



MAZDA2

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.

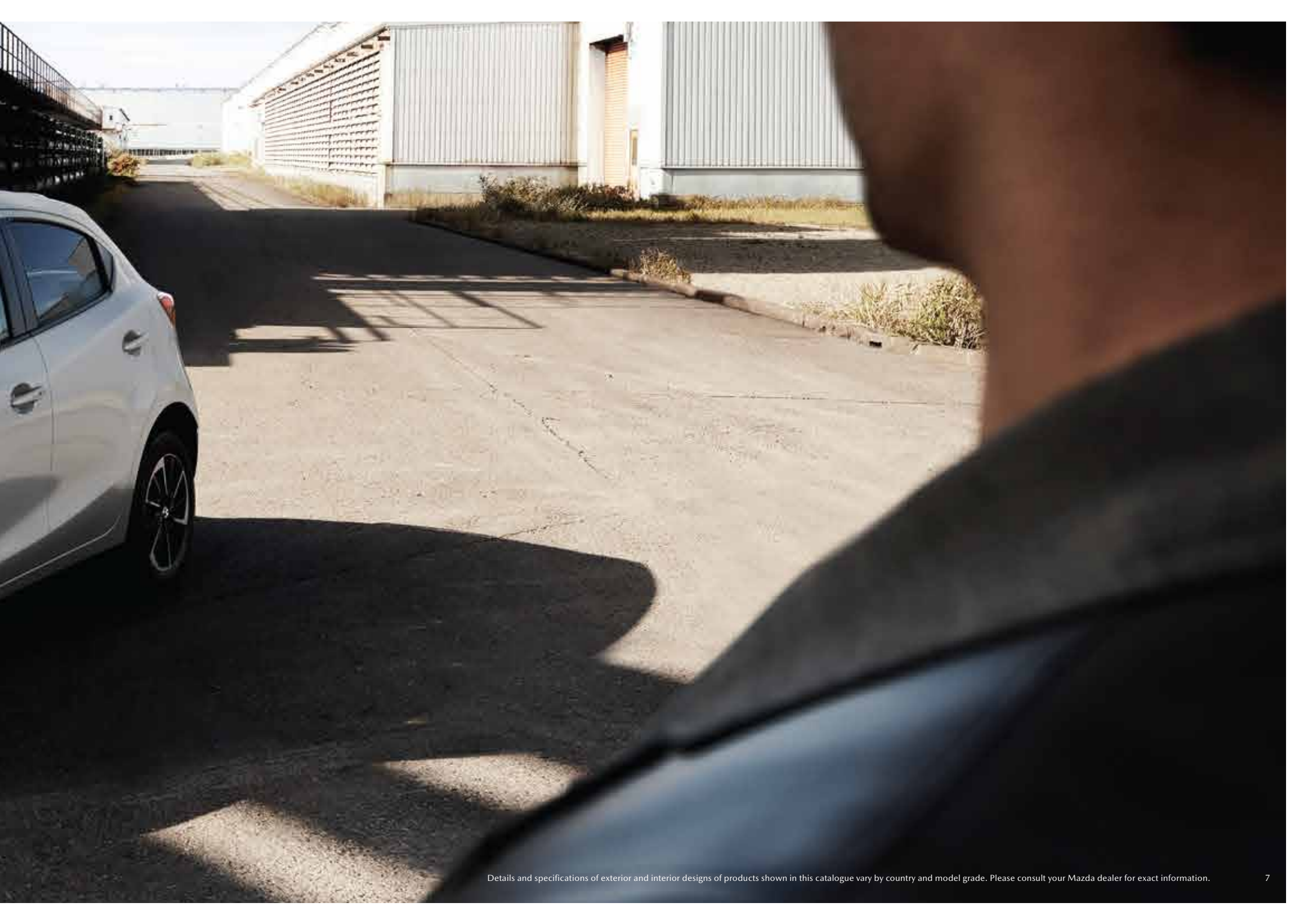












HUMAN-CENTRIC ENGINEERING: THE KEY TO SATISFACTION

People — both drivers and passengers — have always been the central focus of Mazda vehicle development. *Jinba-ittai*, the uniquely Mazda feeling of being at one with the car, grew from this root to inspire Skyactiv Technology and its superior driving, safety and environmental performance. Further development resulted in Skyactiv-Vehicle Dynamics and G-Vectoring Control Plus (GVC Plus) for even greater driving pleasure. And now Skyactiv-Vehicle Architecture, the apex of our human-centric design philosophy, maximizes your natural ability to maintain balance in response to driving inputs to provide the ultimate in *Jinba-ittai* driving.

