An ancient Japanese craft and a modern sports sedan have more in common than one could ever imagine. Like the famed Urushi-e artisans, Mazda’s craftsmen obsess over details. Proof of this can be seen in a body paint unlike any before it. With Soul Red Metallic, we created what we believe is the world’s most emotionally appealing red. By combining highlights, shade and depth, it evokes the feeling of contained energy, capturing the spirit of KODO perfectly by radiating energy even at a standstill.
BRIMMING WITH CRAFTSMANSHIP, THE MAZDA6 EVOSES THE HUMAN TOUCH OF AN OBJECT MADE BY HAND.
The design of the Mazda6 presented a significant challenge. When a car is designed to be beautiful, performance is often diminished. Our engineers saw this as a challenge to turn an esthetically stunning design into something truly functional. With aerodynamics better than a Lamborghini Aventador and a body design that contributes to both high-speed stability and fuel efficiency, the Mazda6 is a living, driving embodiment of perseverance.

**ENLIGHTENED DESIGN**

Adding to the fierce first impression of the 2016 Mazda6, Grand Touring models now feature a dramatic signature front grille lighting accent.

**THE BIRTH OF SOUL**

To create Soul Red Metallic, we put an entirely new three-coat painting process into action. The result is absolutely unlike any other red on the road—a deep and vivid hue that appears to emanate from within. By using two separate coats of high-brightness aluminum flakes and high-chroma red pigment, it is nothing less than an audacious reinvention of the painting process.

**SHEET METAL REFLECTIVE COAT TRANSLUCENT COAT CLEAR COAT**

**DESIGNED TO TURN HEADS. ENGINEERED TO CHANGE MINDS.**

The design of the Mazda6 presented a significant challenge. When a car is designed to be beautiful, performance is often diminished. Our engineers saw this as a challenge to turn an esthetically stunning design into something truly functional. With aerodynamics better than a Lamborghini Aventador and a body design that contributes to both high-speed stability and fuel efficiency, the Mazda6 is a living, driving embodiment of perseverance.
The 2014 Mazda6 awarded “Highest Ranked Vehicle Appeal among Midsize Cars.”

- J.D. Power, July 2014

The Mazda6 received the highest numerical score among midsize cars in the proprietary 2014 J.D. Power Automotive Performance, Execution, and Layout (APEAL) Study. Study based on 86,118 total responses from new-vehicle owners of 239 models measured opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2014. Your experience may vary. Visit jdpower.com.
For a second year, Mazda ranked most fuel-efficient automaker by the EPA.\(^1\) Mazda’s 2013 fleet offers highest adjusted MPG.\(^2\)


\(^2\) Based on EPA estimates for 2016 Mazda6 Grand Touring models with automatic transmission and Technology Package. 28 city/40 highway MPG. Actual results will vary.
13


2Actual results will vary based on driving conditions.

BY REIMAGINING THE GASOLINE ENGINE WITH A LOFTY COMPRESSION RATIO OF 13:1, INCREASED POWER NO LONGER REQUIRES FUEL-CONSUMING ENGINE DISPLACEMENT. LOOK FOR UP TO A BEST-IN-CLASS EPA-ESTIMATED 40 HIGHWAY MPG1 ON GRAND TOURING MODELS EQUIPPED WITH THE TECHNOLOGY PACKAGE. MORE POWERFUL THAN THE TOYOTA CAMRY AND NISSAN ALTIMA 4-CYLINDER MODELS, THIS 184-HORSEPOWER GASOLINE ENGINE ALSO ADDS AN ADVANCED BALANCE SHAFT THAT HELPS REDUCE NOISE AND VIBRATION.

02A // SKYACTIV-DRIVE / (Shown)

Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual with the silky smoothness of an automatic. It’s instantly responsive, yet delivers 7 percent more efficiency than our previous generation automatic transmission.

02B // SKYACTIV-MT /

This 6-speed manual transmission has a short shift throw inspired by the legendary Mazda MX-5 Miata. This generation’s manual transmission is also smaller, lighter and stronger than any we’ve built before.

