

ZOOM-ZOOM

ALL CHILDREN INSTINCTIVELY KNOW IT.

A FEW ADULTS STILL REMEMBER IT.

ONE UNIQUE CAR COMPANY REFUSES TO OUTGROW IT.

IN GROWN-UP LANGUAGE, IT MEANS THE EXHILARATION
AND LIBERATION THAT COME FROM EXPERIENCING SHEER MOTION.

BUT AS USUAL, CHILDREN PUT IT MUCH BETTER.

AND SIMPLY CALL IT ZOOM-ZOOM.

WE PRACTICE IT EVERY DAY.

IT'S WHY WE BUILD THE KIND OF CARS WE DO.

MAZDA. ALWAYS THE SOUL OF A SPORTS CAR.®



MAZDA CX-7



MAZDA CX-9



MAZDA MX-5 MIATA



MAZDA TRIBUTE



MAZDA B-SERIES TRUCK



MAZDA6



MAZDA3 4-DOOR



MAZDA RX-8



MAZDA3 5-DOOR



MAZDA5

ZOOM-ZOOM

08 MAZDA6





DESIGNED AND ENGINEERED THE ZOOM-ZOOM WAY.

EVERY MAZDA WE MAKE IS THE INSPIRED INTERSECTION OF INSIGHTFUL ENGINEERING, STYLISH DESIGN AND SPIRITED PERFORMANCE.

CONSIDER THE MAZDA6. DESIGNED TO REDEFINE THE STANDARD FOR MIDSIZE SEDANS, IT BRINGS TOGETHER A ROOMY, WELL-

APPOINTED INTERIOR, QUICK HANDLING AND THE HIGHEST LEVELS OF QUALITY AND CRAFTSMANSHIP IN A

SLEEK, STYLISH PACKAGE. IT'S A COMBINATION THAT'S EARNED THE MAZDA6 OVER 110 INTERNATIONAL

AUTOMOTIVE AWARDS SINCE ITS INTRODUCTION. BUT WE'RE NOT SURPRISED. AFTER ALL, IF THERE'S A

SMARTER, MORE RELIABLE OR FUN WAY TO MAKE SOMETHING MOVE, MAZDA ENGINEERS ARE

ALL OVER IT. WHICH IS WHY, AS WE CRAFT, TOOL, STITCH AND FIT TOGETHER YOUR

NEW MAZDA6, WE HAVE ABSOLUTELY NO DESIRE TO TAKE ANY SHORTCUTS. AND

AS A RESULT, NEITHER WILL YOU. IT'S THE ZOOM-ZOOM WAY.



INDULGE YOUR CRAVING FOR A SEDAN THAT'S ANYTHING BUT VANILLA.

Apparently, quite a few carmakers think more doors equals less fun. How sad. That misguided belief has long denied countless sedan drivers their right to exhilarating performance. Needless to say, it's an idea the MAZDA6—with enough sporting attitude to take on Europe's most celebrated sports sedans—emphatically rejects. Consider the MAZDA6's Grand Touring. Under its stylish skin lives the kind of hardware any performance-minded driver can appreciate. There's a responsive 212-hp 3.0-liter DOHC V6 engine with variable valve timing mated to a 6-speed Sport AT

automatic transmission with manual-shift mode. A sophisticated, fully independent suspension system, and rack-and-pinion steering with engine-speed-sensing variable power assist. As well as the confidence-inspiring security of 4-wheel, anti-lock disc brakes with Electronic Brakeforce Distribution plus an electronic Traction Control System. And while all this looks great on paper, well, just wait till you experience the real deal. Take the wheel of a MAZDA6, and discover why you don't have to settle for a sedan that's anything less than exhilarating. Unless, of course, you're partial to vanilla.



SOPHISTICATED SUSPENSION. Is there magic in the way a MAZDA6 handles? Perhaps. But in reality, it's mostly a matter of advanced chassis design and tuning. Its combination of independent double-wishbone front suspension and independent multilink rear suspension provides precise cornering and confident handling.