SKYACTIV TECHNOLOGY: EVOLVING AND MATURING

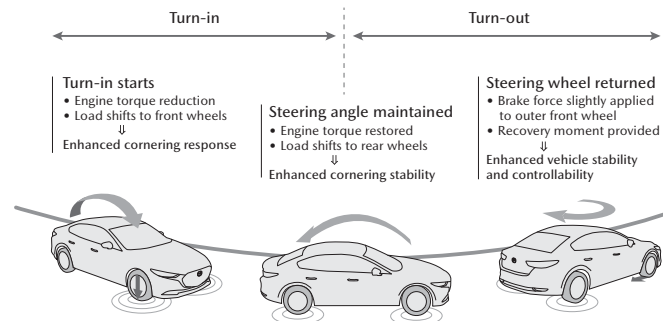
The seemingly impossible dream of combining breathtaking, exhilarating driving with unprecedented environmental and safety performance was the starting point for Skyactiv Technology and the force driving its evolution along a path defined by human-centric engineering. This continuing evolution led to Skyactiv-Vehicle Dynamics and its G-Vectoring Control Plus (GVC Plus) that delivers integrated control of the engine, transmission, chassis and body so that a Mazda responds to your intentions as simply and naturally as if it's an extension of your body. Then to advance comfort and well-being while on the road, Mazda developed Skyactiv-Vehicle Architecture, a whole-vehicle approach to helping driver and passengers comfortably and naturally maintain balance in a moving environment. The result is minimized fatigue and an enhanced sense of relaxed well-being, even on long journeys. And onward into the future, ever-evolving, ever-advancing Skyactiv Technology is the key to entirely new levels of driving satisfaction.

G-VECTORING CONTROL PLUS (GVC PLUS)

GVC Plus is one more way Mazda's human-centric engineering makes vehicle movement more responsive, more confidence-inspiring and just more comfortable. As you enter a bend, GVC Plus momentarily lowers engine torque to transfer weight to the front wheels and enhance grip. Then as you go through the curve, engine torque is restored to shift weight rearwards for greater stability. Finally, brake force is slightly applied to the outer front wheel when

you quickly return the steering wheel to the centre position to exit the bend to help recover straight-line running. This seamless, behind-the-scenes control greatly reduces the need for steering corrections, smoothes the effect of G forces to reduce body sway, and lowers stress and fatigue on long drives.

GVC Plus operation



SKYACTIV-G 1.5

Conventional internal combustion engines only harness around 30% of the potential energy in the fuel they consume: the rest is wasted. So Mazda developed Skyactiv-G 1.5, a high-efficiency engine that compresses the air-fuel mixture to a much higher degree than in conventional powerplants, squeezing far more energy from every drop of fuel. This high compression ratio, unparalleled among mass production engines, delivers both sheer driving pleasure and outstanding fuel economy. And it's further enhanced by a raft of innovative Mazda technologies including optimized intake ports and piston shape, split fuel injection and a coolant control valve.

