

We do not simply exist to make cars.

We strive to achieve something more.

To inspire you every day

through exhilarating experiences

that help you feel more focused,

more connected.

And more alive.

This is what drives us to push boundaries

and defy convention, every day.

It's why we refined the rotary engine in 1967,

resurrected the roadster in 1989,

and reimagined how an automobile is developed,

piece by piece, in 2006.

Instead of simply redesigning a car,

we started from a blank sheet of paper

and built the ideal vehicle around

how it would make you feel.

Today, we stand more focused than ever.

Creating breathtaking designs

and revolutionary technologies like SKYACTIV® TECHNOLOGY and i-ACTIV AWD®

Built to forge an even deeper connection

between you and your Mazda.

An emotional bond, formed at first glance

and reinforced every time you get behind the wheel.

To us, this bond is everything.

And it inspires us

to design better,

innovate more

and make each Mazda

smarter and safer than what came before.

All to make everything about driving even better.

Including you.



our source of unwavering courage, commitment and perseverance.

We have consistently found inspiration through this community,
a shared spirit that pushes us to rise above any challenge. Together,
we have achieved more than anyone could have imagined. We have
built a global company from the ground up. And we have defied
convention to develop innovations that others deemed impossible,
from the rotary engine to SKYACTIV® TECHNOLOGY and beyond.

Most of all, we have never strayed from our commitment to humanity.
Giving all of ourselves, using our hands to craft and make things
that matter, that have soul, and heighten your state of being.





KODO | Our design philosophy is simple, yet highly complex to accomplish. Everything we create must capture motion, even at a standstill. In the same instance, it should evoke emotion. This process requires a human touch, hands on clay, shaping the form. Eliminating all that is unnecessary, leaving only what is beautiful. Lines should draw attention at first glance, effortlessly directing your eye to every angle and curve. This sense of movement inspires those who experience it and creates an urge to get behind the wheel. We call this KODO: "Soul of Motion" design. It's what makes a Mazda feel like a Mazda. Making you feel inspired, connected and alive, every time you get behind the wheel.







DNENESS | Every Mazda aspires to a single goal—oneness between the vehicle and its driver, inspired by the Japanese concept of Jinba Ittai, or "horse and rider as one." With each carefully engineered detail, from the steering wheel position to the gas pedal placement, the car becomes an extension of you, acting precisely as it should. Everything crafted with precision to create an elevated driving experience. The throttle delivers a satisfying response in any situation. The steering wheel answers even the most subtle nudge with purpose. Every dial, button and knob throughout the cockpit is exactly where you expect, allowing you to focus on the road. All to make driving more enjoyable, energizing and in perfect harmony.

CRAFTED TO INSPIRE. TURBOCHARGED TO DELIVER |

For years, Mazda engineers have spent countless hours crafting every exterior line and interior detail of the Mazda6. For 2018, our engineers did the same, all while also paying extra attention to the beauty that hides under the hood. We're proud to introduce a turbocharged gasoline engine in the Mazda6: the SKYACTIV®-G 2.5T Dynamic Pressure Turbo. Delivering up to 250 hp¹ and 310 lb-ft of torque, this available engine provides the off-the-line acceleration you'd expect from its dynamic exterior, yet still provides cost-efficient MPGs² It's an effortless brand of power that's sure to elevate your mood. Along with your heart rate.



Man William CES AC MAZDA CONNECT™1 | Keeping you connected to your music, entertainment, friends or colleagues, all while keeping your eyes focused on the road, the Mazda6 is as intuitive as they come. Carefully placed at the optimum position, the multifunction Commander control on the center console lets you navigate options on the new 8-inch full-color center display. It's impressive technology that invigorates the senses, keeping you in close touch no matter how far you travel. 0 FOLTO. 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 motion. Not all features are compatible with all phones. Message and data rates may apply.



ENDURING BEAUTY BORN FROM ABSOLUTE DEVOTION

Craftsmanship and artistry are not purely physical pursuits. They are driven by our whole selves, mind, body and spirit. That immersive commitment is reflected in the beauty and functionality of the Japanese Kodoki bowl.

