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2010 Mazda6

zoom-zoom



2010 Mazda6

MAZDA6.

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During its rigorous development, some 400 Mazda engineers subjected crucial MAZDA6 components to testing that simulated 10 years of extreme use. Then, to further prove its inherent reliability, they drove a fleet of MAZDA6 test cars for a total of over one million miles.* In fact, by the time you see a new MAZDA6, it has also survived a demanding gauntlet of quality control standards that are among the strictest in the industry. Hundreds upon hundreds of individual inspections are conducted by an army of Mazda inspectors. Each one empowered to reject any part, fit, detail or component that fails to measure up. Because from the smallest interior switch to the virtually flawless exterior finish, quality is an obsession at Mazda. Which is why, as you lose yourself in the pure driving fun of a new MAZDA6, you can be confident that Mazda durability and attention to detail will be there for you. Today. Tomorrow. And many years down the road. Zoom-Zoom. Forever.

* Test fleet of preproduction MAZDA6 vehicles covered over one million miles during product development testing.



WIND COMES FROM
SHOULDN'T
DIRECTION
ING?



1 Purposefully sculpted outside mirrors and sleek A-pillars help significantly reduce the amount of air turbulence and drag that the MAZDA6 generates at speed. **2** Extensive wind tunnel testing inspired Mazda engineers to endow the MAZDA6 with a remarkably aerodynamic windshield rake of 26 degrees, an advanced underbody airflow management system and, ultimately, a more aerodynamically efficient exterior design than Accord, Camry or Altima. Even the highly refined roofline, rear window and trunk lid of the MAZDA6 play important roles in helping minimize air turbulence, drag and wind noise—resulting in a quieter cabin and improved fuel efficiency.



Wind turbulence and drag are the enemies of performance. They compromise responsiveness and stability. They undermine fuel economy. They disrupt a quiet ride. We were determined to defeat their fun-spoiling ways when we designed the MAZDA6. We subjected it to 360 degrees of wind tunnel testing. Applying what we learned front to back, side to side, top to bottom. We even added an innovative system of underbody shields and deflectors to manage airflow. The well-honed results: A performance-enhancing, fuel-friendly coefficient of drag (0.27 Cd) that's lower than Accord, Camry or Altima. And sophisticated styling that's beautiful from every angle.



DRIVERS, CHOOSE YOUR ENGINES.



1 An advanced 272-hp 3.7-liter DOHC V6 with variable valve timing is standard on all MAZDA6s models—as is a 6-speed Sport AT automatic. The result is an incredibly responsive and remarkably smooth powertrain that delivers a responsible 25 mpg highway/17 mpg city.[†] **2** A spirited, yet fuel-efficient, 170-hp* 2.5-liter DOHC 4-cylinder, also featuring variable valve timing, is standard on all MAZDA6i models. Equipped with the available 5-speed Sport AT automatic, it delivers a pump-friendly 30 mpg highway/21 mpg city.[†] **3** A slick-shifting 6-speed manual gearbox is standard on all MAZDA6i SV, Sport and Touring models. Multiple-cone synchronizers in the first 4 gears help ensure smooth and precise performance. **4** A 6-speed Sport AT automatic transmission is also standard on MAZDA6s models. It combines the convenience of an automatic with the added control—and fun—of a manual-shift mode. A 5-speed Sport AT automatic is standard on MAZDA6i Touring Plus and Grand Touring and available on Sport and Touring models.

Two very powerful reasons to drive a new MAZDA6 eagerly await your command. The first, a potent 272-hp 3.7-liter DOHC V6 that propels the MAZDA6s, utilizes variable valve timing to both optimize performance and deliver impressive fuel efficiency. As well as more power and torque than Accord, Camry, Altima or Malibu. The second, a spirited, yet fuel-efficient, 170-hp* 2.5-liter DOHC 4-cylinder—also with variable valve timing—powers all MAZDA6i models. And with the available automatic, delivers a remarkable 30 mpg highway/21 mpg city.[†] So make your choice. Either way you go, you'll get the power and fuel efficiency you demand. And the rush of adrenaline you deserve.

