,* the MAZDA5 is simply the smartest, most efficient way to transport up to six passengers and their gear. And thanks to its sporty 4-wheel independent suspension and responsive handling, it's also one of the most enjoyable. Add to that a Five-Star rating—the highest score possible—in government frontal crash tests,† and it's clear that the 2009 MAZDA5 is designed to fit you, and the times, perfectly.

* Source: EPA Model Year 2008 Fuel Economy Guide—Minivans.

† Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit www.nhtsa.gov.



MAZDA TRIBUTE

Rugged. Versatile. Economical. (Three out of three ain't bad.) Thanks to its broad-shouldered good looks, versatile packaging, proven durability and budget-minded fuel economy, Mazda Tribute helps your money work as hard as you do. And whether you choose a 2WD or 4WD Tribute, you'll enjoy responsive performance, crisp handling and proven reliability. Plus the peace of mind that comes from knowing that Roll Stability Control, Dynamic Stability Control* and a Traction Control System are all standard.

* Dynamic Stability Control is not a substitute for safe driving practices.

MAZDA B-SERIES TRUCK

Enjoy power for any purpose—plus plenty of Zoom-Zoom. A Mazda B-Series Truck more than pulls its own weight—at work or play. Take your choice of two distinctly different models that both know how to pile on the standard features and squeeze every mile out of a gallon of gas: The easy-on-the-wallet B2300, featuring a fuel-efficient, 143-hp 2.3-liter 4-cylinder. Or the 4-door convenience and 4WD versatility of the B4000 Cab Plus 4, featuring a torquey, 207-hp 4.0-liter V6. Either way, with the B-Series' track record for versatility and rugged reliability, the value of a new Mazda Truck extends well beyond its payload.





Thump-Thump goes the heart. And for 2009, Mazda makes it easier to follow yours by building ten uniquely stylish, insightful and spirited vehicles. Exhilarating sports cars. Sport compacts. Sport sedans. Crossover SUVs. Even trucks. Each one passionately designed and purposefully crafted to deliver Zoom-Zoom. Every time you turn the key.

SPECIFICATIONS

MAZDA 6 models include: *i* SV, *i* Sport, *i* Touring, *i* Grand Touring, *s* Sport, *s* Touring and *s* Grand Touring.

Engine	<p><i>i</i> models—2.5L DOHC 16-valve 4-cylinder engine with variable valve timing 170 hp and 167 lb-ft of torque 168 hp and 166 lb-ft of torque (PZEV with AT)</p> <p><i>s</i> models—3.7L DOHC 24-valve V6 engine with variable valve timing, 272 hp and 269 lb-ft of torque</p>
Transmission	<p>6-speed manual overdrive transmission—standard on the <i>i</i> SV, <i>i</i> Sport, <i>i</i> Touring and <i>i</i> Grand Touring</p> <p>5-speed Sport AT automatic—available on the <i>i</i> Sport, <i>i</i> Touring and <i>i</i> Grand Touring</p> <p>6-speed Sport AT automatic—standard on the <i>s</i> Sport, <i>s</i> Touring and <i>s</i> Grand Touring</p>
Suspension System	<p>Front—independent double-wishbone with stabilizer bar</p> <p>Rear—independent E-type multilink with stabilizer bar</p>
Brake System	Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)
Safety Control Systems	Dynamic Stability Control System (DSC) with Traction Control System (TCS)

MAZDA 3 4-Door models include: *i* SV, *i* Sport, *i* Touring, *s* Sport and *s* Grand Touring.

Engine	<p><i>i</i> models—2.0L DOHC 16-valve 4-cylinder engine with variable valve timing 148 hp and 135 lb-ft of torque 144 hp and 132 lb-ft of torque (PZEV)</p> <p><i>s</i> models—2.5L DOHC 16-valve 4-cylinder engine with variable valve timing 167 hp and 168 lb-ft of torque 165 hp and 167 lb-ft of torque (PZEV)</p>
Transmission	<p>5-speed manual transmission—standard on MAZDA 3 <i>i</i> models</p> <p>6-speed manual transmission—standard on MAZDA 3 <i>s</i> models</p> <p>5-speed Sport AT automatic—available</p>
Suspension System	<p>Front—independent strut-type with stabilizer bar</p> <p>Rear—independent E-type multilink with stabilizer bar</p>
Brake System	Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist
Safety Control Systems	Dynamic Stability Control System (DSC) with Traction Control System (TCS) standard on MAZDA 3 <i>i</i> Touring on up.

SPECIFICATIONS

MAZDA3 5-Door models include: s Sport and s Grand Touring.

Engine	2.5L DOHC 16-valve 4-cylinder engine with variable valve timing 167 hp and 168 lb-ft of torque 165 hp and 167 lb-ft of torque (PZEV)
Transmission	6-speed manual transmission—standard 5-speed Sport AT automatic—available
Suspension System	Front—-independent strut-type with stabilizer bar Rear—independent E-type multilink with stabilizer bar
Brake System	Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist
Safety Control Systems	Dynamic Stability Control System (DSC) with Traction Control System (TCS) standard

MAZDA CX-9 models include: Sport, Touring and Grand Touring.

