



MAZDA MOTOR CORPORATION

MAZDA 2

We believe in the power of human potential;
creativity, imagination and the amazing things
we're all capable of when we're inspired.

We believe in taking the unconventional road
and going the extra mile to do work that inspires.

We believe in artisans, designers, engineers and ambassadors
who pour human energy into their work.

We believe in the power of cars to move human emotions.
To awaken senses, heighten reflexes, make pulses race.

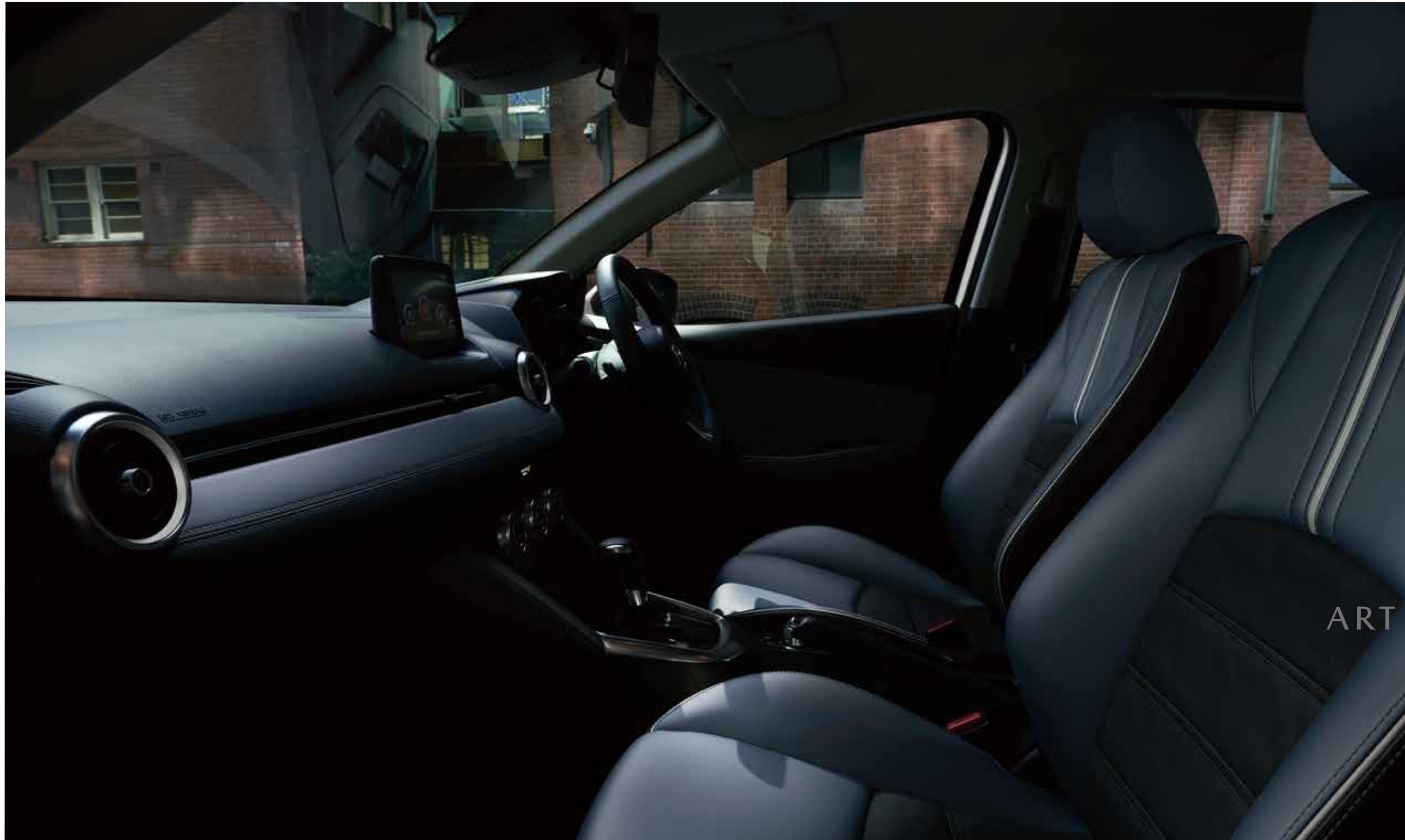
We believe the joy of being alive comes from
what we discover on our journey,
and the inspiration we find in every mile.

