



THE
MA-ZDA
OF ZOOM-ZOOM

THE MA-ZDA *OF ZOOM-ZOOM*

Zoom-Zoom is a unique experience. You only get it from the pure joy of driving a Mazda. It's about daring to be different. Challenging the rules. A sense of fun and adventure. A spirited attitude to life that goes right back to our founder and the company he created. There are so many sides to the story, it takes the whole alphabet to share our passion with you. So here goes. Welcome to the wonderful world of Zoom-Zoom.

NAME
NOM

HOPE S

NAME
NOM

DREAMS

Adventurous.
*That's Zoom-Zoom.
How about you?*

Are you adventurous? Awe-inspired? Then a Mazda is for you. Our cars bring out a side to you that's a bit more spirited, a bit more daring, risqué even. Every journey's got to start somewhere. So get yourself some Zoom-Zoom – and go your own way.



Britain's
Number 1 sports
car brand.

There's a little bit of sports car in everything we do. And you seem to like it that way. Everyone's gone Zoom-Zoom! We outsell every other sports car brand.

C

arol.

The millionth Mazda.



Mazda's popularity goes back a long way. This is the four-door Mazda Carol which first appeared in 1962. The next year, it became the millionth Mazda to be produced. To mark the occasion, on March 9th 1963, this millionth Carol came off the production line painted in metallic gold! Zoom-Zoom has quite a family tree!



Daring to be different. That's what makes us unique.

The rotary engine. It certainly makes Zoom-Zoom different. With fewer moving parts, it's simpler, lighter and smoother than a conventional piston engine. This is the engine that made Mazda famous. Unique, even.

First, Zoom-Zoom. Now, sustainable Zoom-Zoom. Mazda work hard to make sure our vehicles, while fun to drive, have little impact on our environment. Our overall recycling rate (93%) is way over the legal 85%. And we've cut waste material going into landfills by 55% since 1990. We're looking to changeover practically all of our petrol engine models to run on greener, ethanol-based fuel by the early part of the next decade as well.

Ecofriendly.


*93% of the materials
we use are recyclable.*



*F*urai. Street car or track car?



This is our exciting new concept car, Furai. It bridges the gap between street car and racing car like nothing before it. We build the soul of a sports car into everything we do and Furai is the ultimate combination. It means 'sound of the wind' and it features the signature Mazda rotary engine producing a breathtaking 450bhp. Sounds like a winner, doesn't it?

A person wearing a light purple t-shirt is pulling down their brown cargo pants. The pants are pulled down to their waist, revealing a pink and white striped waistband. The person's right hand is visible, pulling the waistband of the pants down. The background is a bright, out-of-focus indoor setting with a window.

Gram strategy.
*In the fight to get
light, every gram counts.*

Shedding weight is an obsession at Mazda. We call it the 'gram strategy' – where weight is assessed in the tiniest amounts. A little off here, a shaving off there. One gram at a time. Every weight trimming opportunity is scrutinized with almost fanatical devotion. Even a rear view mirror lost 27g – the weight of a bag of crisps. The result? Cars that are lighter, tighter, more agile on their wheels.



Higher
resale values.

Residual values? Zoom-Zoom comes out on top. The Mazda6, for example, really stacks up, especially compared with the usual suspects in the same category: VW Passat, Alfa Romeo 159 and Renault Laguna. So even when you sell your Mazda, it still bears fruit!

Inclement weather.
From a standing start to
watertight in 12 seconds.




If you thought our engines were nippy, check out the power retractable hardtop on the Mazda MX-5 Roadster Coupe. It's the fastest in the world. With the slightest flick of the driver's hand it can be up or down in just 12 seconds. 6 seconds faster than its nearest rival. Brits love their weather, but we bet you love the idea of shutting it out even more.

A black and white portrait of Jujiro Matsuda, an elderly man with dark hair, wearing glasses, a white shirt, a dark tie, and a dark suit jacket. He is smiling slightly and looking directly at the camera. The background is a textured, light-colored wall.

*J*ujiro Matsuda.
From cork to cars!

This is our founder, Jujiro Matsuda. Born the son of a fisherman, he grew up to be a brilliant entrepreneur and visionary, who turned a cork flooring company into a highly successful global car manufacturer. How's that for daring to be different? Mr Matsuda died in 1952. But his spirit of adventure and enterprise lives on in everything we do.

A magician in a black suit and white gloves is performing a trick. He is holding a black top hat with a white band on the rim. The hat is placed on a red carpet. The background is a red curtain. The text is overlaid on the image.

Karakuri. One second it's
a seat, the next it's a floor.

We use the ingenious seating system called Karakuri across most of the Mazda range. It means 'surprise'. And what a surprise it is – with one simple touch, you can magically and instantly fold down our rear seats into a totally flat floor. Abracadabra! Or is it abraca-Mazda?