03 // SKYACTIV-CHASSIS /

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

04 // SKYACTIV-BODY /

Mazda was the first auto manufacturer to use ultrahigh tensile-strength steel in a production vehicle. The SKYACTIV-Body in the Mazda6 continues to incorporate this light but strong steel in critical areas to make it lighter than normal, yet stiffer and stronger.

05 // i-ELOOP /

The Mazda6 Grand Touring model with Technology Package features i-ELOOP—a regenerative engine braking system that stores energy with a highly efficient capacitor that activates when you lift your foot off the accelerator. i-ELOOP converts the car’s inertia into electricity, preserving fuel that would normally be wasted charging the battery. The result is an improvement in fuel economy of up to 5 percent.2

SOARING IDEAS. EARTHLY APPLICATIONS.

It began with a philosophy that the potential of the modern sedan had not been fully realized. So we challenged the status quo by bringing efficiency and performance together in the same vehicle. The SKYACTIV-G engine only tells part of the story. It delivers abundant power—but also works in coordination with other SKYACTIV TECHNOLOGY features to enhance the overall driving experience. That means, with up to an EPA-estimated 40 highway MPG, you get more uninterrupted driving enjoyment.
WHEN WE RACE, YOU WIN.

Since 1968, Mazda has consistently competed in the most grueling form of motorsports—endurance racing. And ever since then, we've kept winning—year after year. Far more than just being fast and nimble, our winning formula is simple: We focus on durability and reliability. It's how we made automotive history in 1991, becoming the first—and only—Asian automaker to win the 24 Hours of Le Mans. This stunning upset was accomplished by outperforming the competition with our very own reliable rotary engine. It's also how we produced 23 class wins at the Rolex 24 at Daytona. And in true Mazda form, we never give up innovating. That's why we upped the ante again in 2014 to debut our SKYACTIV-D Prototype. This new, innovative powerhouse will help us test select production components under the stresses of racing—the true endurance test.

Because we race almost everything we build, ultimately, you win. It’s just how we do things. It’s why on any given weekend, more Mazdas and Mazda-powered cars are road-raced in the United States than any other brand.1

1Based on Sports Car Club of America racing data.
The Deepest Bond in the Shortest Distance.

Every aspect of the Mazda6 is designed to give the driver a complete connection to the car within the first 100 meters of driving. Linear acceleration, deceleration and steering all work in harmony to unite the car and driver in no time at all. We call this the 100-Meter Promise. And to achieve this ideal level of performance, our engineers finely tuned each driving control to behave in accordance with the driver’s expectations. Both the accelerator pedal and steering wheel feel uniquely linear and natural. Smooth transitions in g-forces were dialed into the braking system as well—making the Mazda6’s controllability simply exceptional. The relationship between man and machine has never felt so natural—or so exhilarating.

When it comes to wheel design, the more flashy and dynamic, the less likely it is to perform. This is unacceptable to our engineers. So when designing the Mazda6, Mazda pushed the boundaries to create a near-perfect wheel. In the end, more than 20 designs were tested and rejected. The end result is a wheel that looks beautiful, while also being strong yet light.
AN EYE FOR DESIGN. AND SAFETY.

KODO-design headlamps play an important role both in the new Mazda style language and as a safety feature. Grand Touring models feature a design that incorporates light-emitting diodes (LEDs) and a light-guiding ring. A straight line of LED-generated light in each headlamp forms a visual extension of the signature “wing” on the front grill. When the headlamps are on, the combination of the ring and straight line forms a simple but instantly recognizable signal of the Mazda6’s identity. But the brilliant KODO headlamps are more than just for show. The design serves as an eye-catching daytime running light to other motorists, while available High Beam Control and LED headlights give you more confidence behind the wheel.

15° BENDING LIGHT

Standard on Grand Touring models, LED headlights with an Adaptive Front-lighting System automatically adjust the angle of the vehicle’s headlights according to the steering angle and vehicle speed. When cornering or turning through intersections at night, the headlights’ beam illuminates the path the car will actually follow, enhancing driver safety.
Mazda’s i-ACTIVSENSE is a thoroughly original way to think about safety technology. This philosophy is all about making each driver a better one by providing all the information needed to make smart decisions. i-ACTIVSENSE is an active safety approach that senses what the driver cannot easily anticipate. These systems in select Mazda6 models aid the driver in recognizing hazards, while helping to avoid collisions or reduce their severity when they simply cannot be avoided. Extending the sensory awareness of the person behind the wheel provides peace of mind and an enjoyable drive.