Mazda makes you feel alive.



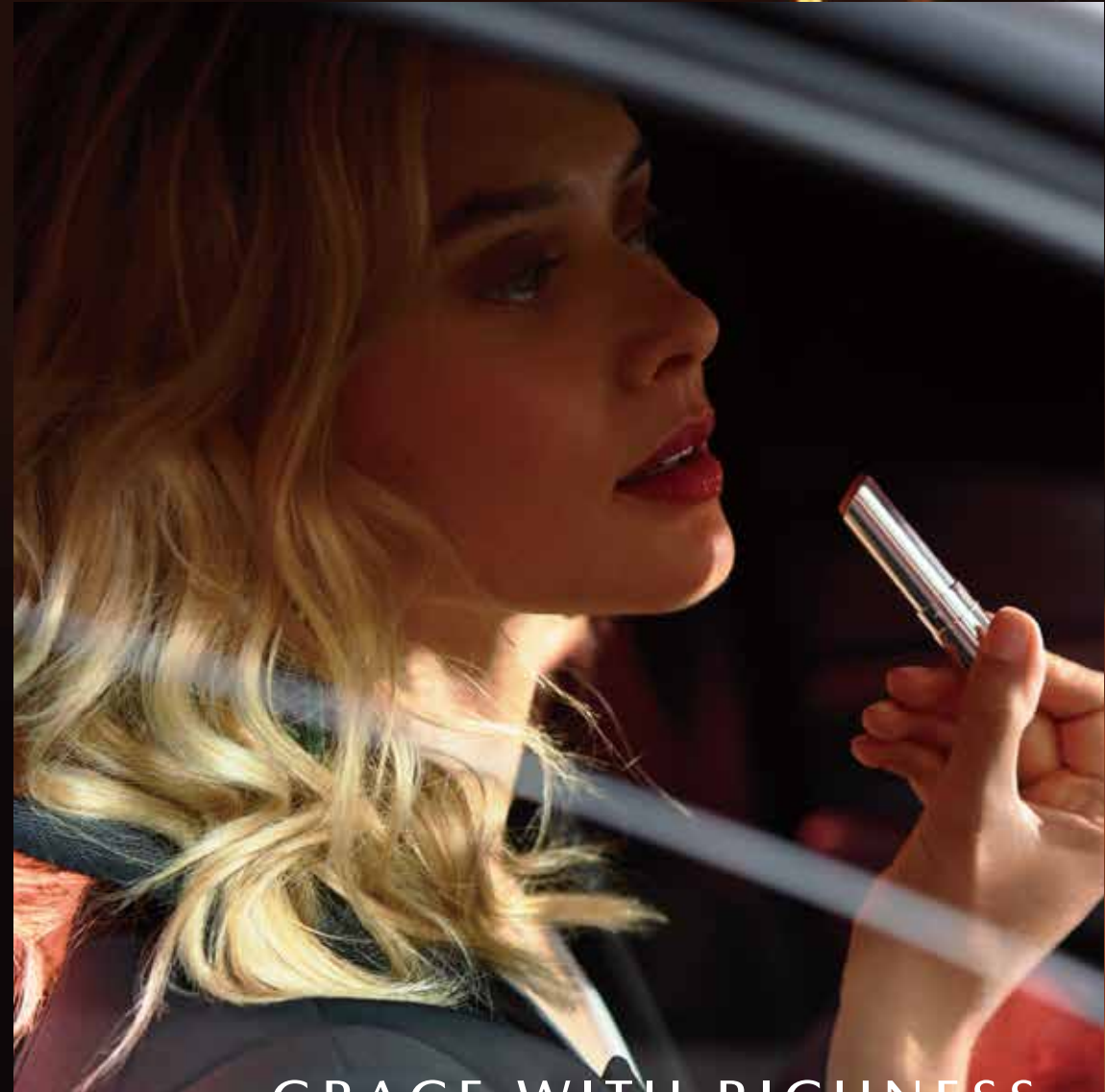
ALLURING & INSPIRING





ART OF SHADE EXPRESSION





GRACE WITH RICHNESS
AND BEAUTY





HUMAN-CENTRIC ENGINEERING: THE KEY TO SATISFACTION

At Mazda, all our research and development revolves around human perception: you are the centre of our universe. Our unique Skyactiv Technology began as an initiative to re-evaluate and revise every aspect of automotive engineering from the ground up, to give you a soul-stirring drive along with superior safety and environmental performance. Skyactiv-Vehicle Dynamics and its G-Vectoring Control Plus (GVC Plus) were the next step in the evolution of this groundbreaking technology. Firmly rooted in human sensibilities — how you and your passengers physically experience motion in a moving vehicle — GVC Plus brings a new dimension to the enjoyment of the road. And now we are developing Skyactiv-Vehicle Architecture with an intensified focus on our human-centric design philosophy. By maximizing the body's inherent ability to balance itself in response to driving inputs, the new vehicle architecture provides the ultimate *Jinba-ittai* driving feel.

THE BIRTH AND EVOLUTION OF SKYACTIV TECHNOLOGY

Exhilarating, fun driving combined with unprecedented environmental and safety performance — it seems like an impossible dream. And it required tearing up the rule book of conventional ideas plus a series of quantum leaps in technology to achieve. But this is what inspired the development of Skyactiv Technology, and what continues to drive its evolution along a path charted by human-centric engineering. From its very beginnings, Skyactiv Technology was squarely aimed at eliminating inefficiency and waste throughout the entire vehicle to deliver unheard-of levels of fuel efficiency along with cutting-edge safety and unmatched driving pleasure, helping to realize Mazda's future vision of 'Sustainable Zoom-Zoom'.

