

ALL-NEW MAZDA3 SEDAN TO DEBUT AT 2008 LOS ANGELES AUTO SHOW

IRVINE, Calif. — Mazda Motor Corporation has confirmed that the sedan version of the all-new MAZDA3 (known as Mazda Axela in Japan), fully redesigned for the first time in five years, will be revealed at the Los Angeles Auto Show^{*1} on November 19, 2008.

The covers will be pulled off during Mazda's press conference at 12:20 p.m. (local time) revealing the all-new MAZDA3, the latest evolution of Mazda's Zoom-Zoom spirit.

Every element of the all-new MAZDA3 has been developed for heightened exhilaration, with a more refined sporty ride, top-class fuel economy and quietness. Environmental and safety features, based on Mazda's long-term "Sustainable Zoom-Zoom" vision, aim to achieve a balance with fun-to-drive. Add in a new expressive face and Mazda's dynamic design elements, and the all-new MAZDA3 is everything a driver could ask for in a sports compact.

The brand-new version of Mazda's best-selling sports compact carries forward the heritage of Mazda and the pedigree of the current MAZDA3. Since its launch in 2003, the current MAZDA3 has sold approx. 1.8 million vehicles^{*2} in over 100 countries and has won more than 90 global motoring awards^{*3} to date. The MAZDA3 accounts for almost one in three Mazdas sold every year.

Following the world debut of the North American specification sedan with 2.0- and 2.5-liter engines at the show, the five-door hatchback version will be revealed in line with Mazda's global sales schedule.

^{*1} Press days are November 19 and 20, and public days are November 21 through 30.

^{*2} Currently Mazda's top-selling model globally, with one of the highest production volumes of any single model in Japan.

^{*3} Awards include: Car of the Year in Russia, Canada, Spain, Israel, Thailand, Hong Kong, Indonesia, etc., and European Car of the Year second place.