1

ADVANCED ENGINES. Technological sophistication is a hallmark of Mazda powerplants, including the MAZDA6's available 212-hp 3.0-liter V6 and a 156-hp* 2.3-liter MZR inline-4. To ensure maximum performance and efficiency, both engines feature variable valve timing and utilize a 4-valve-per-cylinder design.

* 146 hp for automatic transmission-equipped vehicles in CA, CT, MA, ME, NY, PA, RI and VT.

2

DUAL PERSONALITY. Automatic convenience with manual control. That's the idea behind the MAZDA6's Sport AT automatic transmission with manual-shift mode. A 5-speed Sport AT comes standard on 4-cylinder Touring and Grand Touring models, and is available on the Sport Value Edition. A 6-speed Sport AT is standard on V6 Touring and Grand Touring models, and is available on the Sport Value Edition.

3





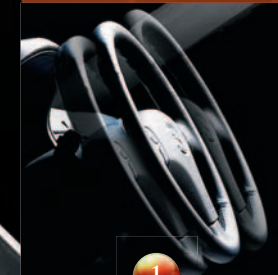
ZOOM-ZOOM

PERFORMANCE: THE INSIDE STORY.

At Mazda, performance involves every aspect of a car. That's why the cockpit of the MAZDA6 Grand Touring is designed to enhance driver control and confidence. Vital switches and controls are placed intuitively. The instrument cluster, placed in the driver's sight line, uses aircraft-style soft-red backlighting. Steering-wheel-mounted controls for the 7-speaker, 200-watt Bose® audio system* and cruise control help you keep your hands on the wheel. And a multifunction instrument display panel offers at-a-glance readouts for time, audio settings, interior climate-control functions and outside ambient temperature. There's also a handy center-console armrest with dual storage compartments and a 12-volt outlet. Plus plenty of thoughtful convenience features like remote-operated 60/40 split rear seatbacks, the convenience of a Tire-Pressure Monitoring System (TPMS) and, on Grand Touring models, available HomeLink® and voice-activated navigation systems. Welcome to your MAZDA6. Where you'll discover just how much world-class design, quality and refinement contribute to an exhilarating driving experience. * Touring and Grand Touring models only.

1 CUSTOM-FITTED COMFORT. Because a comfortable driving position is essential to an exhilarating driving experience, the MAZDA6 features a tilt/telescopic steering wheel as well as an 8-way power driver's seat[†] with adjustable lumbar support. [†] Not available in the MAZDA6/ Sport.

2 TRAVELING MUSIC. The available Mazda iPod® Integration Module lets you play any Apple® iPod with a bottom dock connector through your MAZDA6 audio system. You'll enjoy high-quality digital sound, the convenience of steering-wheel-mounted controls plus a continuously charged iPod. (iPod not included. See dealer for compatibility conditions and installation limitations.) Apple and iPod are registered trademarks of Apple Inc.



1



2



ZOOM-ZOOM

OUR OBSESSIVE ATTENTION TO DETAIL IS PERFECTLY FITTING.

Walk around a MAZDA6, and look closely. You'll see that a uniform 1.5 mm is all that separates its contoured headlamps from its front bumper. And that all the seams between the hood, body and other components also are uniform. This kind of attention to detail, inside and out, reflects our belief that exceptional fit and finish are as crucial a measure of engineering achievement as superior handling. And that overall excellence comes from striving to achieve excellence in every detail. You can feel it in the precise stitching on the MAZDA6's leather-wrapped steering wheel, shift knob and parking-brake handle.* In the elegant action of every switch and control. And even in the details you can't see, like a sophisticated engine-mounting system to isolate noise and vibration from the cabin. No wonder, the experts at Edmunds.com concluded: "Sporty suspension, refined engines and high build quality help the MAZDA6 stand out from the crowd." Truth is, no matter how you measure it, the MAZDA6's overall quality is no small achievement.

* MAZDA6i Sport features its own specific interior trim.



"...comfort, capability and class for a surprisingly affordable price."