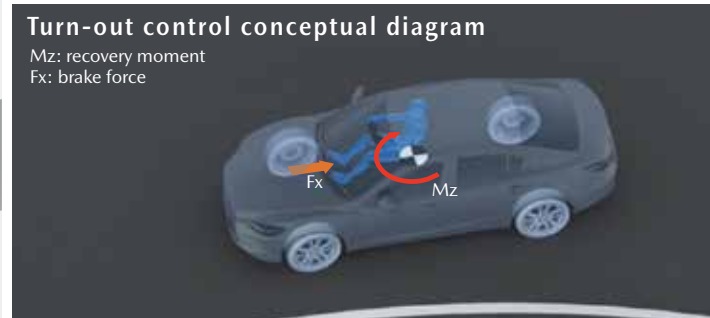
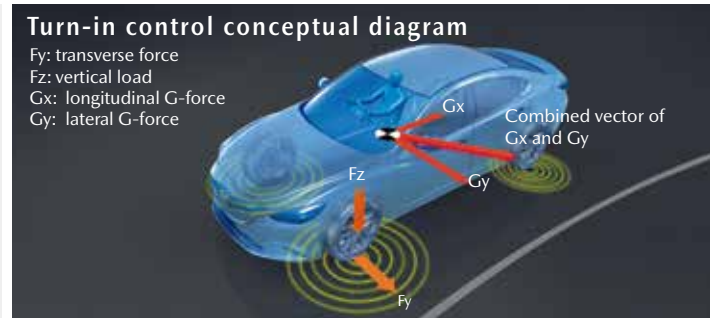
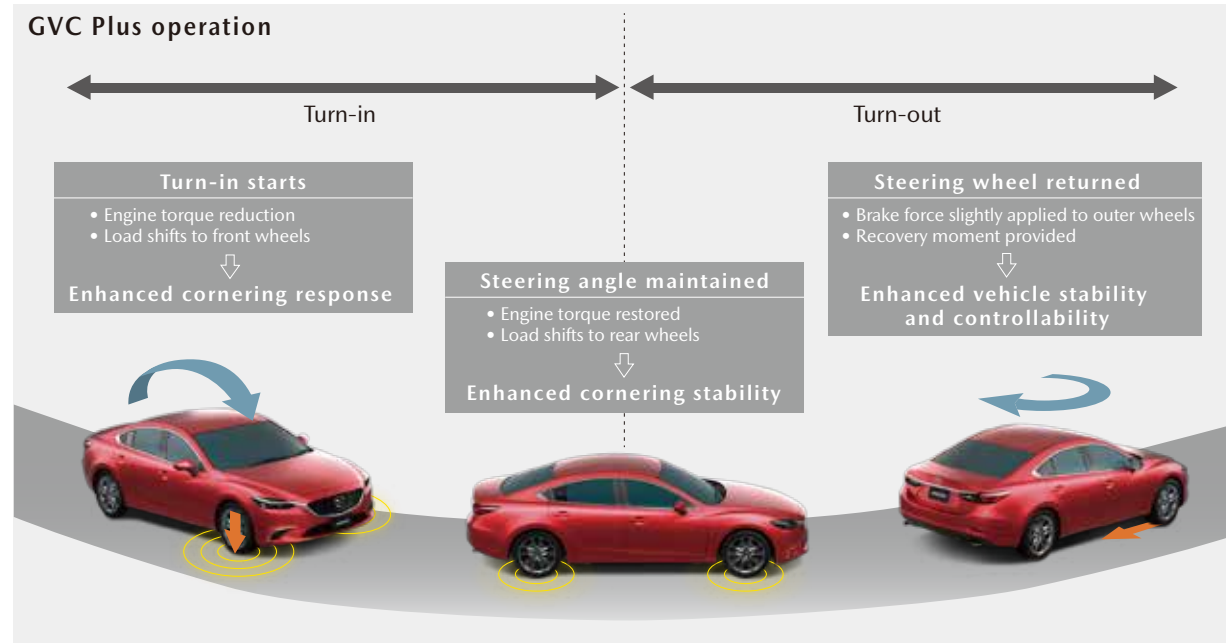
SKYACTIV-VEHICLE DYNAMICS

Jinba-ittai, the intimate connection between driver and vehicle, is what makes every Mazda so different. It's the bedrock of Skyactiv Technology and it reaches an even higher level with Skyactiv-Vehicle

Dynamics' G-Vectoring Control Plus. This evolution of Skyactiv Technology provides integrated control of the engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of oneness between car and driver. So a Mazda responds to your intentions as simply and naturally as if it's an extension of your body. And you enjoy an entirely new and satisfying driving experience.

SKYACTIV-VEHICLE ARCHITECTURE

As Skyactiv Technology has matured, new potential and possibilities have opened up. And Skyactiv-Vehicle Architecture is Mazda's response. By sharply focusing on fine-tuning and co-ordinating individual technologies to achieve comprehensive whole-vehicle optimization, Skyactiv-Vehicle Architecture helps driver and passengers comfortably and naturally maintain balance in a moving environment. For example, seats are specifically designed to hold the pelvis at the correct angle, control the body's centre of gravity and stabilize movement of the head. The result is minimized fatigue and an enhanced sense of comfort and well-being, even on long journeys.



G-VECTORING CONTROL PLUS (GVC PLUS)

SMOOTHER RESPONSE FOR A MORE SATISFYING DRIVE

Smooth transitions between G-forces when braking, turning and accelerating are an essential element of *Jinba-ittai*, and have been a major development focus at Mazda for many years. This unified feel to braking, steering and acceleration, along with consistent feedback, allows the driver to control the vehicle easily and precisely. And Mazda's G-Vectoring Control (GVC) — the debut technology of Skyactiv-Vehicle Dynamics — took this dynamic, unified feel to an even higher level. Now, advanced GVC Plus offers even greater capability. It's a logical extension of Mazda's human-centric design and engineering philosophy that not only concentrates on mechanical efficiency but also considers how a vehicle should be in light of human characteristics. GVC Plus is a new approach to controlling vehicle dynamics that uses the engine and brakes to enhance handling performance, and it gives Mazda vehicles even smoother transitions between G-forces in all driving scenarios.