* 168 hp (PZEV). † EPA estimated mileage. Actual results may vary.



BUILT FROM THE SPORTS CAR UP.



1 A sophisticated 4-wheel independent suspension system plays a crucial role in the exceptional handling and superb road manners that every MAZDA6 is engineered to deliver. The system combines a double-wishbone design up front with an advanced multilink setup at the rear. Stabilizer bars, fore and aft, help to significantly reduce body roll. **2** Front ventilated disc brakes, coupled with solid rear disc brakes, are standard on all MAZDA6 models and promote linear, fade-resistant stopping power. Also standard are an Anti-lock Brake System with Electronic Brakeforce Distribution. A Traction Control System to enhance acceleration and improve traction in difficult driving conditions. Plus Dynamic Stability Control* to help provide predictable, stable handling in emergency situations.

Mazda's sports-car heritage really comes out to play in the MAZDA6. Control and handling are quick, agile and responsive. Courtesy of the dialed-in precision of its engine-speed-sensing variable-assist rack-and-pinion steering system. To further enhance the driving fun, a sophisticated 4-wheel independent suspension pairs a responsive double-wishbone design up front with an advanced multilink design at the rear. As with every Mazda, safety engineering goes hand in hand with performance engineering in the MAZDA6. So to help ensure uniformly linear and fade-resistant stops, power-assisted 4-wheel disc brakes, Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution are standard on MAZDA6. Also standard are a Traction Control System and Dynamic Stability Control.* They all work seamlessly as one to deliver the most important standard feature of all: Driver confidence.

* 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 driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.



NATURE GAVE YOU EYES IN FRONT OF YOUR HEAD.
WE GIVE YOU A COUPLE MORE IN THE BACK.



Mazda's Blind Spot Monitoring System is an innovative radar-based driver-warning system that's standard on all MAZDA6 Touring Plus and Grand Touring models. Whenever its dual, rear-facing sensors detect a vehicle (or other object) within the driver's left or right blind spot, the system calculates its relative speed and distance—then warns the driver. An in-mirror warning light appears in the appropriate side mirror to visually warn the driver of an approaching vehicle or object. If the driver signals a lane change, the warning light also blinks, and a cabin warning chime sounds.

In traffic, as in nature, the fittest survive. That's why we made an ingenious, radar-based Blind Spot Monitoring System* standard on both the MAZDA6 Touring Plus and Grand Touring models. The system is both simple and automatic. Sensors in back detect objects in your blind spot. A warning light in your mirror—accompanied by a chime in the cockpit—instantly alert you. Danger is averted. And you journey safely on. You won't find this innovative technology on Accord, Camry, Altima or Malibu. But maybe that will change when they realize it's a lot more reliable than "Honey, can I get over?"

* Always check your mirrors. Be aware of the traffic around you.





DRIVER'S SEAT? SENSORY STIMULATION CHAMBER
WOULD BE MORE ACCURATE.



1 Convenient steering-wheel-mounted controls on the MAZDA6 Touring allow you to manage the functions of everything from the audio system and cruise control to the Bluetooth hands-free phone and audio capabilities. **2** Push Button Start is just one of many compelling features in the available Technology Package offered on both MAZDA6 Grand Touring models. **3** Mazda's Advanced Keyless Entry & Push Button Start System enables you to remotely unlock or lock all four doors, open or close the front windows and moonroof, or even start the engine without inserting a key. Offered on both MAZDA6 Grand Touring models as part of the available Technology Package.