—EDMUNDS.COM



ZOOM-ZOOM

IT HANDLES THE BOTTOM LINE AS EFFORTLESSLY AS THE TIGHTEST TURN.

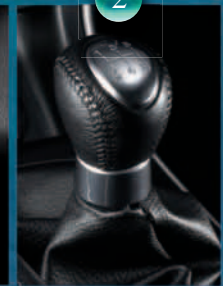
The MAZDA6 Sport Value Edition is so well conceived, it even makes your money perform better. Because in addition to renowned Mazda handling, performance and driving exhilaration, it also delivers loads of enticing extras. All for an irresistible price. In fact, regardless of your choice of engines (both the V6 MAZDA6s and 4-cylinder MAZDA6i are available as Sport Value Editions), you'll get eye-catching exterior refinements like a body-color sport grille, aerodynamic side sill extensions, and black-trimmed taillight bezels and headlight housings. Inside, you'll enjoy upgrades that include an 8-way power-adjustable driver's seat; an in-dash 6-disc CD changer; a leather-wrapped steering wheel, shift knob and parking-brake handle; plus an antitheft perimeter alarm. Presenting the MAZDA6 Sport Value Edition for 2008. Giving you even more Zoom-Zoom for your money.



1



2



3



1

FINGERTIP CONTROLS. The Sport Value Edition's leather-wrapped steering wheel includes convenient steering-wheel-mounted controls for both the audio and cruise-control systems.

2

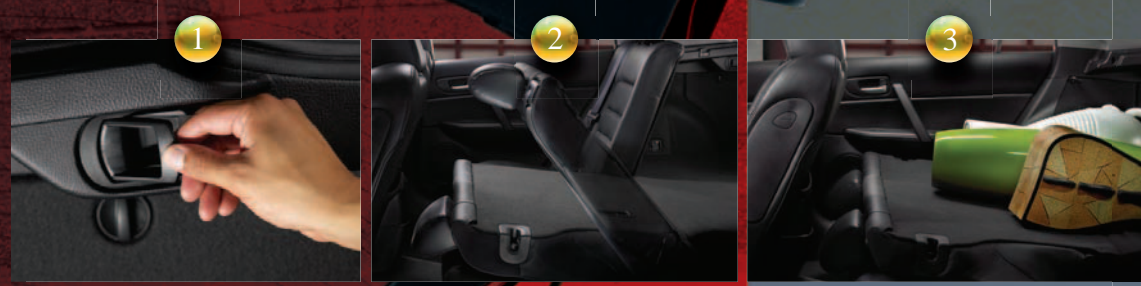
A WARMER WELCOME. You'll get more driving pleasure out of a MAZDA6 Sport Value Edition because we put more extras in. Like a leather-wrapped shift knob, steering wheel and parking-brake handle, and sport-type instrument panel trim—all standard.

3

AUDIO ENTICEMENTS. The SIRIUS Satellite Radio-compatible AM/FM/CD audio system in every MAZDA6 Sport Value Edition features an in-dash 6-disc CD changer, 6 speakers and digital clock. SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

WHERE HIGH STYLE MEETS HIGH CAPACITY.

An active life often involves transporting items of all shapes and sizes, from body boards to office whiteboards. That's why the MAZDA6 5-Door is designed to accommodate virtually all manner of cargo—and very stylishly at that. Under its nearly undetectable liftgate is a generous 22 cu ft of cargo space with the rear seats up. Fold them down, and suddenly you've got a whopping 58.7 cu ft cargo hold with a virtually flat floor—enough to carry just about anything your active lifestyle demands. Equally enticing is the fact that all this versatility comes in a sleek, aerodynamic wrapper that features sporty styling cues like a body-color rear spoiler, alloy wheels, fog lights, dual exhaust outlets and side sill extensions. Best of all, the MAZDA6 5-Door delivers every ounce of the driving exhilaration we build into every Mazda. Which means it not only hauls, it also—well, you know.