It's created by repeated hammering on a copper sheet over 100,000 times for more than three months. Its aesthetic appeal comes from its form, consisting of thousands of facets, each a fingerprint of the craftsman's energy. At Mazda, our designers and engineers bring a similar level of meticulous obsession to their work, relentlessly seeking artistry at every step of the design process. All so you can be one with your Mazda.





engineering philosophy is deeply rooted in the belief that everything, down to the finest detail, should elevate your spirit and enhance your driving experience. That's why the seats in the 2018 Mazda6 were completely redesigned; an improved, wider shape and inner structural material design provide greater comfort and support during long-distance travels. And since being fully engaged with your drive begins with an optimal driving position, engineers worked meticulously to design what can only be described as ergonomic luxury. For added comfort, select Mazda6 models offer ventilated front seats that wick away warm air from the driver's and front passenger's back and lower body to help keep you both cool and dry.



SILENCE: AN INNER BEAUTY | Through an advanced suspension design and overall improvement in noise-damping characteristics, our engineers were able to reduce the amount of exterior noise that penetrates into the cabin, creating a peaceful environment where you can enjoy a quiet conversation, be one with your thoughts, or be engrossed in your favorite music. Reducing noise also reduces fatigue on longer drives, so take the scenic route if you're so inclined. The thinking behind a much quieter cabin is simple: shielding you from all that is unnecessary, so you can focus on what will bring you joy. Tranquility through technology. It's all about improving your mental and physical comfort-and all part of our approach to engineering.

it comes to engineering the ultimate blend of driving dynamics, performance and efficiency, to Mazda, the sky is the limit. There's no ceiling or finish line. Which is why we've tuned our engines, including the newly available SKYACTIV®-G 2.5T Dynamic Pressure Turbo, to be both efficient¹ and powerful, rather than relying only on size to deliver more horsepower. And why we focus on driver and passenger comfort by creating SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control, which aids in providing a smoother, less strenuous drive. Light. Powerful. Smooth. Efficient. Just a few of the Mazda6's many characteristics that will rejuvenate your spirit and make you feel alive when you're behind the wheel.



of Mazda, what better way to bring in the human element than with technology that essentially offers another set of eyes...or two...or four? Introducing the available 360° View Monitor. Using small cameras mounted on the front, back and sides of the car, this system displays various views of the environment around the car on the MAZDA CONNECT² screen. To help assist you with maneuvers in different situations where it's harder to see. Displaying Top View, Side View and Front Wide View and Rear View modes, you can experience safer, broader visibility from all angles. It's 360 degrees of confidence, regardless of time of day or weather condition.



1360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details. Simulated screen. 2 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 motion. Not all features are compatible with all phones. Message and data rates may apply.



i-ACTIVSENSE® | Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE® suite of safety features, sophisticated safety innovations help alert you to hazards so you can better avoid collisions—or lessen their impact.

The result is a more connected driving experience. So you can feel confident and more energized as you focus on the road ahead.

ADVANCED BLIND SPOT MONITORING¹

Radar sensors detect and alert when objects are in your left and right blind spots. It also warns when fast-traveling vehicles are about to enter a blind spot from further behind.

LANE DEPARTURE WARNING SYSTEM²

If you unintentionally drift out of your lane while driving at speeds higher than 37 mph, the system will alert you.

ADAPTIVE FRONT-LIGHTING SYSTEM

These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

SMART CITY BRAKE SUPPORT³

When traveling at low speeds including parking lot speeds, this system uses a Forward-sensing Camera to detect vehicles ahead. If an impact is predicted, it is able to warn the driver, adjust the brake pads for faster and firmer braking, and apply the brakes if the driver cannot.

MAZDA RADAR CRUISE CONTROL WITH STOP & GO⁵

This system maintains your set speed and minimum following distance from the traffic ahead. If the vehicle you're following reduces speed, even down to a stop, your vehicle is able to slow or stop as needed.

REAR CROSS TRAFFIC ALERT¹

As you reverse, this system promptly alerts you on the back-up monitor, as well as on the side view mirrors, when it detects a vehicle approaching from either side.

LANE-KEEP ASSIST²

Adds to the warnings of the Lane Departure Warning System by performing minor steering corrections-helping to keep you in your lane if the system senses you're drifting.

HIGH BEAM CONTROL

For better vision at night, this system auto-adjusts the headlight beams from low to high as traffic and road conditions allow.

SMART BRAKE SUPPORT⁴

This system uses a Forward-sensing Camera and radar sensors to sense when a collision with a vehicle ahead is possible. When an impact is predicted, this system is able to warn the driver, adjust the brake pads for faster and firmer braking, and apply the brakes if the driver cannot.

TRAFFIC SIGN RECOGNITION SYSTEM⁶

Based on front camera identification in conjunction with navigation data, this system recognizes and displays traffic signs such as Stop, Do Not Enter and Speed Limit. Alerts are easily viewable at driver's eye level within the Active Driving Display.