Yesterday's tired terminology doesn't do justice to the cockpit in the new MAZDA6. Starting with the available Mazda Advanced Keyless Entry, you immediately sense a very driver-centric experience about to happen. Once inside, the MAZDA6 Grand Touring cradles you in an 8-way power-adjustable driver's seat that's leather-trimmed and heated. Dramatic electroluminescent gauges and automatic climate control with dual zones amp up both style and comfort. The leather-wrapped steering wheel features controls for audio and cruise control, plus Bluetooth® functions. While its standard tilt and telescopic functions help you achieve your perfect driving position. Add the available Tech Package, and the driver's seat adjusts automatically to your preset driving position as you open the door. Rearview and outside mirrors are auto-dimming. The headlights feature an auto on/off setting. Even the engine fires up simply with the touch of a button—thanks to Mazda's keyless Push Button Start System. And all as you happily realize that a driving experience that's rare even in pricier sport sedans is only just beginning.

HANDS-FREE JUST ABOUT EVERYTHING.



1, **2** Bluetooth hands-free phone & audio capabilities, standard on the MAZDA6 Touring Plus and Grand Touring, allow you to conveniently make calls, access voice mail and even listen to music—all hands-free—via your Bluetooth-compatible cell phone and/or MP3 player. **3** A Bose 10-speaker Centerpoint Surround Sound System, standard on the MAZDA6 Grand Touring, creates stunning 360° synthesized surround sound music from regular CDs. Neodymium speaker magnets plus an Nd® subwoofer help to optimize sound output while also minimizing space and weight. **4** A voice-activated, in-dash navigation system is available on MAZDA6 Grand Touring. Its multicommand memory and in-dash, touch-screen LCD display make navigation quick and easy. While its versatile touch-screen display also doubles as a command center for the standard in-dash 6-disc CD changer and Bose Surround Sound System.

The advanced technology in MAZDA6 Grand Touring doesn't ask your hands to do all the work. For instance, the available voice-activated in-dash nav system responds directly to your voice, thanks to its multicommand audio memory. One finger controls the in-dash, 7-inch touch-screen LCD display, which also doubles as a command center for the standard in-dash 6-disc CD changer. And there's plenty more to keep your ears busy: MAZDA6 is first in its class to offer Bose® Centerpoint® Surround Sound.* And Bluetooth® hands-free phone *and* audio connectivity are standard, so you can wirelessly enjoy music from any compatible MP3 player or cell phone. An impressive network of high-tech everything. Meanwhile, your hands remain free to do the things hands would rather do. Like drive.

* 2007 Automotive News Standard Mid-range cars. Bluetooth is a registered trademark of Bluetooth SIG, Inc.



LOS ANGELES, CA

LOS ANGELES

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11/2mi

MAP

RETURN

MENU

VOICE

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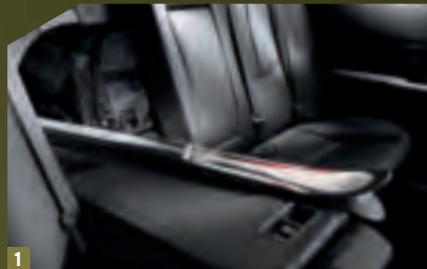
AUTO ON

MODE





LET'S TALK CABIN SPACE...SPACE...SPACE...



1 A versatile 60/40 split fold-down rear seatback, with remote releases, is standard on every MAZDA6 for hauling larger, longer or more oddly shaped cargo. **2** A center console with dual storage compartments and a sliding armrest is standard on all MAZDA6 Touring, Touring Plus and Grand Touring models. As are two handy 12V outlets for powering your favorite MP3 player, cell phone or laptop.* **3** The MAZDA6 boasts a cavernous trunk that provides more cargo room than Accord, Camry, Altima or Malibu. In fact, its generous 16.6 cu ft of space can easily swallow 4 standard suitcases.