- 1
- 2
- 3

QUICK AND EASY. The MAZDA6 5-Door features convenient remote releases located inside the liftgate. Just one pull automatically folds down the rear seatbacks and moves the rear seat bottom forward.

FLAT-OUT CONVENIENT. Thanks to The MAZDA6 5-Door's hassle-free "automatic fold-flat" mechanism, you can create a virtually flat load floor without removing any headrests.

HOLD EVERYTHING. With its rear seatback folded, the MAZDA6 5-Door gives you an impressive 58.7 cu ft of cargo-carrying capacity. Versatility never looked so good.

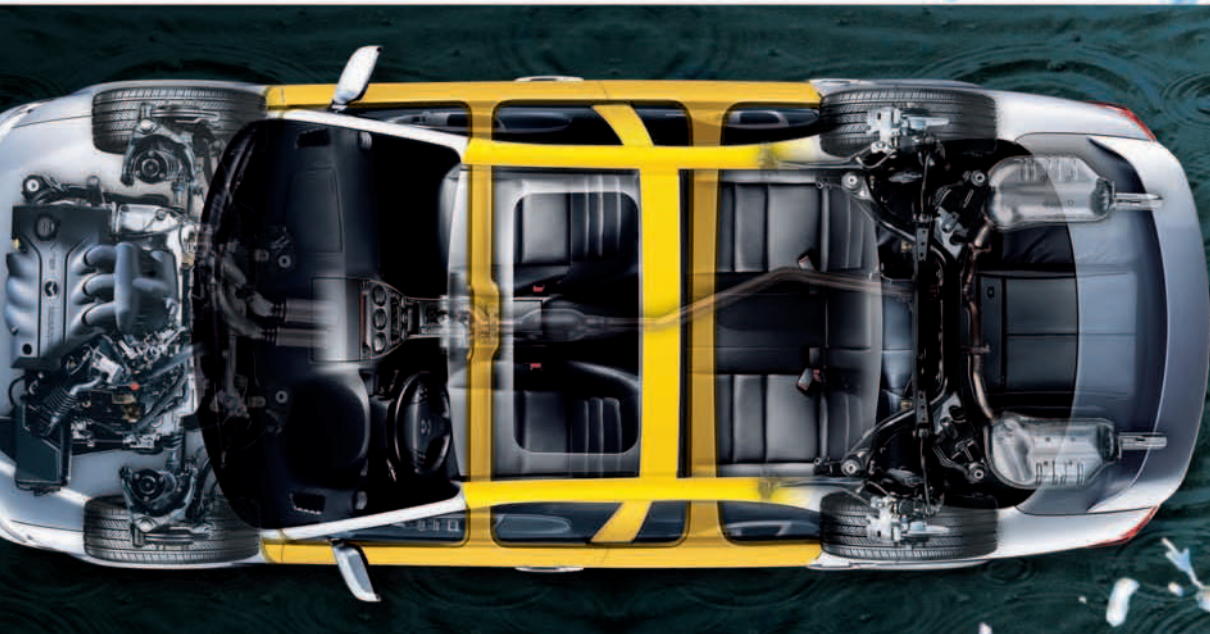




WHEN IT COMES TO SAFETY FEATURES, WE'VE GOT YOU SURROUNDED.

In terms of safety, as well as performance, all sports sedans are not created equal. That's why it's reassuring to know that the MAZDA6 Sports Sedan has earned a 5-Star rating (the highest possible) in frontal crash tests for driver and front-seat passenger conducted by the National Highway Traffic Safety Administration (NHTSA).* Which isn't surprising, since the MAZDA6 looks after you with an array of standard safety features, starting with the structure itself. Mazda's "Triple H" construction adds extra steel reinforcements to critical body areas to increase structural integrity and enhance impact protection. In addition, built-in front and rear crumple zones help absorb energy during a collision. Inside, you'll find advanced front and side-impact air bags, front-seat head restraints designed to reduce whiplash and three-point seat belts for all five occupants. And since it's best to avoid an accident altogether, the MAZDA6 is engineered with a 4-wheel independent suspension as well as a Traction Control System to provide predictable, stable handling in emergency situations. Not to mention 4-wheel disc brakes with an Anti-lock Brake System for confidence-inspiring stopping power.

