Zoom-Zoom is the double beat. The one-two cadence that propels us all from deep within. Thump-Thump. Goes the heart. The boxer throws the powerful one-two—boxing's most feared combination. Two quick claps of the hands and dancers prepare for perfection. Snap your fingers two times and watch as everyone around gets ready to move. Why do rock legends tap the microphone twice before melting your face? What makes a thoroughbred's muscles respond when it hears two clicks from a jockey's mouth? This is no mere coincidence. The double beat lives on a deeper level: An emotional level. It's a universal tribal-like connection. It's everywhere. And we've followed it for over 40 years. Always building to it. It's what drove us to make the MX-5 Miata, the best-selling roadster of all time. The MAZDASPEED3, one of the fastest front-wheel-drive cars on the planet. The CX-9, 2008 North American Truck of the Year. It's what stirs our soul. And inspires us to passionately—and purposefully—infuse every Mazda with stylish design, insightful engineering and spirited performance. We'll never stop listening. Zoom-Zoom. Forever.
Zoom-Zoom now. And forever. Zoom-Zoom is a promise we make—and keep—to every new Mazda owner. To provide a feeling of freedom. A feeling of exuberance. And a feeling of exhilaration. It is, in fact, the emotional end result of Mazda’s ongoing commitment to stylish design, insightful engineering and spirited performance. Because stylish, head-turning design produces vehicles that are emotionally engaging—both at rest and at speed. Because insightful, innovative engineering results in vehicles that are more relevant and liberating. And because spirited, exhilarating performance forges a special bond between vehicle and driver. Immersing the driver in a nearly intuitive driving experience made possible by the vehicle’s precision-balanced matrix of responsive power, handling and braking. But most important of all, Zoom-Zoom is a promise kept. Which is why Mazda has built more sports cars than anyone else in the world. And why, on any given weekend, more Mazdas and Mazda-powered vehicles are road-raced in America than any other brand. Import or domestic. It’s also why our promise to you in 2009 proudly remains: “Mazda. Always the soul of a sports car®.”

Opposite: The Mazda Kazamai, a compact 4x4 crossover concept vehicle, explores innovative new ways of creating exhilarating driving dynamics by employing ultralightweight materials, superior safety engineering and environmentally-responsible technologies.
From a clean canvas comes a masterpiece. Presenting the totally, completely, 100% new 2009 MAZDA 6 sport sedan. Rethought, resized and reborn. To be bigger, faster and more aerodynamic. And to provide more passenger room than Attila, Candy or Malibu. Not to mention a choice of two suspension, yet pump-friendly, powertrains, including a new 4-cylinder that delivers a remarkable 30 mpg* when mate in the available 5-speed automatic. And a V6 that delivers a potent 272 hp. Plus driving dynamics that transform a daily commute into an exhilarating journey. Factor in a Five-Star Safety Rating, the highest possible, in government crash and rollover tests and available technology that includes a radar-based Blind Spot Monitoring System† and it's obvious there's nothing standard about the all-new MAZDA 6. Except the new, higher ones that it sets.

* EPA estimated fuel economy, based on model year 2009 (not yet rated).
† Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit www.nhtsa.gov.
‡ Always check your mirrors. Be aware of the traffic around you.
All new. All that. And all within your reach. The 2010 MAZDA3 is the whole package. A sport compact with killer styling. A high-tech interior. Plus a choice of two spirited, yet fuel-efficient, engines—all served up in a sleek, aerodynamic design that delivers up to 33 mpg highway. Class-defying standard features on many models include: A Multi Information Display. Bluetooth® hands-free phone and audio capabilities. Steering-wheel mounted controls for the stereo, cruise control and Bluetooth functions. Dynamic Stability Control. And a Traction Control System. Grand Touring models even feature an Adaptive Front-lighting System with pivoting Bi-Xenon HID headlights that help you “see around corners” as you turn. MAZDA3. Proof that the best form of gratification is the instant kind.