The cabin of the new MAZDA6 represents a huge departure from the typical sports sedan's. By virtually every meaningful measure. With more passenger room than Camry, Altima or Malibu. And even more rear-seat legroom than Accord. In fact, Mazda designers looked for every opportunity to ensure that its cabin is as compelling as its performance. The innovative Welcome Lighting System activates as you enter, progressively illuminating your surroundings and setting the perfect driving mood. For passengers, extra touches of fit, finish and comfort abound, courtesy of insightful Mazda engineering. Designers even "tuned" the dimensions of both the headliner and rear-seat cushion to maximize rear-seat headroom. The result is a remarkably comfortable, quiet and accommodating interior for five. So whether you occupy the driver's seat, the front seat or the back seat of a new MAZDA6, you'll find it easy to echo its praises.

* Apple® iPhone™ shown. Apple is a registered trademark and iPhone is a trademark of Apple Inc. Please remember to properly secure all cargo.



Xenon High-Intensity-Discharge (HID) headlights, available on Grand Touring models, project three times the light, last five times longer and use 25% less energy than halogen headlights. It all adds up to greater safety and peace of mind.



THE BEST WAY TO BUILD CONFIDENCE IS TO BUILD IT IN.



1



2



3

1 LED rear combination taillights are also available on Grand Touring models. Three of the most significant benefits of LEDs (light-emitting diodes) are brighter illumination, improved reliability and a longer service life. 2 Dual front air bags, front side-impact air bags and side-curtain air bags with rollover protection for front and rear seats come standard on all MAZDA 6 models and provide extra protection in case of a collision or rollover.* 3 Mazda's "Triple H" construction system adds extra steel reinforcements to critical body areas—from floor pan to roof—enhancing the structural integrity, impact protection and handling of every MAZDA 6.

Beneath all the stunning beauty of MAZDA 6 is an equally beautiful network of dynamic safety engineering. Designed to help you avoid trouble by instantly, almost intuitively, responding to your input. Its precise rack-and-pinion steering and fully independent suspension help enhance driver control, handling agility and ride comfort. And for optimum stopping power, it features fade-resistant 4-wheel disc brakes with ABS and Electronic Brakeforce Distribution. Also standard are its Traction Control System and Dynamic Stability Control. And its extensive front and rear crumple zones, which help absorb and diffuse energy should a collision occur. But most reassuring of all, the MAZDA 6 earned Five Stars—the highest rating possible—in *all five* government crash and rollover tests.† Safety engineering on the MAZDA 6—there are, after all, more ways than one to build driver confidence.



* Always wear your seat belt and secure children in the rear seat in appropriate child restraints. † Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Vehicle tested with standard side-impact air bags (SABs).



THE FEELING HAS ALWAYS BEEN IN YOU.
AND ONCE AGAIN, MAZDA BRINGS IT OUT.

We know all about the feeling. The desire in you to recapture the exhilaration of pure motion you've known as far back as you can remember. We know because delivering that feeling in a car is what motivates every Mazda engineer. And MAZDA6 is the latest expression of it. A beautifully sculpted interpretation of some of the most advanced automotive thinking on the road today. And plenty of it. In terms of power. Accommodations. Trunk space. Subtlety and refinement. As well as fuel efficiency. And now, it's poised and ready to awaken the feeling within you as only a Mazda can. The feeling calls you, and the car awaits. Test-drive MAZDA6 at your Mazda Dealer today. Zoom-Zoom. Forever.