* Government star ratings are part of the NHTSA's New Car Assessment Program (www.safercar.gov).



1 **FADE-RESISTANT STOPPING POWER.** Standard on all MAZDA6 models are power-assisted 4-wheel disc brakes and an Anti-lock Brake System with Electronic Brakeforce Distribution, which is designed to provide greater braking control in emergency situations.

2 **ADVANCED AIR BAG PROTECTION.** For added peace of mind, dual front air bags, side-impact air curtains (with coverage for front and rear seats) and front side-impact air bags are standard on all MAZDA6 models. Please remember to always wear your seat belt and secure children in the rear seat belts.

3 **FIVE-STAR RATING FOR FRONTAL CRASH.** The MAZDA6 Sports Sedan earned a 5-Star rating—the highest possible—in frontal crash tests for driver and front-seat passenger conducted by the National Highway Traffic Safety Administration (NHTSA).*

ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS ARE ROAD RACED THAN ANY OTHER BRAND.

More than any other import. And more than any domestic. After all, the best street cars make the best race cars. Which helps explain how MAZDA6 entries quickly amassed 10 first-place wins and over a dozen other podium finishes in just four seasons of SCCA® SPEED World Challenge Touring Car Championship—while outrunning the likes of Acura, Audi and BMW in the process. Equally exciting, early in the 2007 WCTCC racing season, Tri-Point Motorsports teammates Jeff Altenburg and Randy Pobst were each able to pilot their MAZDA6 race cars to a pair of stunning first-place

victories in this intensely competitive pro-racing class. At the heart of both of their competition-engineered MAZDA6 race cars is a specially tuned 265-hp version of the MAZDA6 2.3-liter MZR 4-cylinder engine. What's more, thanks to technical hallmarks that include light weight, high power output, and exceptional strength and durability, Mazda MZR engines can now be found competing in 12 different major racing series. But then, we've always been about competing. Refining. Improving. And performing. Mazda: Race-engineered the Zoom-Zoom Way.



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series.



CLOSED WHEEL



Skip Barber Driving and Racing School | Club Racing | Mazda MX-5 Cup | Grand Am Cup | World Challenge | Grand Am GT | American Le Mans

OPEN WHEEL



Karting | Skip Barber National Series | Star Mazda Championship | Champ Car Atlantic Championship

MAZDA MOTORSPORTS...POWERED TO GROW. Mazda's motorsports program has been uniquely designed to grow driver talent—from karting all the way up to the top level of endurance sports-car racing. Our motorsports ladder system allows aspiring young drivers to begin their racing careers and provides them with a system to grow to realize their dreams as drivers.

"...the 6 is a thrill behind the wheel...a superb balance between comfortable ride quality and athletic handling."

—EDMUNDS.COM



**PEACE OF MIND:
THE ZOOM-ZOOM WAY.**

We want your new MAZDA6 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2008 Mazda sold in the U.S. is protected by all of the following: **a 3-year/36,000-mile* "bumper-to-bumper" limited warranty, a 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program, a 5 year/ 60,000-mile* limited powertrain warranty, a 5-year/unlimited mileage Anti-Perforation Limited Warranty.** For details, please see your Mazda dealer, visit MazdaUSA.com or call toll-free 800-639-1000.

* Whichever comes first.

**A WEB SITE POWERED BY
PURE ZOOM-ZOOM.**

Visit MazdaUSA.com, and surround yourself with more motorized fun of the virtual variety. You can download the latest info and specs on all the new 2008 Mazdas. Compare your favorite new Mazda to the competition. "Build" the Mazda of your dreams online—and trick it out exactly the way you want it. Request a quote. Estimate monthly payments. Order a brochure. Get the "411" on special events, promotions and incentives. Score handy maintenance tips and seasonal service offers. Learn more about MAZDASPEED and Mazda's latest motorsports activities. Even locate your closest Mazda dealer. It's your instant, 24/7 connection to all things Zoom-Zoom. All at MazdaUSA.com.