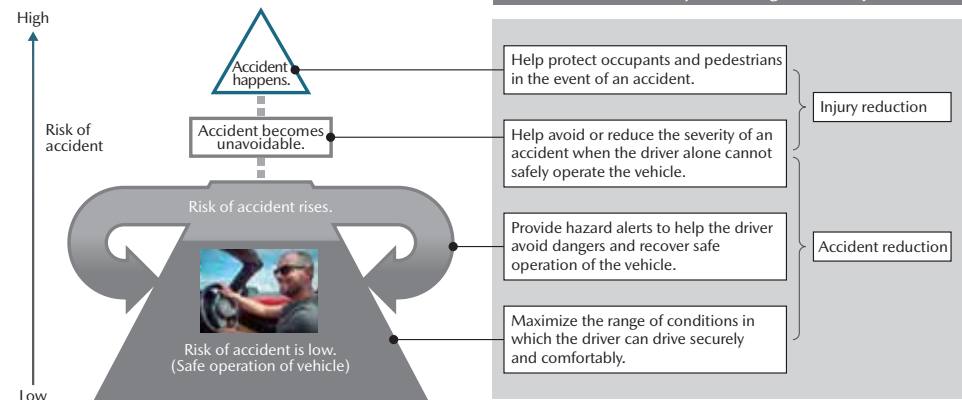




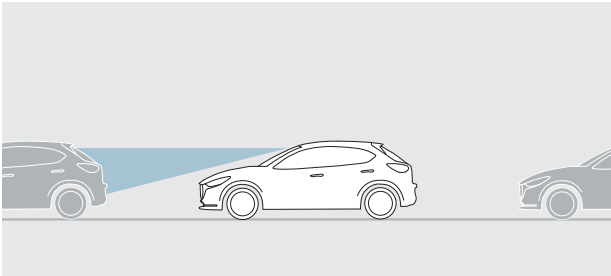
HUMAN-CENTRIC INNOVATION: THE KEY TO SAFER, MORE SECURED DRIVING

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 Advanced Smart City Brake Support (Advanced SCBS) and Smart City Brake Support [Reverse] (SCBS R) 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.

MAZDA PROACTIVE SAFETY



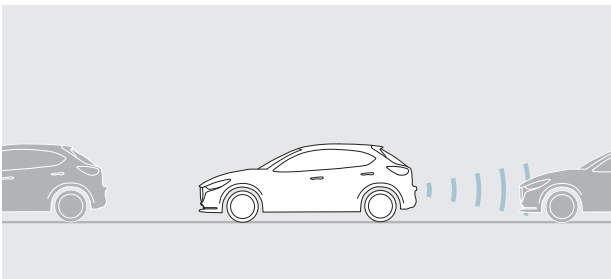
i-ACTIVSENSE



ADVANCED SMART CITY BRAKE SUPPORT (ADVANCED SCBS) WITH NIGHT-TIME PEDESTRIAN DETECTION FUNCTION

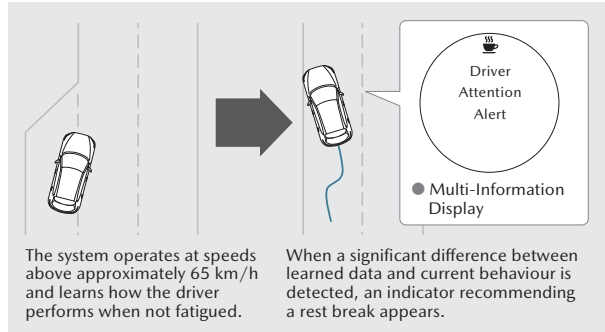
With its high-performance forward sensing camera, Advanced SCBS detects vehicles and pedestrians* in front of the vehicle and automatically applies the brakes to help avoid collisions and mitigate collision damage. The system detects vehicles at speeds between approximately 4 and 80 km/h and pedestrians at about 10 to 80 km/h, and is upgraded to detect pedestrians at night and operate effectively in a wider range of conditions.

*Detection of pedestrians and consequent automatic braking are not available in certain countries and regions.