MAZDA6 EXTERIOR PAINT COLORS



EBONY BLACK



BLACK CHERRY METALLIC



KONA BLUE MICA



COMET GRAY MICA



SANGRIA RED MICA



BRILLIANT SILVER METALLIC



PERFORMANCE WHITE

MAZDA6 UPHOLSTERY



BLACK CLOTH



BLACK LEATHER



GRAY CLOTH



GRAY LEATHER



BEIGE CLOTH



BEIGE LEATHER

MAZDA6 COLOR COMBINATIONS

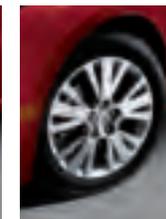
Exterior Paint Colors	Interior Colors Fabrics	<i>i</i> SV	<i>i</i> & s Sport, Touring, Touring Plus			<i>i</i> & s Grand Touring		
		BLACK Cloth	BEIGE Cloth	GRAY Cloth	BLACK Cloth	BEIGE Leather	GRAY Leather	BLACK Leather
EBONY BLACK		■	■*		■	■		■
COMET GRAY MICA		■		■*	■		■	■
BRILLIANT SILVER METALLIC		■		■*	■		■	■
BLACK CHERRY METALLIC			■*		■*	■		■
SANGRIA RED MICA		■	■*		■	■		■
PERFORMANCE WHITE			■*		■*	■		■
KONA BLUE MICA				■*	■*		■	■

■ = Available * Not available on *i* Sport and *i* Touring manual transmission.

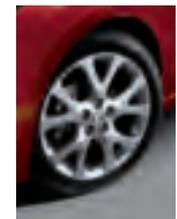
MAZDA6 WHEEL OPTIONS



16-Inch Steel



17-Inch Alloy



18-Inch Alloy

MAZDA6 SPECIFICATIONS & CAPACITIES

Specifications	MAZDA 6i		MAZDA 6s	
	2.5L DOHC 16-valve 4-cylinder with variable valve timing	3.7L DOHC 24-valve V6 with variable valve timing	2.5L DOHC 16-valve 4-cylinder with variable valve timing	3.7L DOHC 24-valve V6 with variable valve timing
Engine size and type	2.5L DOHC 16-valve 4-cylinder with variable valve timing	3.7L DOHC 24-valve V6 with variable valve timing	2.5L DOHC 16-valve 4-cylinder with variable valve timing	3.7L DOHC 24-valve V6 with variable valve timing
Horsepower, SAE net	170* @ 6000 rpm	272 @ 6250 rpm	170* @ 6000 rpm	272 @ 6250 rpm
Torque, SAE net (lb-ft)	167* @ 4000 rpm	269 @ 4250 rpm	167* @ 4000 rpm	269 @ 4250 rpm
Compression ratio	9.7:1	10.3:1	9.7:1	10.3:1
Ignition system	Direct coil-on-plug electronic ignition	Direct coil-on-plug electronic ignition	Direct coil-on-plug electronic ignition	Direct coil-on-plug electronic ignition
Fuel system	Multipoint electronic fuel injection	Multipoint electronic fuel injection	Multipoint electronic fuel injection	Multipoint electronic fuel injection
Fuel requirement	Unleaded regular gasoline		Unleaded regular gasoline	
Fuel economy (EPA estimated mpg, city/hwy)	Manual Automatic	20/29 21/30	Automatic	17/25
Curb weight (lb)	Manual Automatic	3258 3309	Automatic	3547

Exterior Dimensions

Wheelbase/overall length (in)	109.8/193.7	109.8/193.7
Overall width (in)	72.4	72.4
Overall height (in)	57.9	57.9
Track, front/rear (in)	62.8/62.8 (16", 17" wheels)	62.8/62.8 (17" wheels) 62.4/62.4 (18" wheels)
Turning circle, curb-to-curb (ft)	35.4	35.4

Interior Dimensions

Headroom, front/rear (in)	39.4/37.3	39.4/37.3
Headroom, front/rear with moonroof (in)	38.1/37.3	38.1/37.3
Legroom, front/rear (in)	42.5/38.0	42.5/38.0
Shoulder room, front/rear (in)	57.3/56.5	57.3/56.5
Hip room, front/rear (in)	55.1/55.9	55.1/55.9

Capacities

EPA passenger volume (cu ft)	101.9	101.9
EPA cargo volume (cu ft)	16.6	16.6
Fuel capacity (U.S. gallons)	18.5	18.5

