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.*
Always. When a car has the soul of a sports car, it shows. And in a Mazda, it’s impossible to ignore. You can see it in the inspired intersection of stylish design, spirited performance and insightful engineering. You can feel it too. Especially when you’re firmly buckled into the driver’s seat, up to speed and rapidly approaching a challenging stretch of road. That’s when a Mazda will readily reveal its soul—rewarding you with an instantaneous and exhilarating rush. It’s the emotion of motion—that familiar feeling of “Zoom-Zoom” you first experienced as a child. It’s the intensely liberating, fun-to-drive feeling that every Mazda is purposefully, and passionately, designed to deliver. And why we proudly promise: Mazda. Always the soul of a sports car."
At Mazda, we hold that a vehicle's styling should be as emotionally engaging as its performance. So boxy, bland and boring are out. And sports-car-inspired styling is in. After all, styling is the first thing that sets a vehicle apart as something exciting, compelling and cool. And it's why bold, athletic styling is now a hallmark of every Mazda we make—from the confident curves of the MAZDA3 and MAZDA6 to the sleek, head-turning silhouettes of our two new crossovers, the Mazda CX-7 and Mazda CX-9. It's also a design philosophy applauded by numerous automotive experts. Edmunds.com, for example, said of the MX-5 Miata: "...it becomes obvious that every aspect of the car was designed and engineered by people who love cars and love to drive." And after surveying Mazda's new 5-passenger SUV, Road & Track (6-06) observed: "The CX-7's exterior styling is probably the strongest indication that this isn't your normal everyday crossover." But then, when you're passionate about designing superbly styled vehicles, it shows. In the sporty, fun-to-drive vehicles you create. And in the second looks they command.
Mazda has built more sports cars than anyone else in the world. In fact, on any given weekend, there are more Mazdas on the racetrack tracks of America than any other brand of vehicle.* Import or domestic. And what we’ve learned about designing truly spirited, fun-to-drive vehicles is this: The secret is creating a genuine balance between power and control. Which is why this crucial element is engineered into every vehicle Mazda makes—from our traditional two-seat sports car to our new 7-passenger crossover SUV. By ensuring that a genuine balance exists between a vehicle’s powertrain and its steering, suspension and braking systems, Mazda engineers are able to create an entire family of spirited, agile vehicles. But best of all, the exhilarating proof is easy to experience. In the responsiveness and refined road manners of a MAZDA6. In the smooth, high-revving rotary power and remarkable handling of a Mazda RX-8. And, of course, in the nimble, nearly intuitive handling of a Mazda MX-5 Miata. Which should come as no surprise. After all, creating a feeling of oneness between car and driver is what driving a Mazda is all about. * Based on Sports Car Club of America racing data.
That’s why a Mazda is always insightful.

Mazda has a passion for creating insightful new solutions. Especially when it comes to ingenious designs and innovative engineering. And it’s this kind of fresh, original and independent thinking that makes Mazda vehicles so timely, relevant and liberating. You’ll appreciate it in the legendary, lightweight Mazda MX-5 Miata roadster—now available with a new Power Retractable Hard Top that’s remarkably fast (12 seconds—once latch is released.) and space-efficient. You’ll experience it in the surprisingly agile MAZDA5—America’s first 6-passenger Multi-Activity Vehicle that’s fun to drive as it is versatile. You’ll recognize it in the revolutionary Mazda RX-8—the world’s only rotary-powered, 4-door sports car with seating for 4 adults. You’ll also see it in Mazda’s uncompromised quality and craftsmanship. As well as in the rich textures, first-rate materials and precise tolerances that grace all Mazdas. By continuing to pursue insightful new solutions, Mazda is striving to make every drive more fun and exhilarating. Every ride more comfortable and enjoyable. And every trip more engaging and entertaining.
And that's why it all comes back to Zoom-Zoom.
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