Lighter
means greener.

This is the Mazda2. As other superminis get larger and heavier, the Mazda2 bucks the trend – it's lighter – in fact 100kg lighter than the outgoing Mazda2. And more compact. And that means reduced CO₂ emissions.



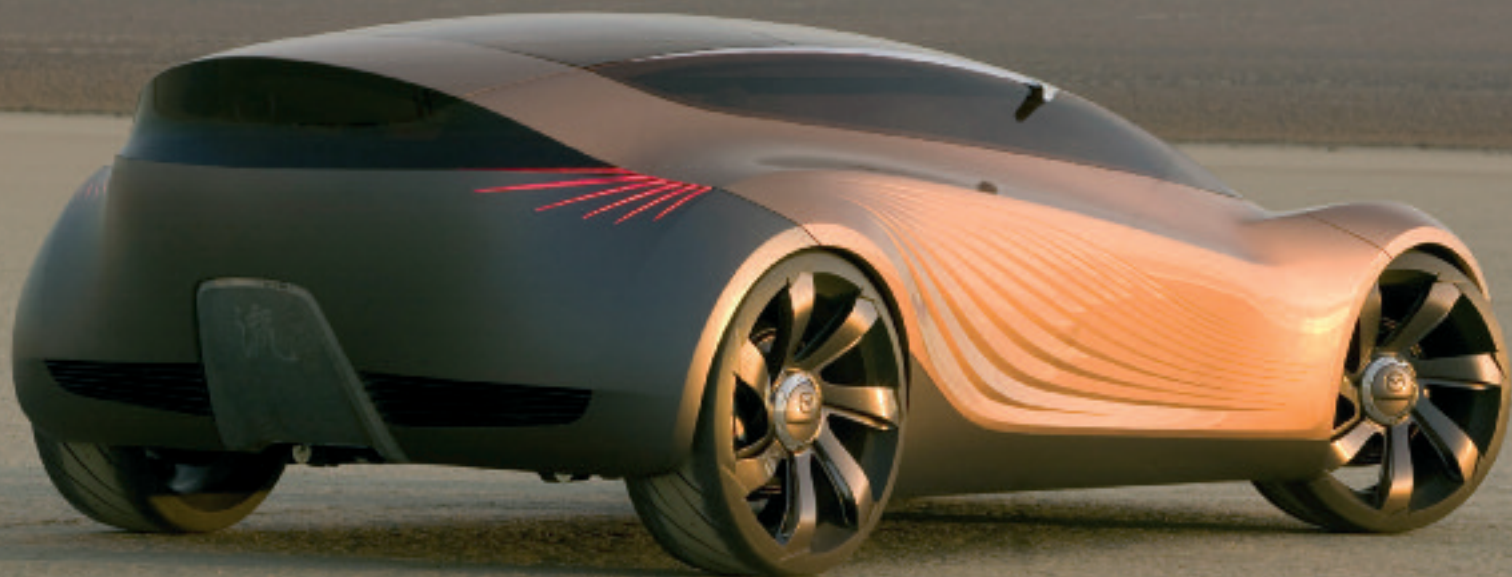
- 1967** - Mazda's first rotary engine car, the Mazda Cosmo Sport 110S.
- 1978** - Millionth Mazda rotary engine produced.
- 1991** - The Mazda 787B wins Le Mans.
- 2000** - Mazda MX-5 makes the Guinness Book of Records as the most successful open two-seater sports car of all time!
- 2006** - Highest ever sales – 50,000 new vehicles.
- 2007** - 18 years of Mazda MX-5 production. 800,000 Mazda MX-5s sold.
- 2007** - Mazda global sales equal to BMW!
- 2007** - 40 glorious years of Mazda rotary engine technology.
- 2008** - Mazda2 wins 'World Car of the Year'.

Many milestones. Many more to come.

Milestones.
*Zoom-Zoom's journey
is full of them!*

This is Nagare. It means 'flow' and introduces a whole new surface language. Surfaces inspired by nature – the wind shaping the desert, the way waves lap a lakeshore. It's the shape of Zoom-Zoom to come.

Nagare.
*The future is
flow design.*



Original thinking? It's built into every car we make. Like the Mazda RX-8's clever freestyle door system, which makes getting in and out of a sports car absurdly easy. Be original? At Mazda, it's a sin not to.

*O*riginality.
Built-in.



P
rizes. Prizes. Prizes.



Zoom-Zoom doesn't do performance. It does Oscar-winning performance, including Mazda2's recent 'World Car of the Year 2008' award win. Consistent award winners, the Mazda range is praised by everyone from Top Gear to WhatCar? to Auto Express. So, whichever Mazda model you choose, chances are it's a model with a medal.



*Q*uality.
A natural Japanese ingredient.