1. **Lane Departure Warning System**: This system gives audible and visual warnings when drivers are about to unintentionally depart from their lane at a speed of 44 mph or higher.

2. **Rear Cross Traffic Alert**: When backing up, this system detects a vehicle approaching from the side and promptly alerts the driver with both an audible and visual warning in both side mirrors and on the 7-inch touch-screen display.

3. **Smart City Brake Support**: When travelling at speeds between about 2 and 18 mph, this intuitive system detects objects ahead and prepares the vehicle by adjusting brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

4. **Smart Brake Support with Collision Warning**: Similar to Smart City Brake Support, this system is intended to help avoid or reduce the severity of a collision, but operates at higher rates of speed (above 10 mph) like freeway driving. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor determines that a collision is unavoidable, the automatic brake control will engage.

5. **Mazda Radar Cruise Control**: This system judges the relative speed and distance to the car ahead, working within a set speed range to maintain a safe following distance, making highway drives less strenuous. The system’s Close Proximity Warning provides audible and visual warnings when it senses your vehicle fast approaching the one ahead.

6. **Distance Recognition Support System**: Monitoring the distance between you and traffic ahead just got easier. At speeds above 19 mph, our available Distance Recognition Support System uses radar technology to measure the distance between your Mazda6 and the vehicle ahead, and recommends a comfortable following distance. If your vehicle encroaches on this recommended distance, a visual warning shows in the Mazda6’s information display.

**THE DARING WAY TO LIVE CAUTIOUSLY.**
New for 2016, Mazda6 models with the SKYACTIV®-Drive automatic transmission offer Sport Mode for more spirited drives. The feature provides a more performance-oriented shift logic, allowing you to hold gears longer and giving you more control when driving in challenging conditions such as on curvy mountain roads. Sportiness is enhanced in Grand Touring models with steering-wheel-mounted paddle shifters.

HARMONY HAS NEVER BEEN SO INVIGORATING.

When you drive the Mazda6, it feels as if the car moves like part of your body. Steering feel is characterized by feedback that helps the car turn in a smooth, intuitive motion—never upsetting the delicate relationship of g-forces. This makes it much easier to achieve balance at high speeds and puts significantly less strain on the driver. Some of the credit goes to Electric Power Assist Steering. With a quick steering ratio, it offers a brisk response that allows the driver to enjoy both twisty roads and challenging urban conditions. Only a car wired to your brain could be more intuitive.
AN INSIDE LOOK AT THE FINER POINTS.

This year, we reserved our most dramatic expression of KODO design for the Mazda6’s interior. More richly appointed than ever, Grand Touring models offer a newly enhanced cabin designed to envelop you in sporty refinement. Inside, you’ll experience a rich dual-stitched shift knob and steering wheel, a larger center console and a new dash and instrument panel that complement the Mazda6’s available leather-trimmed sport seats. And, as always, comfort is easily accessible thanks to our available 8-way power-adjustable driver’s seat with available memory system.

Design-wise, the Mazda6’s clever A-pillar helps make getting in and out of the car easy. The lightweight seat structure increases the overall rigidity and comfort of the front seats. Even the sound of the engine is designed to be pleasing, with a harmonic tuning that won’t tire the long-distance driver.

/ NICE THREADS /
Dual stitching on the Mazda6’s available leather-trimmed seats offers a sense of refinement and sportiness.

/ THE HOLE TRUTH /
By making seat perforations moderately large and the distances between them small, our engineers created upholstery that’s not only soft and breathable, but absorbs road noise for an enhanced audio-listening environment.
The available Active Driving Display helps you take your mind off distractions by projecting critical driving information directly in front of you, right within your line of sight. Strategically positioned directly in the driver’s field of view and above the gauge cluster, this innovative display allows you to process information faster by keeping your eyes focused on one place—the road ahead.

INFORMATION DISPLAYED
- Vehicle Speed
- Navigational Directions
- Safety Alerts
- Cruise Control Data

UNLOCK A PERFECT UNION BETWEEN DRIVER AND MACHINE.