Engine	3.7L DOHC 24-valve engine with variable valve timing, 273 hp and 270 lb-ft of torque
Transmission	6-speed Sport AT automatic. Available Active Torque Split All-Wheel Drive
Suspension System	Front—independent strut-type with stabilizer bar Rear—independent multilink with stabilizer bar
Brake System	Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)
Safety Control Systems	Dynamic Stability Control (DSC) with Traction Control System (TCS), Roll Stability Control (RSC)

SPECIFICATIONS

MAZDA CX-7 models include: Sport, Touring and Grand Touring.

Engine	2.3L turbocharged and intercooled Direct-Injection Spark Ignition (DISI) engine with up to 244 hp* and 258 lb-ft of torque
Transmission	6-speed Sport AT automatic, available Active Torque Split All-Wheel Drive
Suspension System	Front—independent strut-type with stabilizer bar Rear—independent multilink with stabilizer bar
Brake System	Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist
Safety Control Systems	Dynamic Stability Control (DSC) with Traction Control System (TCS)

* Use regular unleaded fuel. For maximum power, use premium unleaded fuel.

MAZDA RX-8 models include: Sport, Touring, Grand Touring and R3.

Engine	1.3L RENESIS 2-rotor rotary engine with 232 hp @ 8500 rpm and 159 lb-ft of torque @ 5500 rpm 1.3L RENESIS 2-rotor rotary engine with 212 hp @ 7500 rpm and 159 lb-ft of torque @ 5500 rpm
Transmission	6-speed manual transmission—standard with the 232-hp engine 6-speed Sport AT automatic—standard with the 212-hp engine (Not available on RX-8 R3.)
Suspension System	Front—double-wishbone with aluminum control arms Rear—independent multilink
Brake System	Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)
Safety Control Systems	Dynamic Stability Control (DSC) with Traction Control System (TCS) standard on Touring, Grand Touring and R3.

SPECIFICATIONS

MAZDA MX-5 MIATA models include: Soft Top–SV, Sport, Touring and Grand Touring; Power Retractable Hard Top–Sport, Touring and Grand Touring.

Engine	2.0L DOHC 16-valve 4-cylinder engine with variable valve timing 167 hp @ 6700 rpm and 140 lb-ft of torque @ 5000 rpm (MT) 158 hp @ 6700 rpm and 140 lb-ft of torque @ 5000 rpm (AT)
Transmission	5-speed manual—standard on SV and Sport 6-speed manual—standard on Touring and Grand Touring 6-speed Sport AT automatic available
Suspension System	Front—double-wishbone with aluminum control arms Rear—independent multilink with aluminum bearing support
Brake System	Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)
Safety Control Systems	Dynamic Stability Control (DSC) with Traction Control System (TCS) available on Grand Touring. Limited-slip differential available on Touring and Grand Touring models (manual transmission)

MAZDA5 models include: Sport, Touring and Grand Touring.

Engine	2.3L DOHC 16-valve 4-cylinder engine with variable valve timing, 153 hp @ 6500 rpm and 148 lb-ft of torque @ 4500 rpm
Transmission	5-speed manual overdrive transmission—standard on Sport 5-speed Sport AT automatic overdrive transmission—standard on Touring and Grand Touring (available on Sport)
Suspension System	Front—independent strut-type with stabilizer bar Rear—independent multilink with stabilizer bar
Brake System	Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

SPECIFICATIONS

MAZDA TRIBUTE models include: *i* Sport, *i* Touring, *i* Grand Touring, *s* Sport, *s* Touring and *s* Grand Touring.

Engine	<i>i</i> models—2.5L DOHC 16-valve 4-cylinder engine with variable valve timing, 171 hp @ 6000 rpm and 171 lb-ft of torque @ 4500 rpm <i>s</i> models—3.0L DOHC 24-valve V6 with variable valve timing, 240 hp @ 6550 rpm and 223 lb-ft of torque at 4300 rpm
Transmission	5-speed manual transmission—standard on the <i>i</i> Sport 6-speed automatic overdrive transmission—standard on the <i>s</i> models and the <i>i</i> Touring and <i>i</i> Grand Touring; available on the <i>i</i> Sport Automatic on-demand 4-wheel drive—available on both <i>i</i> and <i>s</i> models
Suspension System	Front—independent strut-type with stabilizer bar Rear—independent multilink with dual lateral links and trailing arms
Brake System	Power-assisted front discs/rear drums, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist
Safety Control Systems	Dynamic Stability Control (DSC) with Traction Control System (TCS), Roll Stability Control (RSC)

MAZDA B-SERIES TRUCK models include: B2300 4x2 Regular Cab, B4000 4x4 Cab Plus 4.

Cab Configuration	B2300 Regular Cab B4000 Cab Plus 4
Engine	B2300—2.3L DOHC 16-valve 4-cylinder engine with 143 hp and 154 lb-ft of torque B4000—4.0L SOHC 12-valve V6 engine with 207 hp and 238 lb-ft of torque
Transmission	5-speed manual transmission—standard 5-speed automatic transmission—available Shift-on-the-fly 4-wheel-drive system—standard on the B4000
Suspension System	Front—independent double-wishbone with stabilizer bar Rear—leaf springs with gas-filled shocks
Brake System	Power-assisted front disc/rear drum brakes, 4-wheel Anti-lock Brake System (ABS)