1 Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. 2 Lane Departure Warning System and Lane-keep Assist operate under certain driving conditions above 37 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Please see your Owner's Manual for further details. 3 Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 4 Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 5 Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. 6 Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details.

SPECIFICATIONS

ENGINES

SKYACTIV®-G 2.5L DOHC 16-valve 4-cylinder with VVT (Sport with MT) SKYACTIV-G 2.5L with Cylinder Deactivation (Sport with AT, Touring) 187 hp @ 6,000 rpm 186 lb-ft of torque @ 4,000 rpm

SKYACTIV-G 2.5T DOHC 4-cylinder Dynamic Pressure Turbo (Grand Touring, Grand Touring Reserve and Signature)
250 hp @ 5,000 rpm (with 93 octane fuel)
227 hp @ 5,000 rpm (with 87 octane fuel)
310 lb-ft of torque @ 2,000 rpm

TRANSMISSIONS & DRIVETRAIN

SKYACTIV-MT 6-speed manual transmission (Sport only)
SKYACTIV-Drive 6-speed automatic with manual shift and Sport modes
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control
Hill Launch Assist¹

FUEL ECONOMY

EPA-ESTIMATED MPG (City/Highway)²
24 / 33 (MT, Sport)
26 / 35 (AT, Sport and Touring)
23 / 31 (AT, Grand Touring, Grand Touring Reserve and Signature)

FUEL CAPACITY (U.S. gallons) 16.4

DIMENSIONS (in)

Overall length: 192.7 Wheelbase: 111.4 Width: 72.4 Height: 57.1

TRUNK CAPACITY (cu ft)

14.7

1 Hill Launch Assist is an auxiliary device that assists the driver in accelerating from a stop while on a slope. It is not a substitute for safe and attentive driving. There are limitations to the system Please see your Owner's Manual for further details. 2 EPA-estimated mileage. Actual results will vary

MAZDA6 SIGNATURE

Includes the following features in addition to or in place of Mazda6 Grand Touring Reserve:

EXTERIOR

Gunmetal front grille trim

INTERIOR

Frameless rearview mirror
7-inch TFT multi-information display
Leather-wrapped steering wheel with unique stitching
Nappa leather-trimmed seats
Ultrasuede® interior accents

Matte door sash trim

Black headliner

Genuine Sen wood interior accents
Interior trim with Bright Silver finish

SAFETY AND SECURITY

360° View Monitor¹ Front and rear parking sensors²

MAZDA6 GRAND TOURING RESERVE

Includes the following features in addition to or in place of Mazda6 Grand Touring:

EXTERIOR

19-inch alloy wheels with Brilliant Silver finish Rear decklid spoiler LED headlights with Adaptive Front-lighting System Front lower molding with Bright Silver finish Windshield wiper de-icer

INTERIOR

Windshield-projected full-color Active Driving Display
Leather-trimmed sport seats
Heated steering wheel
8-way power-adjustable driver's seat with power lumbar
adjustment and memory settings
6-way power-adjustable passenger seat
Ventilated front seats

SAFETY AND SECURITY

Heated rear seats

Traffic Sign Recognition System³

MAZDA6 GRAND TOURING

Includes the following features in addition to or in place of Mazda6 Touring:

ENGINE AND TRANSMISSION

SKYACTIV®-G 2.5T Dynamic Pressure Turbo 4-cylinder engine

EXTERIOR

Heated side mirrors Auto-dimming driver-side mirror

INTERIOR

Mazda Navigation System

Bose® Centerpoint® 2 Surround Sound audio system with 11 speakers

SiriusXM Satellite Radio⁴ with 4-month trial subscription to the Sirius All

Access package

Auto-dimming rearview mirror with HomeLink®

Leather-wrapped steering wheel with paddle shifters

MAZDA6 TOURING

Includes the following features in addition to or in place of Mazda6 Sport:

ENGINE AND TRANSMISSION

SKYACTIV-G 2.5L with Cylinder Deactivation
SKYACTIV-Drive 6-Speed automatic transmission with manual shift
and Sport modes

EXTERIOR

19-inch alloy wheels with Gun Metallic finish and P225/45 R19 tires Power sliding-glass moonroof with tilt feature Rain-sensing windshield wipers Auto on/off headlights

INTERIOR

Mazda Advanced Keyless Entry System
6-way power-adjustable driver's seat
Heated front seats
Rear A/C vents
Leatherette-trimmed sport seats
Illuminated driver and front passenger vanity mirrors
Rear seat center armrest with storage and 2 USB charging ports