* EPA estimated fuel economy for MAZDA3. Actual results may vary.
† Bluetooth is a registered trademark of Bluetooth SIG, Inc.
‡ Dynamic Stability Control is not a substitute for safe driving practices.
All new. All that. And all about an exhilarating driving experience. Which explains the 2010 MAZDA3 5-Door’s bold, new styling and array of insightful features. Like a potent, new 167-hp 2.5-liter engine and 6-speed manual gearbox that deliver an impressive 29 mpg highway. So you won’t run short of ponies or petrol anytime soon. Grand Touring models even feature a power-adjustable driver’s seat with three memory presets. Heated front seats with fine comfort settings. Dual-zone automatic climate control. Heated side mirrors with turn indicators. Plus an Adaptive Front-lighting System with pivoting Bi-Xenon HID headlights to help you “see around corners.” And with its versatile rear liftgate and 60/40 split fold-down rear seatback, it’s as open to new experiences as you are. Which include turning heads, passing pumps and outrunning the ordinary.
It will impress up to seven passengers, including the most discerning of drivers. The 2009 Mazda CX-9 is beautiful proof that a crossover SUV can also be fun to drive and fuel-efficient. Luxuriously appointed, its innovative, 7-passenger design takes nimble handling, exceptional room and impeccable craftsmanship, then wraps them in head-turning styling. And there’s plenty of substance behind the style: The 2009 CX-9 received Five Stars—the highest possible rating—in government frontal and side-impact crash tests,* and was also named 2008 North American Truck of the Year.

* Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit www.nhtsa.gov.
Fun, versatility and sophistication. All under one stylish roof. When it comes to combining sport sedan-inspired performance with go-anywhere versatility, the 2009 Mazda CX-7 makes it look easy (not to mention gorgeous). With its refined road manners, a turbocharged, high-output engine, 5-speed automatic transmission with manual-shift mode, available all-wheel drive, plus a well-appointed, finely crafted cabin, the CX-7 is well-equipped to handle any journey—and up to five passengers—with equal aplomb. In other words, the CX-7 is everything you'd expect a crossover SUV to be. And everything you wouldn't.
It doesn't just push the envelope. It tears it to shreds. As the world's first and only rotary-powered 4-door sports car, the RX-8 surges to its 9000-rpm redline,* shattering virtually every performance preconception in the process. Then its highly refined, sport-tuned suspension system and near-sport-weight distribution to its four-passenger seating, the 2009 RX-8 radically redefines traditional sports car limitations to meet today's needs. In fact, just one drive will make clear why only a sports car like no other can deliver a driving experience like no other.

* With 6-speed manual transmission.
Two adrenaline-filled decades of taking on all comers. While numerous new cars have come and gone since the MX-5 Miata’s debut in 1989, it remains an unrivaled driving experience. A true icon of pure sports-car exhilaration. And this year’s revised sport-tuned suspension and satin gray resculpting only enhance the legend. With an aggressive new front fascia and side sills, plus slick new alloy wheels and more. The result is a purpose-built performance automobile—from its precise steering and molybdenum-coated pistons to its sport-tuned double-wishbone front suspension. Available with a classic manual soft top or Power Retractable Hard Top, it’s no wonder the MX-5 Miata was honored in 2009 as a Car and Driver 10Best® for the tenth time.
The most fuel-efficient six-passenger vehicle in its class.* And, quite possibly, the most ingenious. With three-row seating, a remarkably versatile interior and best-in-class fuel economy,* the MAZDA5 is simply the smartest, most efficient way to transport up to six passengers and their gear. And thanks to its sporty 4-wheel independent suspension and responsive handling, it's also one of the most enjoyable. Add to that a Five-Star rating—the highest score possible in government frontal crash tests,** and it's clear that the 2009 MAZDA5 is designed to fit you, and the times, perfectly.

** Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit www.nhtsa.gov.
Rugged. Versatile. Economical. (Three out of three ain’t bad.) Thanks to its broad-shouldered good looks, versatile packaging, proven durability and budget-minded fuel economy, Mazda Tribute helps your money work as hard as you do. And whether you choose a 2WD or 4WD Tribute, you’ll enjoy responsive performance, crisp handling and proven reliability. Plus the peace of mind that comes from knowing that Roll Stability Control, Dynamic Stability Control* and a Traction Control System are all standard.

* Dynamic Stability Control is not a substitute for safe driving practices.

MAZDA B-SERIES TRUCK

Enjoy power for any purpose plus plenty of Zoom-Zoom. A Mazda B-Series Truck more than pulls its own weight—at work or play. Take your choice of two distinctly different models that both know how to pile on the standard features and squeeze every mile out of a gallon of gas. The easy-on-the-wallet B2300, featuring a fuel-efficient, 143-hp 2.3-liter 4-cylinder. Or the 4-door convenience and 4WD versatility of the B4000 Cab Plus 4, featuring a torquey, 207-hp 4.0-liter V6. Either way, with the B-Series’ track record for versatility and rugged reliability, the value of a new Mazda Truck extends well beyond its payload.
Thump-Thump goes the heart. And for 2009, Mazda makes it easier to follow yours by building ten uniquely stylish, insightful and spirited vehicles. Exhilarating sports cars. Sport compacts. Sport sedans. Crossover SUVs. Even trucks. Each one passionately designed and purposefully crafted to deliver Zoom-Zoom. Every time you turn the key.