To enter the Mazda6 is to access an energetic, artistic environment where the driver can relax and completely focus on the road ahead. Everything the driver sees, touches and operates is designed to heighten the driving experience. Tapered forms inside evoke a sense of speed that mimic the energy of the Mazda6’s exterior design. Just opening the near-perfectly balanced door brings to mind the same feelings you’ll have while seated behind the wheel. These are feelings you won’t have getting into just any sedan. And proof the 100-Meter Premium philosophy is well underway, even before starting the engine.

Mazda6 Grand Touring interior shown with Technology Package in Parchment leather
COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

Our most technologically advanced Mazda is also equipped with our most technologically advanced cockpit. With available MAZDA CONNECT™, our next-generation infotainment system, you get a host of social media access, entertainment and information options. All you have to do is pair your smartphone with the Mazda via Bluetooth® wireless connectivity to stream popular social media, music and infotainment apps. Control the system and view information on the larger 7-inch full-color touch screen display.

You can also enjoy access to standard USB audio-input ports and an available factory-integrated navigation system with cutting-edge features such as voice command and advanced lane guidance. And even with all these options, we still help you keep your eyes on the road. All the functions displayed on your touch screen can also be operated with the multifunction Commander control knob, conveniently located at your fingertips on the center console.

1 Don’t drive while distracted. Even with voice commands, only use MAZDA CONNECT™/other devices when safe. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.

/ ENTERTAIN /

Of course, AM/FM radio is always a choice, including HD Radio® options, but now there are new ways to explore music and infotainment options via your Bluetooth® enabled and Internet-connected device. With the Aha™ Internet radio app, you can connect to your Facebook and Twitter feeds, or you can enjoy offerings from other integrated Internet radio apps such as Pandora® and Stitcher™ or simply stream your own playlist.

/ COMMUNICATE /

With voice commands, making and receiving calls is as easy as pushing a button and saying "hello." And Mazda’s Bluetooth® hands-free phone and audio streaming capabilities allow you to enjoy fully integrated text-message display and audible readout. To reply, simply choose from a number of preset, standardized return messages.

/ NAVIGATE /

Our convenient available factory-integrated Mazda Navigation System offers the advanced features of today’s navigation devices, including voice commands and advanced lane guidance. Plus, getting around town or out of town has never been easier thanks to the system’s 3D interactive map with step-by-step audio directions.
REAR PASSENGERS NEVER TAKE A BACK SEAT.

Even in a driver’s car, special attention was paid to the comfort of occupants in the rear, so passengers experience a ride that’s spacious and comfortable. Convenience awaits from rear climate-control vents and one-liter bottle holders to scalloped front seatbacks for more rear knee room. We even increased the space between the front seat mounts, making it easier for those in the back to slide in their feet. Getting out of the Mazda6 is easier, too, thanks to generous passenger head clearance and a wider center armrest in the rear seat that accommodates elbows comfortably.
SOUND TUNE-UP /

Even in a car as quiet as the Mazda6, unwanted ambient noise can interfere with your enjoyment of music. Bose® AudioPilot® noise-compensation technology constantly detects and distinguishes between music and unwanted ambient noise via an in-cabin microphone. Proprietary digital-signal processing tuned specifically for the Mazda6 automatically adjusts your music for optimal listening.

EVEN THE SOUND SYSTEM IS PERFORMANCE-ORIENTED.

The Mazda6 offers an available 11-speaker premium Bose® Centerpoint® 2 audio system. The Centerpoint® 2 enables listeners to enjoy a surround-sound experience from nearly any stereo source, such as CDs, MP3 devices and radio broadcasts, including available SiriusXM Satellite Radio. It has been specifically engineered to meet the unique demands of reproducing surround sound in a vehicle. Unlike conventional synthesized surround sound systems that compare left and right channel information to create a virtual surround experience, Centerpoint® 2 technology uses frequency content in addition to stereo information to create a more lifelike surround experience. Get ready to hear music that matches the emotions you’ll feel while driving.

1 SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer on the Specifications page.
Named a Car and Driver “10Best” for 2014 and 2015.
EVERY MODEL IN THE MAZDA LINEUP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA2 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA. BECAUSE IT TAKES CONVICTION, CREATIVITY AND COURAGE TO BUILD CARS WORTH DRIVING.

