



Mazda2

zoom-zoom

CONCENTRATED™

250 mL

ZOOM-ZOOM
CONCENTRATED™

Zoom-Zoom. Concentrated.™ Augment Your Reality.
Tap into 100% pure Zoom-Zoom. And enhance your reality in radical new ways. All it takes is this brochure. Plus a computer with a webcam. Just visit www.2011mazda2.ca and follow the easy instructions. All the 3D fun starts with a new MAZDA2 that's virtually your very own.

Zoom-Zoom 100%

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THE ALL-NEW
2011 Mazda2
IT'S ZOOM-ZOOM. CONCENTRATED.™



Its sizeable interior fits everybody.



Of course, the laws of physics don't allow anything to be bigger inside than outside - but with over 2,800 L of total interior volume, MAZDA2 really makes you wonder. Whatever its shape, bring it on and bring it along. MAZDA2's standard 60/40-Split Fold-Down Rear Seatback opens up extra space to help accommodate oversize cargo.

Even with the rear seats up, MAZDA2 has 377 L of cargo volume. That's enough for a fully-grown Akita. Or a massive subwoofer. Or whatever.

Thanks to a Low Lift-over Height, MAZDA2's rear cargo area makes loading a lot easier. Seriously, your back will thank you.

Please remember to properly secure all cargo.


Your Inner Driver will take it from here.


Mazda is all about connecting with the Inner Driver that lives in all of us. Delivering the emotion of motion we call Zoom-Zoom. So now imagine Zoom-Zoom in its most concentrated form - expressed in a car with a little footprint but a lot of substance. That's the all-new 2011 MAZDA2. This newest wonder of Mazda engineering will connect your Inner Driver with a whole new level of intensity. And strengthen your resolve to never sacrifice joy in the name of practicality. So get in, grab the wheel and get into it. And follow *your* Inner Driver to the all-new 2011 MAZDA2.


Follow *your* Inner Driver to:
www.2011mazda2.ca

 **5.6**
L/100 km
HWY


Up to 5.6 L/100 km highway*.

 Light 16-valve, 1.5 L DOHC engine with Variable Valve Timing.

 Independent MacPherson Strut Front Suspension and Torsion Beam rear axle.

 Responsive power Rack-and-Pinion Steering with Electric Power Assist Steering.

 Standard Dynamic Stability Control (DSC)[†] and a grippy Traction Control System (TCS).

 Both GX and GS models offer a choice of transmissions: a 5-speed Manual gearbox is standard, and a 4-speed Automatic is available at extra cost.

* Estimated fuel economy. Your actual fuel consumption may vary. † Dynamic Stability Control (DSC) is not a substitute for safe driving practices.

MAZDA2 in three words: fun, fun, fun.

Worldwide Admiration. So far, MAZDA2 has driven off with over 50 international honours and awards (including 20 individual "Car of the Year" awards) from engineers, designers and automotive press in Australia, Europe, Asia, Africa, North America and South America - making it one of the most acclaimed cars on the globe. And it's not finished yet.





The complete inside story. And we do mean complete.

Electrify your Inner Driver with Power Windows and Door Locks, Tilt Steering Wheel, 60/40-Split Fold-Down Rear Seatback and Remote Keyless Entry. On the MAZDA2 GS model, they're all standard.

Bring your iPod to the showroom. That way you can plug into the MAZDA2's AM/FM/CD/MP3 Audio System's built-in Auxiliary Input Jack and rock your favourite mix on your first drive home.

MAZDA2 GS's Leather-wrapped Steering Wheel gives you fingertip control of the audio system and cruise control.

A handy Integrated Control Centre puts climate and audio controls right at hand, along with a digital clock.

Cool vents, don't you think? And MAZDA2's Air Conditioning makes them even cooler.



2011 MAZDA2 SPECIFICATIONS & FEATURES

MAZDA2 GX

Engineering:

1.5 L DOHC 4-cylinder 16-valve engine
5-speed manual transmission
100 hp/98 lb. ft. torque
Fuel economy (City/Highway)
6.8 L/5.6 L per 100 km
Fuel tank capacity 42.8 L

Safety:

Brake override system
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) and brake assist
Dual front air bags, dual side air bags and dual side air curtains
Engine immobilizer theft-deterrent system
Dynamic Stability Control (DSC) with Traction Control System (TCS)
Power-assisted ventilated front disc brakes, rear drum brakes
ISOFIX child safety-seat anchors

Exterior:

15" steel wheels with full wheel covers
185/55R15 all-season tires
Temporary spare tire
Body-coloured front and rear bumpers

Exterior (continued):

Intermittent rear wiper
Power door mirrors
Halogen headlights
Rear window defroster
Foldable door mirrors

Interior:

Power door locks
Power windows with driver's side one-touch up and down feature
Tilt steering
12-volt power outlet
Centre console storage tray with 2 cupholders and 1 rear cupholder
Front door storage pockets with bottle holders
Tachometer
Illuminated entry
Driver's and passenger's sunvisors with covered vanity mirrors
60/40-split fold-down rear seatback
AM/FM CD player with MP3 functionality with 2 speakers
Auxiliary audio input
Day/night rearview mirror
Carpeted floor mats
Height-adjustable headrests on all seats

Options available on GX model:

Air conditioning
4-speed automatic transmission with fuel economy of (City/Highway)
7.5 L/6.0 L per 100 km

Convenience Package, available on GX model only:

Heated door mirrors
4 speakers
Remote keyless entry (includes 1 transmitter)
Jackknife key
Steering-wheel-mounted cruise control
Exterior temperature gauge
Trip computer
Steering-wheel-mounted audio controls
Silver finish on shift-plate bezel, inner door handles and steering wheel
Body-coloured door mirrors and door handles

2011 MAZDA2 SPECIFICATIONS & FEATURES

MAZDA2 GS

The MAZDA2 GS comes fully equipped with all of the GX features plus:

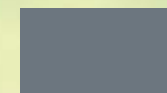
Exterior:

15" alloy wheels
Body-coloured rear spoiler
Body-coloured side sill extensions
Chrome exhaust tailpipe finisher
Fog lamps
Heated door mirrors
Body-coloured door mirrors and door handles
Rain-sensing windshield wipers
Automatic headlights (dusk sensor)

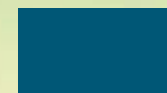
Interior:

Air conditioning
Remote keyless entry (includes 1 transmitter)
Jackknife key
Steering-wheel-mounted cruise control
Steering-wheel-mounted audio controls
Leather-wrapped steering wheel
Silver finish on shift-plate bezel, inner door handles and steering wheel
6 speakers
Trip computer
Exterior temperature gauge
Sporty cloth upholstery (black with red piping)
Option available on GS model:
4-speed automatic transmission with fuel economy of (City/Highway)
7.5 L/6.0 L per 100 km

EXTERIOR COLOURS



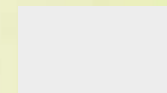
Aluminum Metallic



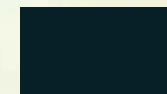
Aquatic Blue



Brilliant Black



Crystal White Pearl



Metropolitan Grey



Spirited Green



True Red

The basic warranty for the 2011 Mazda2 covers all parts found to be factory defective for 36 months or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. For information on Mazda's Warranty, Roadside Assistance Program, Mazda Mobility Assistance Program, Mazda Test-Drive Experience, Ready to Roll, Mazda Added Protection (M.A.P.) and the Mazda Graduate Program please contact your Mazda Dealer or visit www.mazda.ca. 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 and accessories 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. E. & O.E.