**SPECIFICATIONS**

**MAZDA 6 models include:** i SV, i Sport, i Touring, i Grand Touring, x Sport, x Touring and x Grand Touring.

- **Engine**
  - i models: 2.5L DOHC 16-valve 4-cylinder engine with variable valve timing
  - 170 hp and 167 lb-ft of torque (F2E with AT)
  - 168 hp and 166 lb-ft of torque (PZEV with AT)
  - x models: 3.5L DOHC 24-valve V6 engine with variable valve timing
  - 272 hp and 269 lb-ft of torque

- **Transmission**
  - 6-speed manual transmission—standard on the i SV, i Sport, i Touring and i Grand Touring
  - 5-speed Sport AT automatic—available on the i Sport, i Touring and i Grand Touring
  - 6-speed Sport AT automatic—standard on the x Sport, x Touring and x Grand Touring

- **Suspension System**
  - Front— independent double-wishbone with stabilizer bar
  - Rear— independent E-type multilink with stabilizer bar

- **Brake System**
  - Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)

- **Safety Control Systems**
  - Dynamic Stability Control System (DSC) with Traction Control System (TCS)

**MAZDA 3 4-Door models include:** i SV, i Sport, i Touring, x Sport and x Grand Touring.

- **Engine**
  - i models: 2.0L DOHC 16-valve 4-cylinder engine with variable valve timing
  - 148 hp and 135 lb-ft of torque
  - 144 hp and 132 lb-ft of torque (PZEV)
  - x models: 2.5L DOHC 16-value 4-cylinder engine
  - 167 hp and 168 lb-ft of torque
  - 165 hp and 167 lb-ft of torque (PZEV)

- **Transmission**
  - 6-speed manual transmission—standard on MAZDA 3 i models
  - 6-speed manual transmission—standard on MAZDA 3 x models
  - 5-speed Sport AT automatic—available on the MAZDA 3 i Touring on up.

- **Suspension System**
  - Front— independent strut-type with stabilizer bar
  - Rear— independent E-type multilink with stabilizer bar

- **Brake System**
  - Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

- **Safety Control Systems**
  - Dynamic Stability Control System (DSC) with Traction Control System (TCS) standard on MAZDA 3 Touring on up.

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Client: MAZDA
Job No: 8H60030096
Title: 09 Full Line Broch Print2
Trim: 18" x 7"
Live: Bleed: 0.125"
4C/PMS: 4 Color Only
Revision #: 1
Date: 12/05/09
### MAZDA CX-9 models include: Sport, Touring and Grand Touring.

**Engine**
- 3.7L DOHC 24-valve engine with variable valve timing
- 275 hp and 270 lb-ft of torque (PZEV)

**Transmission**
- 6-speed Sport AT automatic. Available Active Traction Control System (TCS), Roll Stability Control (RSC)

**Suspension System**
- Front—double-wishbone with aluminum control arms
- Rear—independent multilink with stabilizer bar

**Brake System**
- Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

**Safety Control Systems**
- Dynamic Stability Control (DSC) with Traction Control System (TCS)

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### MAZDA RX-8 models include: Sport, Touring, Grand Touring and R3.

**Engine**
- 1.3L RENESIS 2-rotor rotary engine with 232 hp @ 8500 rpm and 159 lb-ft of torque @ 5500 rpm

**Transmission**
- 6-speed Sport AT automatic—standard with the 232-hp engine
- 6-speed manual transmission—standard with the 212-hp engine (Not available on RX-8 R3.)

**Suspension System**
- Front—double-wishbone with aluminum control arms
- Rear—independent multilink

**Brake System**
- Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

**Safety Control Systems**
- Dynamic Stability Control (DSC) with Traction Control System (TCS) standard on Touring, Grand Touring and R3.

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### MAZDA CX-7 models include: Sport, Touring and Grand Touring.

**Engine**
- 2.3L turbocharged and intercooled Direct- Injection Spark Ignition (DISI) engine with up to 244 hp* and 258 lb-ft of torque

**Transmission**
- 6-speed Sport AT automatic, available Active Traction Control System (TCS)

**Suspension System**
- Front—independent strut-type with stabilizer bar
- Rear—independent multilink with stabilizer bar

**Brake System**
- Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)

**Safety Control Systems**
- Dynamic Stability Control (DSC) with Traction Control System (TCS)

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### MAZDA 3 5-Door models include: Sport and Grand Touring.