MAZDA6 COLORS

Jet Black Mica
Molten Gray Mica
Soul Red Mica
Spectra Silver Metallic
Soul Blue Mica
Soul Silver Mica
Snowflake White Pearl Mica*
Titans Flash Mica
Deep Crystal Blue Mica

MAZDA6 UPHOLSTERY

Black Cloth
Black Leatherette
Black Leather with Espresso Trims
Sand Cloth
Sand Leatherette
Parchment Leather

MAZDA6 WHEELS

19-inch Alloy
19-inch Alloy with Dark Silver Finish
17-inch Alloy
Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner’s manual for further details.

Smart Brake Support operates under certain conditions above 10 mph.

SKYACTIV is a registered trademark of Mazda Motor Corporation

MT6 SPECIFICATIONS & CAPACITIES

<table>
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<tr>
<th>MAZDA6 MODELS</th>
<th>科技</th>
<th>CONFORT</th>
<th>SAFETY</th>
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<tr>
<td><strong>MAZDA6 TOURING</strong></td>
<td>• Heated side mirrors</td>
<td>• Rear lip spoiler</td>
<td>• 19-inch alloy wheels with Dark Silver finish</td>
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<tr>
<td></td>
<td>• Standard SKYACTIV-Drive 6-speed Sport automatic transmission with manual-shift and Sport modes</td>
<td></td>
<td>• Standard SKYACTIV-G 2.5L DOHC 16-valve 4-cylinder engine</td>
</tr>
<tr>
<td></td>
<td>• Power side windows</td>
<td></td>
<td>• SKYACTIV-MT 6-speed manual overdrive transmission</td>
</tr>
<tr>
<td></td>
<td>• 18-inch alloy wheels with Dark Silver finish</td>
<td>• Rain-sensing windshield wipers, auto-dimming rearview mirror with HomeLink®, LED daytime running lights, heated front seats, electronic parking brake, Mazda Radar Cruise Control,8 Lane Departure Warning,9 Distance Recognition Support System, 9 Blind Spot Monitoring,® Rear Cross Traffic Alert®.</td>
<td>• 5-year/unlimited-mileage warranty against body rust-through</td>
</tr>
<tr>
<td></td>
<td>• Lip spoiler</td>
<td>• Mazda Advanced Keyless Entry System</td>
<td>• 5-year/unlimited-mileage warranty against body rust-through</td>
</tr>
<tr>
<td></td>
<td>• Rearview camera</td>
<td>• Push Button Start</td>
<td>• 5-year/unlimited-mileage warranty against body rust-through</td>
</tr>
<tr>
<td></td>
<td>• Heated front seats</td>
<td>• Power door locks</td>
<td>• 5-year/unlimited-mileage warranty against body rust-through</td>
</tr>
<tr>
<td></td>
<td>• Standard SKYACTIV-Drive 6-speed Sport automatic transmission with manual-shift and Sport modes</td>
<td>• Air conditioning with pollen filter</td>
<td>• 5-year/unlimited-mileage warranty against body rust-through</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Dual-zone automatic climate control</td>
<td>• 5-year/unlimited-mileage warranty against body rust-through</td>
</tr>
</tbody>
</table>

CARES

To find out which package or loan plan is right for you, talk with your Mazda Dealer or visit MazdaCARE.com.

FINANCING WITHOUT THE FUSS.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services® can help make the financing process more convenient and satisfying. Use of the largest auto lenders in America, Mazda Capital Services, is licensed in all 50 states for direct-lender auto consumer service, a wide range of financing options and highly competitive rates.

WE’RE COMMITTED TO OUR DRIVERS.

Every new Mazda 6 protected by:

- 3-year/36,000 mile New Vehicle Limited Warranty
- 5-year/50,000 mile (6/7) Emergency Roadside Assistance
- 5-year/50,000 mile Powertrain Limited Warranty
- 5-year/50,000 mile Powertrain Limited Warranty
- 5-year/50,000 mile Powertrain Limited Warranty
- 5-year/50,000 mile Powertrain Limited Warranty

Whichever comes first.

Even after your vehicle warranty has expired, Mazda Extended Coverage provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing Mazda Genuine Parts® before available, Mazda Extended Coverage gives you peace of mind for miles beyond your expectations.