ENHANCED CHASSIS PERFORMANCE VIA INTELLIGENT ENGINE CONTROL

Conventionally both lateral and fore-aft G-forces are controlled separately. In contrast, GVC Plus adjusts engine torque according to the driver's steering inputs to give unified control of G-force in all directions and dynamically optimize the vertical load on each wheel. For example, the instant the driver begins to turn the wheel to enter a curve, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance the front tyres' grip. Then while a constant steering angle is maintained, GVC Plus recovers engine torque to transfer load back to the rear wheels and heighten vehicle stability. This series of load transfers not only maximizes front and rear tyre grip to enhance response and stability in accordance with the driver's intentions, GVC Plus does it so smoothly and naturally that neither the driver nor passengers feel any discomfort. Thanks to this dynamic load allocation, GVC Plus greatly reduces the necessity for steering corrections, enabling the driver to maintain a chosen line with greater confidence and lower fatigue on long drives. What's more, by smoothing the transitions between G-forces,

GVC Plus suppresses the swaying of heads and bodies to give all occupants a smoother and more enjoyable ride.

YAW MOMENT CONTROL AT TURN-OUT VIA INTELLIGENT BRAKE CONTROL

In addition to providing a dynamic, unified feel at turn-in, GVC Plus now adopts direct yaw moment control via the brakes to enhance vehicle stability, especially at turn-out. During cornering, GVC Plus slightly applies brake force to the outer wheels as the steering wheel is returned to the centre position, providing a recovery moment to restore the vehicle to straight line running. The result is not only consistent effectiveness over a range of situations from low-speed everyday driving to high-speed sporty driving, GVC Plus now also boasts a higher capability for emergency avoidance that requires sudden lane changes, as well as more controllable, confidence-inspiring vehicle behaviour while driving on slippery surfaces such as snowy roads.

SKYACTIV-G 1.5

The high-efficiency Skyactiv-G direct-injection petrol engine delivers spirited, responsive performance along with outstanding fuel economy and low emissions thanks to Mazda's unique engine technology. Newly designed high-tumble intake ports, shape-optimized piston heads, and high-pressure multi-hole fuel injectors with three-stage split injection control enable an extremely high compression ratio while suppressing knock. The result is a new standard in fuel efficiency. In particular, the new injector produces a high-pressure atomized fuel spray that helps prevent wasteful adherence of fuel to the cylinder walls to enhance combustion. In addition, optimized piston skirt and piston ring configurations lower mechanical resistance. And a new coolant control system helps prevent thermal loss at start up in cold weather to further improve real-world fuel economy. Together, these technological breakthroughs deliver better fuel economy and significantly lower emissions, while also delivering higher torque at all engine speeds for dynamic response that truly makes you feel at one with the car.

Engine performance*

Max. power: 85kW/6,000rpm Max. torque: 149Nm/4,000rpm

*Engine specifications measured using premium petrol.
Values measured using regular petrol are 81kW/6,000rpm and 141Nm/4,000rpm.

SKYACTIV-DRIVE

This six-speed automatic transmission combines the smooth operation of a conventional automatic with the fast shifting of a twin-clutch gearbox. Lockup is extended to nearly 90% for the solid feel of a manual transmission, and there's also the choice of Sports and manual shift modes for sportier driving.

SKYACTIV-BODY

Innovations in structure, construction and materials make Mazda2 lighter, safer and more rigid. Straight structural members, a continuous framework and extensive use of high-tensile steel achieve the contradictory requirements of lighter weight and greater collision-resistance, particularly in the occupants' area. Exact noise suppression measures realize a quiet space that encourages conversation.