**Engine**
- 2.5L DOHC 16-valve 4-cylinder engine with variable valve timing
- 165 hp and 167 lb-ft of torque (PZEV)

**Transmission**
- 5-speed manual transmission

**Suspension System**
- Front—independent strut-type with stabilizer bar
- Rear—independent E-type multilink with stabilizer bar

**Brake System**
- Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

**Safety Control Systems**
- Dynamic Stability Control (DSC) with Traction Control System (TCS)

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### MAZDA 2 models include: Sport, Touring and Grand Touring.

**Engine**
- 1.3L RENESIS 2-rotor rotary engine with 212 hp @ 7500 rpm and 159 lb-ft of torque @ 5500 rpm

**Transmission**
- 6-speed manual transmission—standard with the 212-hp engine

**Suspension System**
- Front—independent multilink
- Rear—independent multilink with stabilizer bar

**Brake System**
- Power-assisted 4-wheel ventilated disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

**Safety Control Systems**
- Dynamic Stability Control (DSC) with Traction Control System (TCS)
**MAZDA MX-5 Miata models include:** Sport, Touring and Grand Touring.  

| **Engine** | 2.0L DOHC 16-valve 4-cylinder engine with variable valve timing  
| 167 hp @ 7000 rpm and 145 lb-ft of torque @ 5500 rpm (MT)  
| 158 hp @ 6700 rpm and 146 lb-ft of torque @ 5500 rpm (AT)  
| **Transaxle** | 5-speed manual - standard on SV and Sport  
| 6-speed manual - standard on Touring and Grand Touring  
| 6-speed Sport AT automatic available  
| **Suspension System** | Front-independent strut-type with stabilizer bar  
| Rear-independent multilink with stabilizer bar  
| **Brake System** | Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist  
| **Safety Control Systems** | Dynamic Stability Control (DSC) with Traction Control System (TCS) available on Grand Touring. Limited-slip differential available on Touring and Grand Touring models (manual transmission)  

| **MAZDA Tribute models include:** i Sport, i Touring, i Grand Touring, s Sport, s Touring and s Grand Touring.  

| **Engine** | 2.3L DOHC 16-valve 4-cylinder engine with variable valve timing, 103 hp @ 6500 rpm and 145 lb-ft of torque @ 4500 rpm  
| **Transmission** | S-speed manual overdrive transmission - standard on Sport  
| **Suspension System** | Front-independent strut-type with stabilizer bar  
| Rear-independent multilink with stabilizer bar  
| **Brake System** | Power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist  
| **Safety Control Systems** | Dynamic Stability Control (DSC) with Traction Control System (TCS) and Roll Stability Control (RSC)  

| **MAZDA B-Series Truck models include:** B2300 4x2 Regular Cab, B4000 4x4 Cab Plus 4.  

| **Cab Configuration** | B2300 Regular Cab  
| B4000 Cab Plus 4  
| **Engine** | 2.0L DOHC 16-valve 4-cylinder engine with 143 hp and 154 lb-ft of torque  
| 2.3L DOHC 16-valve 4-cylinder engine with 143 hp and 171 lb-ft of torque  
| **Transmission** | 5-speed manual transmission - standard on Sport  
| 6-speed manual overdrive transmission - standard on the 5 models and the 1 Touring and 1 Grand Touring, available on the 1 Sport  
| Automatic on-demand 4-wheel drive - available on both 5 and 1 models  
| **Suspension System** | Front-independent strut-type with stabilizer bar  
| Rear-independent multilink with dual lateral links and trailing arms  
| **Brake System** | Power-assisted front disc/rear drum brakes, Anti-lock Brake System (ABS)  
| **Safety Control Systems** | Dynamic Stability Control (DSC) with Tractive Control System (TCS) and Roll Stability Control (RSC)  

| **MAZDA B-Series Truck models include:** B2300 4x2 Regular Cab, B4000 4x4 Cab Plus 4.  

| **Cab Configuration** | B2300 Regular Cab  
| B4000 Cab Plus 4  
| **Engine** | 2.3L DOHC 16-valve 4-cylinder engine with 143 hp and 154 lb-ft of torque  
| 2.3L DOHC 16-valve 4-cylinder engine with 143 hp and 171 lb-ft of torque  
| **Transmission** | 5-speed manual transmission - standard on SV and Sport  
| 5-speed automatic overdrive transmission - standard on the 5 models and the 1 Touring and 1 Grand Touring, available on the 1 Sport  
| Automatic on-demand 4-wheel drive - available on the B4000  
| **Suspension System** | Front-independent double wishbone with stabilizer bar  
| Rear-rear springs with gas-filled shocks  
| **Brake System** | Power-assisted front disc/rear drum brakes, Anti-lock Brake System (ABS)  

**SPECIFICATIONS**
MazdaUSA.com is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring effective in preventing loss of control. Please see your Owner’s Manual for further details.

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