MAZDA6 ENGINE & MECHANICAL

Engine & Transmission	MAZDA 6i		MAZDA 6i and MAZDA 6s	
	SV/Sport	Touring	Touring Plus	Grand Touring
2.5L DOHC MZR 16-valve 4-cylinder engine	MAZDA 6i	MAZDA 6i	MAZDA 6i	MAZDA 6i
3.7L DOHC MZI 24-valve V6 engine	-	-	MAZDA 6s	MAZDA 6s
6-speed manual overdrive transmission (MAZDA 6i)	S	S	-	-
5-speed Sport AT automatic transmission (MAZDA 6i)	Available (Sport)	Available (Sport)	S	S
6-speed Sport AT automatic transmission (MAZDA 6s)	-	-	S	S

Suspension & Brakes	MAZDA 6i SV/Sport	MAZDA 6i Touring	MAZDA 6i and MAZDA 6s Touring Plus	MAZDA 6i and MAZDA 6s Grand Touring
Engine-speed-sensing variable Hydraulic Power-Assist Steering (HPAS)	S	S	S	S
Power-assisted 4-wheel disc brakes	S	S	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S	S	S
Traction Control System (TCS)	S	S	S	S
Dynamic Stability Control [†] (DSC)	S	S	S	S
Double-wishbone front suspension with stabilizer bar	S	S	S	S
E-type multi-link rear suspension with stabilizer bar	S	S	S	S

S: Standard O: Optional P: Package A: Dealer-available accessory -: Not available

* 168 hp and 166 lb-ft for automatic transmission-equipped vehicles in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA.

MAZDA6 EXTERIOR

Body	MAZDA 6i		MAZDA 6i and MAZDA 6s	
	SV/Sport	Touring	Touring Plus	Grand Touring
Power sliding-glass moonroof with one-touch open/close	-	-	S	S
Dual body-color power remote outside mirrors	S	S	S	S
Outside mirrors with ground illumination	-	-	S	S
Blind Spot Monitoring (BSM) System [‡]	-	-	S	S
Clear-lens halogen headlights with automatic shutoff	S	S	S	S
Halogen fog lights	O/A	S	S	S
Variable-intermittent front windshield wipers	S	S	S	S
Twin-tip exhaust outlet (MAZDA 6i)	S	S	S	S
Chrome dual exhaust finishers (MAZDA 6s)	-	-	S	S
In-glass radio antenna; rear window defogger	S	S	S	S

Tires & Wheels

16-inch steel wheels with P205/65R16 all-season tires	S	-	-	-
17-inch alloy wheels with P215/55R17 all-season tires	-	S	S	MAZDA 6i
18-inch alloy wheels with P235/45R18 all-season tires	-	-	-	MAZDA 6s

MAZDA6 INTERIOR

Comfort & Convenience	MAZDA 6i		MAZDA 6i and MAZDA 6s	
	SV/Sport	Touring	Touring Plus	Grand Touring
Power windows with driver's one-touch auto up/down feature	S	S	S	S
Front passenger window with one-touch auto up/down feature	-	S	S	S
Power windows with front auto down and key-activated remote front windows auto down feature	-	-	S	S
Power door locks	S	S	S	S
Remote keyless entry system with trunk release and retractable key	Sport	S	S	S
Welcome Lighting System	-	-	-	S
Cruise control with steering-wheel-mounted controls	Sport	S	S	S
Tilt/telescopic steering wheel	S	S	S	S
Leather-wrapped 3-spoke steering wheel, gearshift knob	-	S	S	S
CFC-free air conditioning with dust and pollen filter	S	S	S	S
Dual-zone automatic climate control	-	-	-	S
Rear-seat heater ducts	S	S	S	S
Center instrument display panel (clock, audio, climate control, outside ambient temperature)	S	S	S	S
Trip computer	-	S	S	S
Center console armrest with covered dual storage compartments	S	-	-	-
Center console adjustable sliding armrest with covered dual storage compartments	-	S	S	S
Two 12V power points; overhead sunglasses holder	S	S	S	S
Dual illuminated vanity mirrors; sliding visor extensions	S	S	S	S
Front map lights; trunk light	S	S	S	S
Dual front cup holders; door pocket bottle holders	S	S	S	S
Fold-down rear center armrest with cup holders	S	S	S	S