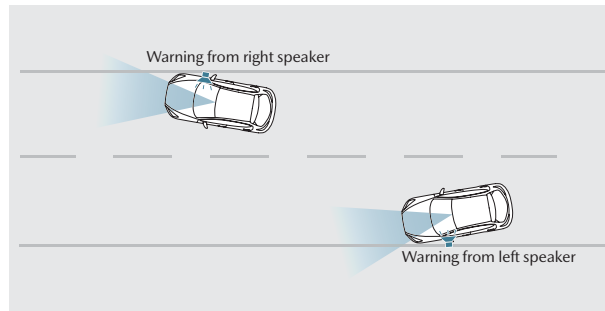
SMART CITY BRAKE SUPPORT [REVERSE] (SCBS R)

Ultrasonic sensors mounted on the rear bumper allow SCBS R to detect vehicles and obstacles behind when reversing at speeds between approximately 2 and 8 km/h. If an object is detected, the system automatically applies the brakes to help mitigate collision damage.



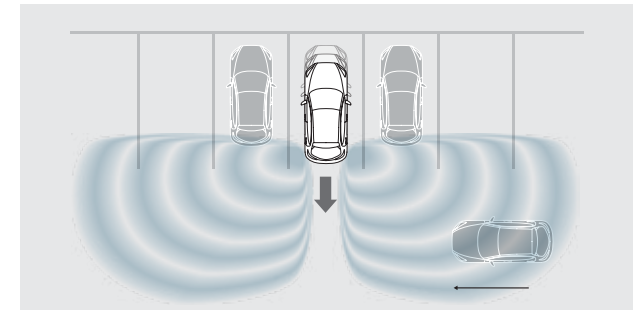
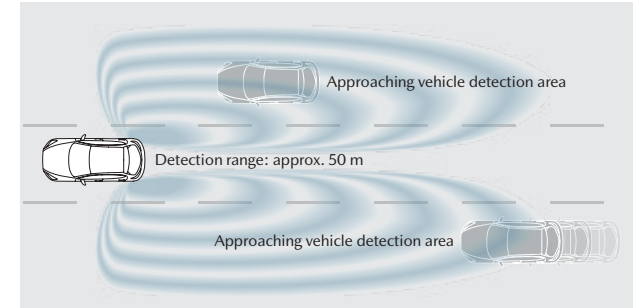
DRIVER ATTENTION ALERT (DAA)

DAA uses information such as steering wheel angle, vehicle speed, and output from the forward sensing camera to assess the driver's condition and help prevent accidents caused by fatigue or lowered alertness. The system monitors and compares current behaviour with learned data on how the driver performs when fresh, and suggests a rest break when a significant difference is detected.



LANE DEPARTURE WARNING SYSTEM (LDWS)

LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues a beep 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.



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

BSM uses 24 GHz quasi-milliwave radar sensors to help 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.

Notes: i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Availability of safety equipment/features varies according to country and model grade. Please consult your local Mazda dealer for exact information.



Note: Image shown is for illustration purposes only.

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 Mazda 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.

HUMAN-MACHINE INTERFACE (HMI)

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.

MAZDA CONNECT

Mazda Connect gives you versatile internet connection while on the road, offering an extremely wide range of infotainment options when connected to your smartphone. The system's Audio feature lets you access multiple audio sources including AM/FM radio, internet radio, streaming audio services and mobile audio players. The Communication feature provides the hands-free convenience of both making and receiving phone calls via voice commands, while the Navigation feature shows your current position on a map along with a route to your specified destination.



EXTERIOR AND INTERIOR COLOURS

BODY COLOURS

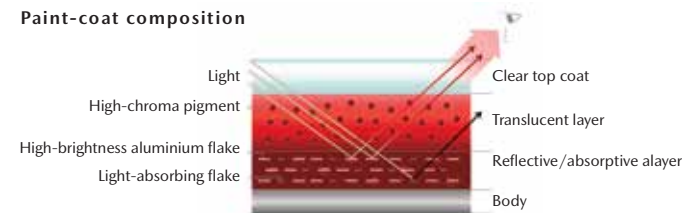


Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)

Paint-coat composition



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.



Platinum Quartz Metallic (47S)



Snowflake White Pearl Mica (25D)



Air Stream Blue Metallic (52L)



Aero Grey Metallic (52C)



Jet Black Mica (41W)

SEAT MATERIALS



Leather+Cloth, Black

THE LOOK AND FEEL OF QUALITY