SAFETY AND SECURITY

Smart Brake Support⁵
Smart City Brake Support⁶
Mazda Radar Cruise Control with Stop & Go⁷
Lane Departure Warning System⁸
Lane-keep Assist System⁸
High Beam Control

MAZDA6 SPORT

Includes the following features:

ENGINE AND TRANSMISSION

SKYACTIV®-G 2.5 DOHC 16-valve 4-cylinder engine with VVT (MT only)
SKYACTIV-G 2.5L with Cylinder Deactivation (AT only)
SKYACTIV-MT 6-Speed manual transmission (standard)
SKYACTIV-Drive 6-Speed automatic transmission with manual shift and Sport modes (available)
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control

_...__

17-inch alloy wheels with Gun Metallic finish and P225/55 R17 tires
LED headlights with auto off
LED daytime running lights
LED combination taillights
Variable intermittent windshield winess

Variable-intermittent windshield wipers Power side mirrors with integrated turn signals Dual exhaust outlets with Bright Silver finish

Dual-zone automatic climate control

Audio system with 6 speakers

INTERIOR

Power windows with one-touch auto up/down feature
Power door locks
Cruise control
Remote keyless entry
Push button start
Electronic parking brake
Driver- and front passenger-side door courtesy light
Tilt and telescopic steering wheel
Cloth-trimmed sport seats
6-way manually adjustable driver's seat with manual lumbar support
60/40 split fold-down rear seatback
Rear seat center armrest

MAZDA CONNECT™ Infotainment System⁹

Infotainment system voice command

Multifunction Commander control 8" full-color touch-screen display

HD Radio™

Aha™ Internet radio integration

Stitcher™ Internet radio integration

Pandora® Internet radio integration

SMS text message audio delivery and reply

E911 automatic emergency notification

Bluetooth® hands-free phone and audio streaming

USB audio input

Rearview Camera¹⁰

Leather-wrapped steering wheel and gear selector Steering wheel-mounted audio and cruise controls

Carpet floor mats

SAFETY AND SECURITY

Smart City Brake Support⁶
Advanced front air bags, front side-impact air bags and side-impact air curtains¹¹

Dynamic Stability Control (DSC)¹² & Traction Control System (TCS) Advanced Blind Spot Monitoring System²

Rear Cross Traffic Alert²

AVAILABLE i-ACTIVSENSE® PACKAGE

Includes Smart Brake Support⁵, Mazda Radar Cruise Control with Stop & Go⁷, Lane Departure Warning System⁸, Lane-keep Assist System⁸, High Beam Control, Auto on/off headlights and rain-sensing windshield wipers

1360° View Monitor may not provide a comprehensive view of the entire surrounding area of this vehicle. Always check your surroundings visually. Please see your Owner's Manual for further details. 3 Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details. 4 Sirius XM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to Sirius XM services are sold by Sirius XM after a 4-month trial subscription to the Sirius XM All Access package expires and are continuous until you call Sirius XM at 1-866-635-2349 to cancel. See Sirius XM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 5 Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for details. 6 Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 7 Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please s