MazdaUSA.com

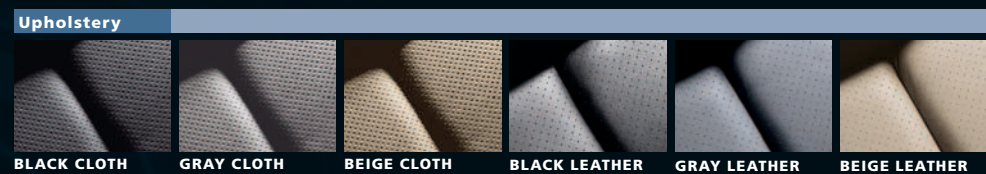


Mazda American Credit.

**A FRIEND WHO'S READY TO LEND
MORE THAN A HAND.**

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda American Credit (MAC) can make the financing process a more convenient and more satisfying experience. It all starts with first-class customer service and competitive rates. To find out which MAC purchase or lease plan best meets your needs, talk to your Mazda dealer. Or for more information, visit MazdaCredit.com.

MAZDA6 MODEL AVAILABILITY	MAZDA6 Sport	MAZDA6 Sport Value Edition	MAZDA6 Touring	MAZDA6 Grand Touring
MAZDA6i SPORTS SEDAN	□	□	□	□
MAZDA6s SPORTS SEDAN	—	□	□	□
MAZDA6i 5-DOOR	—	□	□	□
MAZDA6s 5-DOOR	—	□	□	□



Color Combinations



ONYX BLACK
(SPORTS SEDAN, 5-DOOR)
Trim Level Interior Fabrics
MAZDA6 Sport Beige
MAZDA6 Sport Value Edition, Touring, Grand Touring Beige or Black

TUNGSTEN GRAY METALLIC
(SPORTS SEDAN, 5-DOOR)
Trim Level Interior Fabrics
MAZDA6 Sport Gray
MAZDA6 Sport Value Edition, Touring, Grand Touring Gray or Black

SILVER METALLIC
(SPORTS SEDAN, 5-DOOR)
Trim Level Interior Fabrics
MAZDA6 Sport Gray
MAZDA6 Sport Value Edition, Touring, Grand Touring Gray or Black



DARK CHERRY MICA
(SPORTS SEDAN)
Trim Level Interior Fabrics
MAZDA6 Sport Beige
MAZDA6 Sport Value Edition, Touring, Grand Touring Beige or Black



PERFORMANCE WHITE
(SPORTS SEDAN)
Trim Level Interior Fabrics
MAZDA6 Sport Value Edition, Touring, Grand Touring Beige or Black



VOLCANIC RED
(SPORTS SEDAN, 5-DOOR)
Trim Level Interior Fabrics
MAZDA6 Sport Value Edition, Touring, Grand Touring Beige or Black (Sports Sedan) Grey or Black (5-Door)



SMOKESTONE
(SPORTS SEDAN)
Trim Level Interior Fabrics
MAZDA6 Sport Beige
MAZDA6 Sport Value Edition, Touring, Grand Touring Beige or Black



BRIGHT ISLAND BLUE
(5-DOOR)
Trim Level Interior Fabrics
MAZDA6 Sport Value Edition, Touring, Grand Touring Beige or Black

Models

MAZDA6 SPORT VALUE EDITION

Includes the following features:

- Side sill extensions; body-color sport grille
- Smoke-tint headlight/taillight housings
- 8-way power driver's seat
- In-dash 6-disc CD changer
- Leather-wrapped steering wheel, shift knob and parking-brake handle
- Rear spoiler (5-Door)
- Rear wiper/washer (5-Door)
- Retractable cargo cover (5-Door)
- Antitheft perimeter alarm

MAZDA6 TOURING

Includes the following features in addition to Sport Value Edition:

- Sport AT automatic transmission
- 200-watt Bose® audio system with 7 speakers

- Heated dual power remote outside mirrors
- Leather-trimmed seats
- Heated front seats

MAZDA6 GRAND TOURING

Includes the following features in addition to Touring:

- Power sliding-glass moonroof with interior sunshade
- High-Intensity-Discharge (HID) low-beam headlights
- Halogen fog lights
- Fully automatic climate control
- Electroluminescent gauges
- Auto-dimming mirror with HomeLink®
- 18-inch alloy wheels with P215/45R18 tires (MAZDA6s)
- Rear wing spoiler (Sports Sedan)

A. Mazda iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda's iPod Integration Module allows you to play your iPod through your MAZDA6 audio system with crystal-clear sound and a built-in battery charger. Works with all 30-pin, dock-connector-equipped iPods. (iPod not included. See your dealer for compatibility conditions and limitations on installation.) B. Gearshift Knob. Upgrade the sporty look of your MAZDA6 interior with a stylish, silver/black, two-tone gearshift knob. Available for automatic or manual transmission-equipped vehicles. Looks best when used with the silver/black, two-tone parking-brake handle. C. Steering Wheel. Further enhance the interior of your MAZDA6 with a silver/black, two-tone MAZDA6 steering wheel. (Does not include air bag, air bag cover and horn pad.) D. Cargo Tray. Protect the cargo area of your MAZDA6 with this versatile and durable cargo tray. Easily cleaned with soap and water, it's the practical way to shield carpet from dirt, moisture and wear. E. Compass Auto-Dimming Mirror with HomeLink®. Automatically dims to reduce glare from headlights of cars behind you. Bright LED compass readout available with the added security, efficiency and convenience of HomeLink®. F. Cargo Net. Keep smaller items from bouncing around in your trunk or cargo area of your MAZDA6. Custom-designed, easily installed and removed.

Apple and iPod are registered trademarks of Apple Inc.



MAZDA6	Sports Sedan	5-Door
Sport Grille	O/A	S
Front Mask	A	A
17-Inch Alloy Wheels	A	A
Door-Edge Guards	O/A	O/A
Side Protector Moldings	P/A	A
Moonroof Wind Deflector	O/A	O/A
Car Cover	A	A
Car Cover Cable Lock	A	A
Fuel-Filler Door (Pearl Satin)	O/A	O/A
Fuel-Filler Door (Bright Chrome)	O/A	O/A
Rear Wing Spoiler	O/A	S
Rear Lip Spoiler	O/A	—
Rear Finisher	P/A	—
License-Plate Frame	A	A
Compass Auto-Dimming Mirror	O/A	O/A
In-Dash 6-Disc CD/MP3 Changer with Bose® Audio	A	A
In-Dash 6-Disc CD/MP3 Changer with Standard Audio	A	A

S: Standard O: Optional P: Package A: Dealer-available accessory —: Not available

MAZDA6	Sports Sedan	5-Door
Cassette Player	O/A	O/A
SIRIUS Satellite Radio Receiver Kit¹	O/A	O/A
PhatNoise® Car Audio System	A	—
Remote Engine Start (AT Only)	O/A	O/A
Alarm Shock Sensor Upgrade	O/A	O/A
Windshield Sunscreen	A	A
Parking-Brake Lever	A	A
Ashtray	A	A
Cigarette Lighter	A	A
Carpet Floor Mats	S	S
All-Weather Floor Mats	O/A	O/A
Cargo Organizer	P/A	P/A
Cargo Mat	—	O/A
First Aid Kit	A	A
Roadside Assistance Kit	A	A
Wheel Locks	O/A	O/A
Touch-Up Paint	A	A

SIRIUS SATELLITE RADIO requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

A MORE PERSONALIZED APPROACH TO ACCESSORIES.

One of the greatest joys that comes with owning a new MAZDA6 is being able to personalize its appearance and enhance its performance with Genuine Mazda Accessories. Better still, all Genuine Mazda Accessories installed by your Mazda dealer—prior to or at initial vehicle retail delivery—carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.