Seating	MAZDA 6i SV/Sport	MAZDA 6i Touring	MAZDA 6i and MAZDA 6s Touring Plus	MAZDA 6i and MAZDA 6s Grand Touring
Reclining front bucket seats with adjustable headrests	S	S	S	S

[†] 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 driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.

[‡] Always check your mirrors. Be aware of the traffic around you.

MAZDA6 INTERIOR

Seating	MAZDA 6i		MAZDA 6i and MAZDA 6s	
	SV/Sport	Touring	Touring Plus	Grand Touring
60/40 split fold-down rear seatbacks with remote operation	S	S	S	S
Manual driver's seat height adjustments	S	-	-	-
8-way power-adjustable driver's seat with manual lumbar support	-	S	S	S
Heated front seats	-	-	-	S
Front seatback storage pockets	S	S	S	S
Cloth-trimmed upholstery	S	S	S	-
Leather-trimmed seats	-	-	-	S
Carpet floor mats and cargo mat	O/A	O/A	S	S

Audio

AM/FM/CD/MP3 audio system with 6 speakers, including 2 tweeters	S	S	S	-
Bose® 10-speaker Centerpoint® Surround Sound System	-	-	-	S
In-dash 6-disc CD/MP3 changer	-	S	S	S
Steering-wheel-mounted audio controls	Sport	S	S	S
Auxiliary-audio input jack	S	S	S	S
Bluetooth® audio and hands-free phone capability	-	-	S	S
SIRIUS Satellite Radio®-ready head unit	S	S	S	S

MAZDA6 SAFETY & SECURITY

Safety & Security	MAZDA 6i		MAZDA 6i and MAZDA 6s	
	SV/Sport	Touring	Touring Plus	Grand Touring
Advanced front air bags with belt-use, passenger-weight and driver's seat-position sensors**	S	S	S	S
Front side-impact air bags and side-impact air curtains with front/rear coverage**	S	S	S	S
LATCH child-safety-seat anchors in rear seat	S	S	S	S
3-point seat belts for all seating positions	S	S	S	S
Tire-Pressure Monitoring System (TPMS)	S	S	S	S
Engine-immobilizer antitheft system	S	S	S	S
Antitheft alarm system	-	-	S	S

MAZDA6 OPTIONS & OPTION PACKAGES

Options/Option Packages	MAZDA 6i		MAZDA 6i and MAZDA 6s	
	SV/Sport	Touring	Touring Plus	Grand Touring
Technology Package: Auto on/off Xenon low-beam headlights; LED taillights; Auto-dimming heated outside mirrors; rain-sensing front windshield wipers; Mazda Advanced Keyless Entry & Push Button Start System; Multi Information Display (MID) for audio & Bluetooth [§] ; Auto-dimming rearview mirror with HomeLink [®] ; driver's seat memory; power passenger seat; SIRIUS Satellite Radio with 6-month subscription	-	-	-	0
Navigation system: DVD-based with voice activation and 7-inch LCD touch screen	-	-	-	0

[§] Bluetooth is a registered trademark of Bluetooth SIG, Inc.

[¶] SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

** Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

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.

Peace of mind also comes standard.

We want your new MAZDA6 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2010 Mazda sold in the U.S. is protected by all of the following:

- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

For details, please ask your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

* Whichever comes first.

Once you have it, outfit it accordingly.

One of the most enjoyable aspects of buying a new MAZDA6 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.



Financing your Mazda made simple.



Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process a more convenient and satisfying experience. As one of the largest auto lenders in America, Chase is known for its first-class customer service, wide range of financing options and highly competitive rates. To find out which Chase purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or visit MazdaUSA.com.

A Mazda's iPod® Integration system makes it a lot easier to take your Apple® iPod along for the ride. In fact, it allows you to play your iPod through your Mazda's audio system with crystal-clear sound while also providing a built-in battery charger. Works with most 30-pin, dock-connector-equipped iPods. iPod not included. iPod touch® shown. Additional components may be required for installation; contact your Mazda Dealer for details.

B Auto-Dimming Rearview Mirror With Compass And HomeLink®. Automatically dims to reduce glare from headlights of cars behind you. Bright LED compass readout and the added security, efficiency and convenience of HomeLink. HomeLink is the original control system that allows you to communicate wirelessly from your vehicle to open garage doors, turn on lights, open gates and more. It's all about making your life more convenient and safe.

C Cargo Net. Keep smaller items from bouncing around in your MAZDA6's cargo area. Custom-designed, easily installed and removed.

D Moonroof Wind Deflector. Lessens wind noise and reduces glare when moonroof is open. Durable, UV- and scratch-resistant smoked acrylic.

E Front Mask. Keep your MAZDA6's front end free of nicks and scratches from insects and road debris. Custom-tailored for a snug fit.

F Rear Wing Spoiler. Accent your sporty attitude with this rear wing spoiler. Color-matched to your MAZDA6.

G Illuminated Door Sill Trim Plates. Protect your door sills while adding style and additional visibility. Aluminum with the MAZDA6 logo.

H Splash Guards. Protect your paint finish from rocks and other road debris.

Fog Lights

Windshield Sunscreen

Moonroof Wind Deflector

Fuel-Filler Door
(Pearl Satin, Bright Chrome)

Rear Bumper Guard
(Stainless Steel)

License-Plate Frame

Car Cover

Car-Cover Cable Lock

Touch-Up Paint

Wheel Locks

Remote Engine
Start (Automatic
Transmission Only)

Auto-Dimming Rearview
Mirror with Compass

Auto-Dimming Heated
Outside Mirrors

In-Dash 6-Disc
CD/MP3 Changer

SIRIUS Satellite Radio*†
Receiver Kit

Portable Navigation Devices

Portable Bluetooth® Car Kit

3.5-mm Audio Cable

Cigarette Lighter

Ashtray with
LED Illumination

Floor Mats, Carpet

Floor Mats, All-Weather

Cargo Mat (Carpet Type)

Cargo Tray

First Aid Kit

Roadside Assistance Kit

 reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

Apple and iPod are registered trademarks of Apple Inc. iPhone™ not compatible with iPod adapter.

Bluetooth is a registered trademark of Bluetooth SIG, Inc.





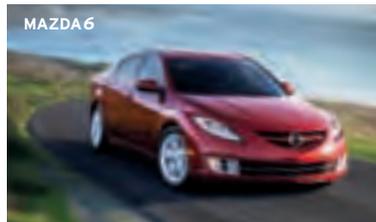
MAZDA RX-8



MAZDA3 5-DOOR



MAZDA3 4-DOOR



MAZDA6



MAZDA MX-5 MIATA



MAZDA TRIBUTE



MAZDASPEED3*



MAZDA CX-9



MAZDA CX-7



MAZDA5

WE'D LOVE FOR YOU TO MEET THE WHOLE FAMILY. Head-turning design and pulse-racing performance come in many shapes and sizes. From the award-winning, 7-passenger Mazda CX-9 to the envy-inspiring Mazda RX-8. And of course, the scene-stealing Mazda MX-5 Miata. Why not see for yourself? Better yet, drive for yourself. You'll find every Mazda to be brilliantly engineered and totally fun to drive. After all, Zoom-Zoom comes standard on every single one.

* Available only at authorized MAZDASPEED Dealers.



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ZOOM-ZOOM.FOREVER.