19" Alloy with Gun Metallic finish Touring and Grand Touring

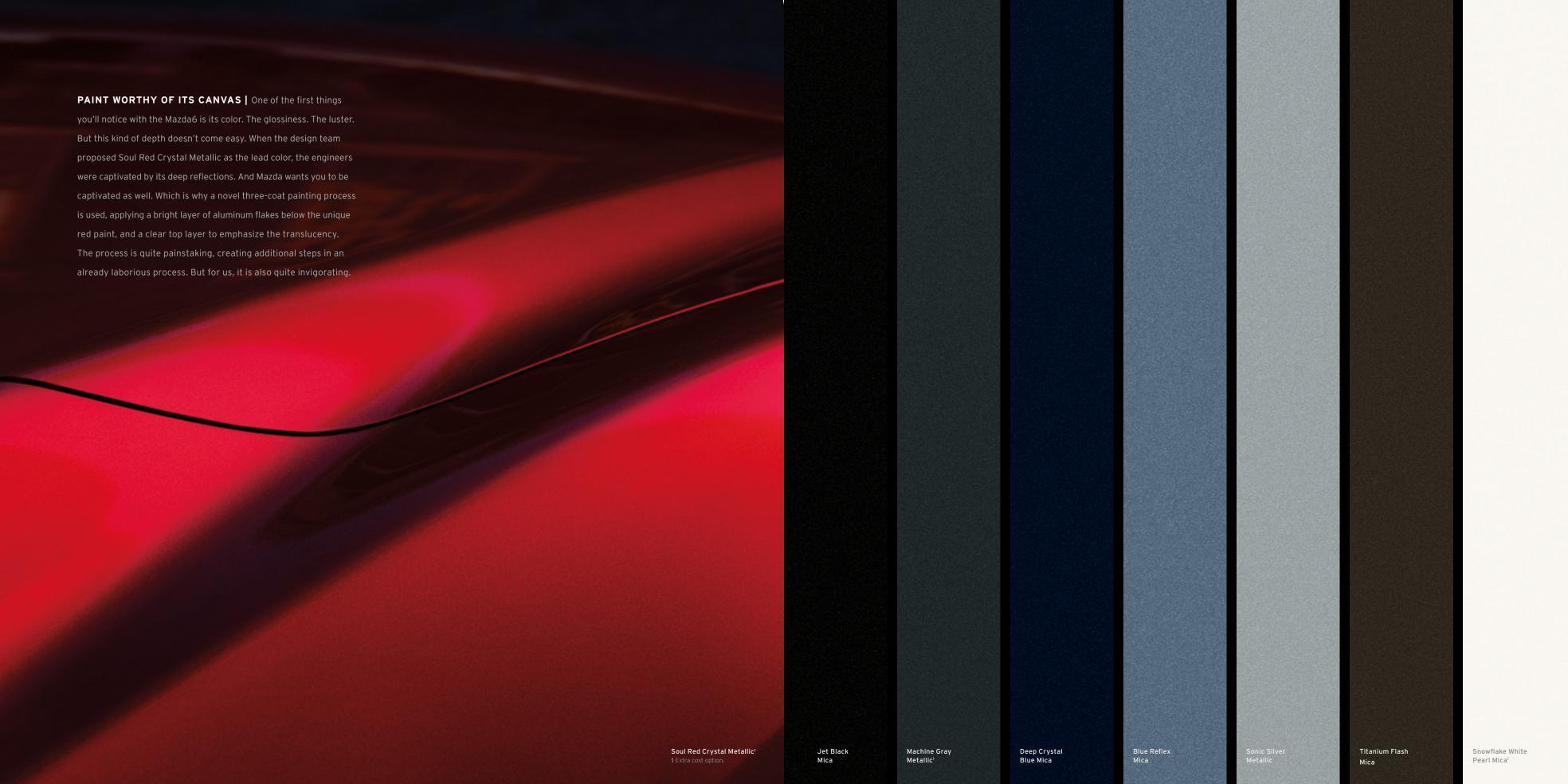


17" Alloy with Gun Metallic finish Sport

EVEN THE WHEELS TELL OUR STORY | Power. Balance.

Beauty. Mazda's KODO design philosophy is evident across every aspect of the Mazda6-right down to its alloy wheels.











Frameless Auto-Dimming Rearview Mirror with HomeLink®



Doorsill Trim Plates

Every new 2018 Mazda6 is protected by a:

3-year/36,000-mile¹ New Vehicle Limited Warranty

3-year/36,000-mile¹ 24/7 Emergency Roadside Assistance Program

5-year/60,000-mile¹ Limited Powertrain Warranty

5-year/unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

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



MAZDA EXTENDED CONFIDENCE

Whether you're buying or leasing a new, Certified Pre-Owned Mazda or used Mazda, Mazda Capital Services² can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, visit www.MazdaUSA.com or call us toll-free at (800) 639-1000.

Mazda 5



MAZDA CAPITAL SERVICES

1 Whichever comes first. 2 The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are license to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.





Thank you for considering a Mazda. As you can see from the stories in this brochure, everyone at Mazda, including our Mazda Dealer partners, is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

If you haven't already experienced the excitement of driving a Mazda for yourself, schedule a test drive at your local Mazda Dealer. Together, we will ensure that a great test drive is just the first step in the joy of owning a Mazda.

Sincerely,

MASAHIRO MORO
President and CEO

Mazda North American Operations



zoom-zoom

© 2018 Mazda Motor of America, Inc. • 200 Spectrum Center Drive, Irvine, CA 92618 • (800) 639-1000 • Correct at time of printing • Printed in U.S.A. 3/18 (10K) • Part no. 18MZ6HYf

PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. i-ACTIV AWD, SKYACTIV and i-ACTIVSENSE are registered trademarks of Mazda Motor Corporation. Bluetooth is a registered trademark of Gentex Corporation. All other marks, logos, and product names are the property of Mazda Motor Corporation, its affiliates, or are the property of their respective owners.