SKYACTIV-CHASSIS

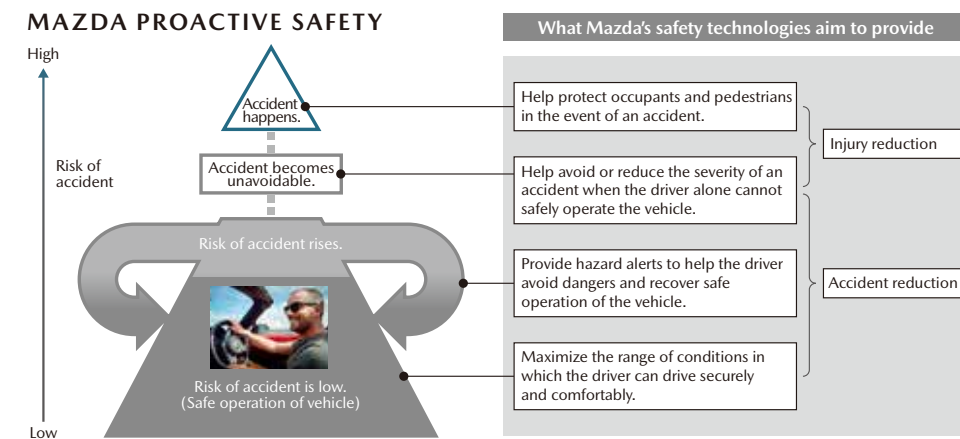
The updated suspension system features MacPherson struts at the front and a torsion beam axle at the rear, with dampers tuned to give high damping force on flat roads and low damping on bumpy roads to provide smooth, stable body motion. Engineered to work in close conjunction with the suspension system, the redesigned front seats keep the pelvis upright and maintain the spine's natural S curve to reduce head sway for easier driving. And Electric Power Assist Steering provides natural, responsive operation with positive feedback, as well as pinpoint control through bends and during straight-line cruising.



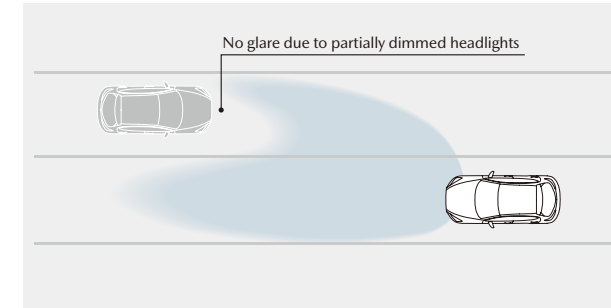


HUMAN-CENTRIC INNOVATION: THE KEY TO SAFER, MORE SECURED DRIVING

Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions, enhanced by Mazda's excellent recognition support. Next is i-Activsense, a portfolio of active safety measures such as Adaptive LED Headlights (ALH) and Lane Departure Warning System (LDWS) to incrementally warn you when a potentially dangerous situation is developing. And finally there is passive safety to help protect occupants and minimize injuries if an accident should occur.

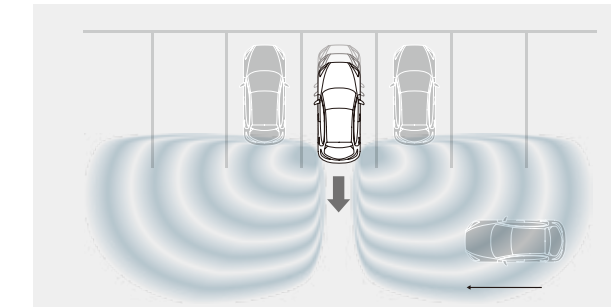
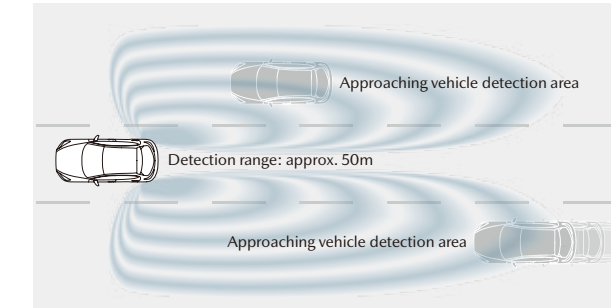


