

10.09.2003 – 13:29 Uhr

World Premiere of the New Mazda3 at the International Motor Show in Frankfurt



Leverkusen/Frankfurt (ots) -

Cross-reference: picture is available at:

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The 60th International Motor Show in Frankfurt (11 to 21 September) is the stage for the new Mazda3. It's the fourth Mazda of a new generation of cars presented within just 18 months. The Mazda3 combines the best features of its predecessors and was developed to meet the expectations of today's customers from a car of the C segment (compacts). The Mazda3 offers an impressive combination of dynamic performance, extravagant and sporty design and a generous, flexible interior - all achieved with the high standards of manufacturing quality and engineering skill.

The new Mazda3 is initially being presented as the five-door Mazda3 sports model with a dynamic hatchback; the four-door saloon will follow in a few months. Both models bring the unmistakable Mazda styling and a high level of workmanship to the European market. Like all cars of the new Mazda generation, they are distinguished by their dynamic and powerful appearance, evident even while stationary.

The Mazda3 sports car is one of the most spacious vehicles of its segment. It has a large, roomy interior with generous shoulder room at the front as well as rear seats. The long wheel base and the optimal form of the rear seats provide a lot of knee space. The result is a truly spacious passenger compartment that can comfortably accommodate five adults. Added are numerous cleverly located storage areas and a large, flexible luggage compartment. A pleasure to drive, the car is also a pleasure to ride in while remaining practical for everyday use.

The Mazda3 sports car initially comes with two different possible

petrol engines: a high-torque 1.6-litre , 77 kW/105 bhp MZR and a more powerful 2.0-litre, 110 kW/150 bhp MZR -- both belong to the family of sophisticated four-cylinder DOHC petrol engines whose respectable torque provide spirited driving pleasure while fulfilling the current global emissions standards. Standard on both MZR petrol engines is a 5-speed manual transmission with short, clearly defined shift paths for that sporty, direct shift feel. The 1.6-litre MZR petrol engine of the Mazda3 is also available with a 4-speed automatic transmission called "Activematic" that ensures a supple, uniform and direct driving feel in either the automatic or manual mode.

The new, five-door body of the Mazda3 is the result of Mazda's Advance Impact Distribution and Absorption System (MAIDAS). The body is distinguished by Mazda's unique, threefold H-principle, which provides clearly defined crumple zones in addition to a stable passenger cell and effectively absorbs and distributes the energy of an impact. Together with superb driving performance, the first-class steering and outstanding brakes (ABS antilock brake system and EBD electronic brake force distribution are standard), a mechanical brake assist, optional DSC stability control in combination with traction control, six airbags, safety brake pedal and safety steering wheel, the Mazda3 offers a safety package that can count as the best of this segment.

ots original text service: Mazda Motors (Germany) GmbH
More information in the Internet at: <http://www.presseportal.de>

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Medieninhalte



Mazda at the 2003 International Motor Show in Frankfurt: The President of the Mazda Motor Corporation, Hisiakazu Imaki (left) and Steve Odell, Head of Marketing, Aftersales and Marketing worldwide, present the new Mazda3. Use of this photo for editorial purposes is free of charge. When printing please specify as source: "obs/Mazda Motors (Germany) GmbH"

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