For details, please see your Mazda Dealer, visit MAZDAUSA.COM or call TOLL-FREE (800) 639-1000.
MAZDA6 ACCESSORIES. IT’S YOUR MAZDA—MAKE IT YOUR OWN.

Customize your new Mazda6 with Genuine Mazda Accessories. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New-Vehicle Limited Warranty as your new Mazda. Ask your dealer for details.

01 // REAR SPOILER /
Add a sporty, aerodynamic element to your sleek and sophisticated Mazda6.

02 // CARGO TRAY /
Life doesn’t have to be messy, at least not inside your Mazda6. This flexible, durable Cargo Tray protects against spills and other damage. Removes easily for quick cleanup.

03 // REAR BUMPER GUARD /
Stainless and sleek, our stainless-steel Rear Bumper Guard not only looks great, but helps protect the rear bumper from chips and scratches.

04 // DOORSILL TRIM PLATES /
A touch of class coming and going. Dress up your Mazda6 with these stylish stainless steel Doorsill Trim Plates.

05 // ALL-WEATHER FLOOR MATS /
Fitted perfectly to your Mazda6, these All-Weather Floor Mats guard against water, sand, mud, snow or whatever you drag through the door.

06 // NAVIGATION SYSTEM /
Enjoy all the advanced features of today’s navigation devices, including voice commands and advanced lane guidance with our integrated Mazda Navigation System. The system even offers a 3D interactive map with step-by-step audio directions.

07 // MAZDA MOBILE START /
Did you lock your car or not? Know for sure with the convenience of our smartphone-controlled Mazda Mobile Start App. Lock or unlock your doors, start the engine, turn the rear defroster on or use the CarFinder function from just about anywhere. One-year subscription included. Visit MazdaMobileStart.com.

Please remember to properly secure all cargo. See our publication included. Subscription is $60 per year. Message and data rates may apply. App available on iPhone® with iOS 4.3 or later and Android™ phones with Android2.1 or later. iPhone is a registered trademark of Apple Inc. Android is a trademark of Google Inc.

For a full list of Genuine Mazda Accessories for your Mazda6, please visit accessories.mazdaUSA.com.
WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER. It’s a responsibility we don’t take lightly. It’s why we work hard every day to make sure your customer service experience exceeds your expectations, in every way. It extends beyond just helping you find the right vehicle. It’s what happens after you leave our dealership. This is our way of changing the game in customer service. One customer experience at a time. THIS IS THE MAZDA WAY.

Since the launch of our annual Mazda Drive for Good® Event in 2013, our Mazda Dealers and partners have raised millions of dollars for a number of national and local charities. But what’s even more significant is that collectively, we have pledged more than 100,000 hours of volunteer time to local and national organizations across the country. Our Mazda Dealers have a long history of giving back both time and money to their own communities. And their efforts truly define our Mazda values.

Mazda Drive for Good® is just one of the many charitable programs that has allowed Mazda to donate millions to worthy causes across the United States since 1992. Because giving back is the Mazda Way.

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IT TAKES CONVICTION TO STAND UP TO THE NAYSAYERS.
A CREATIVE FIRE THAT’S UNAFRAID OF THE BLANK PAGE.
AND THE COURAGE TO FLIP CONVENTIONAL WISDOM ON ITS HEAD.
BECAUSE THIS IS THE ONLY WAY TO CHANGE THE GAME.
AND THE ONLY WAY TO BUILD CARS WORTH DRIVING.
TODAY, OUR SKYACTIV® TECHNOLOGY IS CHANGING THE GAME.
IT’S HOW WE REINVENTED THE GASOLINE ENGINE,
DRAMATICALLY IMPROVING ITS EFFICIENCY
WITHOUT SACRIFICING HEART-POUNDING PERFORMANCE.
IT’S HOW WE ENGINEERED A LIGHTER CAR THAT’S EVEN STRONGER,
SAFER, MORE RESPONSIVE AND MORE EXHILARATING TO DRIVE.
THese are ACTIONS, NOT WORDS. PROOF, NOT THEORIES.
MAKING THE IMPOSSIBLE POSSIBLE.

THIS IS THE MAZDA WAY.