i-ACTIVSENSE



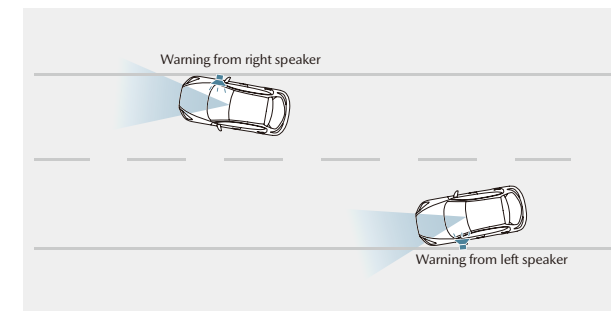
ADAPTIVE LED HEADLIGHTS (ALH)

ALH offers the driver greater support for recognizing potential hazards when driving at night. The system improves night visibility and helps the driver avoid hazardous situations by combining the use of Glare-free High Beam (featuring an adjustable illumination range) and Wide-range Low Beam.



BLIND SPOT MONITORING (BSM) AND REAR CROSS TRAFFIC ALERT (RCTA)

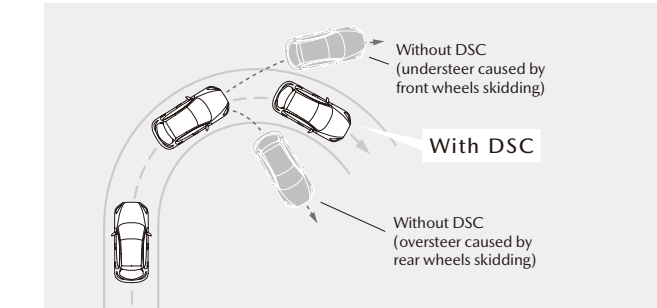
BSM uses 24GHz quasi-milliwave radar sensors to detect vehicles in the blind spots behind and to the side: using a turn signal while BSM detects a vehicle triggers visual and audio warnings. RCTA uses the same sensors to alert the driver when it detects vehicles approaching from either side when reversing.



LANE DEPARTURE WARNING SYSTEM (LDWS)

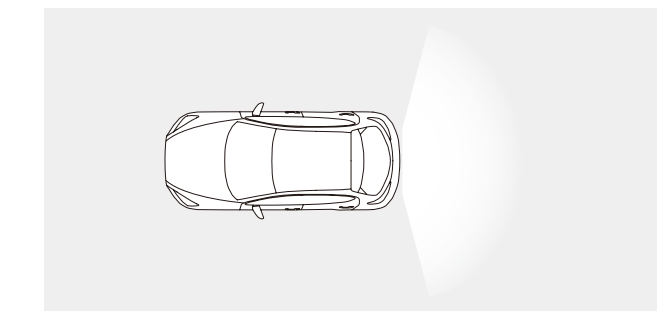
LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues a deep or an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to weed out false alarms.

OTHER SAFETY MEASURES



DYNAMIC STABILITY CONTROL (DSC) WITH TRACTION CONTROL SYSTEM (TCS)

DSC with TCS electronically controls braking force applied to each wheel to help prevent under- or oversteer and maintain vehicle stability when cornering on slippery roads or during sudden steering inputs.



BACK-UP MONITOR SYSTEM

The back-up monitor system features a wide-angle camera to give you a clear and comprehensive view around the rear of Mazda2 when reversing, further enhancing safety. Obstacles in the blind spots are displayed in the instrument panel's seven-inch centre display.



HUMAN-CENTRIC DESIGN: THE KEY TO COMMUNICATION

Human-centric design is the key to complete and intuitive communication between you and Mazda2. As well as real-time communication with the world when you're on the road. It's all thanks to Mazda's latest iteration of the Human-Machine Interface (HMI) and MZD Connect system. HMI and its human-centric design philosophy now include even your driving position to further enhance the *Jinba-ittai* experience with a panoramic view of the road and all instruments and controls ideally placed to support you in safer, enjoyable driving.

HMI — CONTROL CENTRED ON YOU

Modern cars constantly present more and more information which can confuse, and even distract. So Mazda engineered its HMI entirely around you, to provide detailed information with minimal eye movements and stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat, with the main instrument cluster and steering wheel — with ergonomic shape that optimizes grip comfort — directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. Mazda2 also features a full-colour Active Driving Display with enhanced definition, brightness and contrast. This head-up display shows key driving and navigation system information just above the instrument cluster and just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The large, seven-inch centre display on the dash shows entertainment-related items and functions as a touchscreen when the car is stationary. In motion, the rotary commander provides

control. By rotating, pressing and toggling this knob, you can operate entertainment functions while keeping your body and your eyes in the normal driving position. Unlike a touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

MZD CONNECT KEEPS YOU IN TOUCH

MZD Connect gives you versatile internet connection while on the road. It offers an extremely wide range of infotainment options through Aha™ by HARMAN when connected to your smartphone via Bluetooth®. The system's Audio feature lets you access multiple audio sources including AM/FM radio and mobile audio players, and Aha Internet Radio. The Communication feature can read SMS messages aloud as well as other internet social network services such as Twitter and Facebook available via Aha. The Navigation feature shows your current position on a map along with a route to your specified destination. System software is easily updated to give you ongoing access to the latest services without swapping out any hardware.



Note: Available functions of MZD Connect may vary according to the type of connected smartphone and its operating environment. Please consult your local Mazda dealer for exact information.

EQUIPMENT



New 16-inch wheels feature a straight spoke design and combine a sporty, sculpted look with an impressive air of quality.



Drive Selection switch on the shift gate allows switching to Sport mode, automatically setting the transmission and engine characteristics for powerful acceleration and linear response when merging onto a crowded highway.



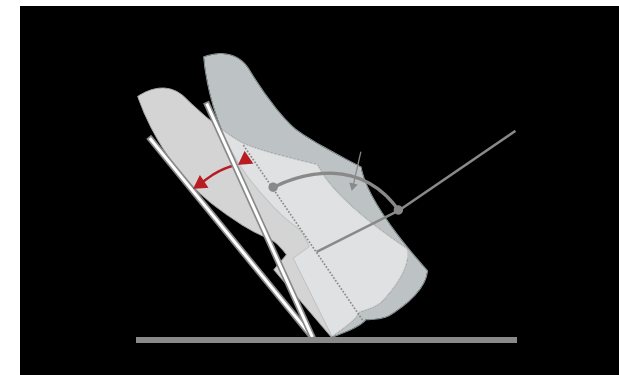
The steering wheel has narrow spokes and a rim with varying cross-section to better fit the hands and give a confident grip for sporty driving.



The door mirrors automatically fold in when the doors are locked via the key to save effort and also provide visual confirmation the doors are properly secured.



The full-colour Active Driving Display shows high-priority information as it changes from moment to moment, minimizing risks associated with looking away from the road and the time taken for the eyes to refocus.



Compared to conventional hanging-type pedals, the organ-type accelerator offers more precise control for enhanced operability. In addition, the organ-type pedal makes it easier to move the foot over to the brake.

EXTERIOR AND INTERIOR COLOURS

BODY COLOURS



Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)

TAKUMI-NURI

Mazda's unique painting technology Takumi-Nuri (*takumi*: master craftsman, *nuri*: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic body shape. The lineup includes two Takumi-Nuri body colours: Soul Red Crystal Metallic and Machine Grey Metallic.

Paint-coat composition



Snowflake White Pearl Mica (25D)



Jet Black Mica (41W)



Deep Crystal Blue Mica (42M)



Titanium Flash Mica (42S)



Deep Crimson Mica (45R)*



Eternal Blue Mica (45B)



Sonic Silver Metallic (45P)



Ceramic Metallic (47A)

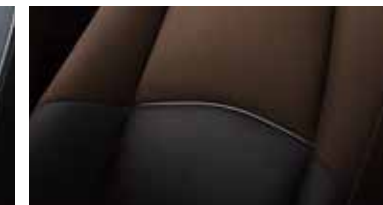


Arctic White (A4D)

SEAT MATERIALS



Leather, Blue Grey



Cloth, Brown