There's quality in everything we make. It's something that comes naturally in Japan. And Mazda is no exception. In one of the world's largest ever studies into car quality and reliability, we took the lead. Almost 92% of Mazda cars surveyed between 3-9 years old suffered no mechanical failure of any type, outperforming all other makes. Winning us the Warranty Direct 'Reliability League Table' 2007 Award.

In 2007 we celebrated the fortieth birthday of the rotary engine. Developed and perfected by Mazda, it's what's made us excitingly different from other car makers all these years. And they say life begins at 40 - so expect much more Zoom-Zoom in the years to come!



Rotary revolution.
40 years of revolutionary thinking.

An aerial photograph of a winding dirt road on a green hillside. The road is light brown and curves through the lush green grass. The overall scene is bright and vibrant, with the green of the grass contrasting sharply with the brown of the dirt road.

Spirited. We make cars
to match our drivers!

Mazda drivers are a lively bunch. Full of energy. Full of fun. Not afraid to zig when others zag. They demand cars that match their sporty, spirited outlook on life. Mazdas do – and then some!



T*he sixties.
You had to be there.*

Our first motor vehicle rolled off the production line in 1929. It was a tricycle truck. Well, you have to start somewhere. The company name 'Mazda' first appeared in 1934. Then, from 1960 onwards, some very exciting Mazda cars hit the road. This beauty is the Mazda Cosmo Sport 110S, launched in 1967. Can't remember it? You must have been there.

Why keep a Mazda cooped up?
Cars like our spirited, sporty
Mazda3 MPS and Mazda CX-7
are champing at the bit, raring
to go. So go. And don't expect
to be back anytime soon.

Unlock it.
*It doesn't belong
in the garage.*

V

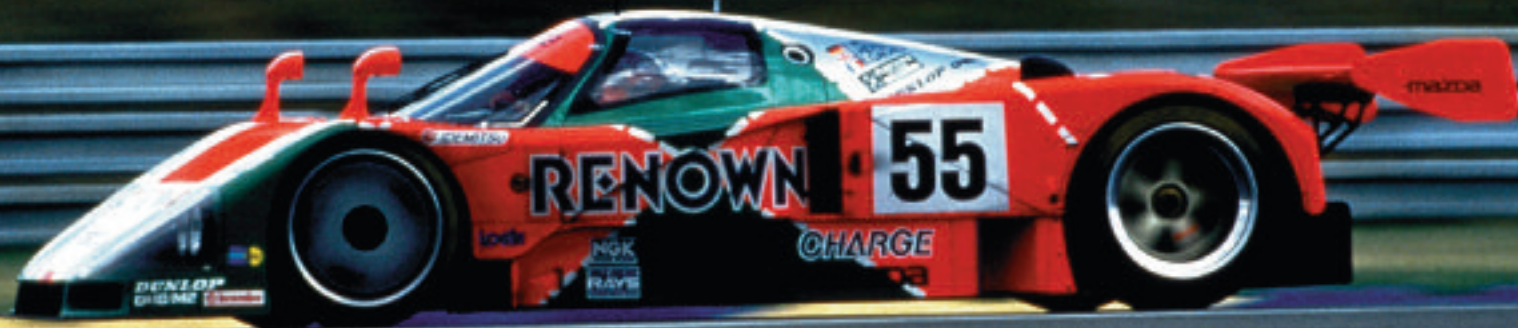
*irtually unbeatable
driving fun!*



A joy – isn't that what driving should be? At Mazda, we're passionate about it, obsessive, even. That's why we invented Zoom-Zoom. That's why we defy you to drive any car in our range and not be exhilarated.

The race circuit is the birthplace of invention. It's where the lively spirit in our cars comes from. Fuelled by a constant desire to challenge the norm. Take our legendary 1991 victory at Le Mans. When the Mazda 787B, a forerunner of the Mazda RX-8, won this ultimate endurance race, the motoring world was stunned. But our engineers weren't fazed. Dismantling the vehicle's four-rotor engine they found that it could easily survive the race all over again. Not so much as a spark plug needed replacing. Little wonder the event organisers banned such innovation from future contests. To this day we're the only Japanese brand ever to have won at Le Mans, and we're confident that's not about to change.

W
in, win situations.



X-rated.

Indecent amounts of fun.



The Mazda CX-7 is pure unadulterated Zoom-Zoom: 2.3 litre direct-injection turbo petrol engine, 260ps of power, 380Nm of torque, 0-62 in just 8 seconds. Tuned to provide exhilarating performance with sports car inspired handling and poise. Delivering full-on driving pleasure, perhaps it really shouldn't be allowed.

'Are we there yet?' is the age-old question. But the journey's the thing. You've nearly reached the end of your A-Z of Zoom-Zoom. Where you take it from here is entirely up to you.

Y
our road.
Your destination.

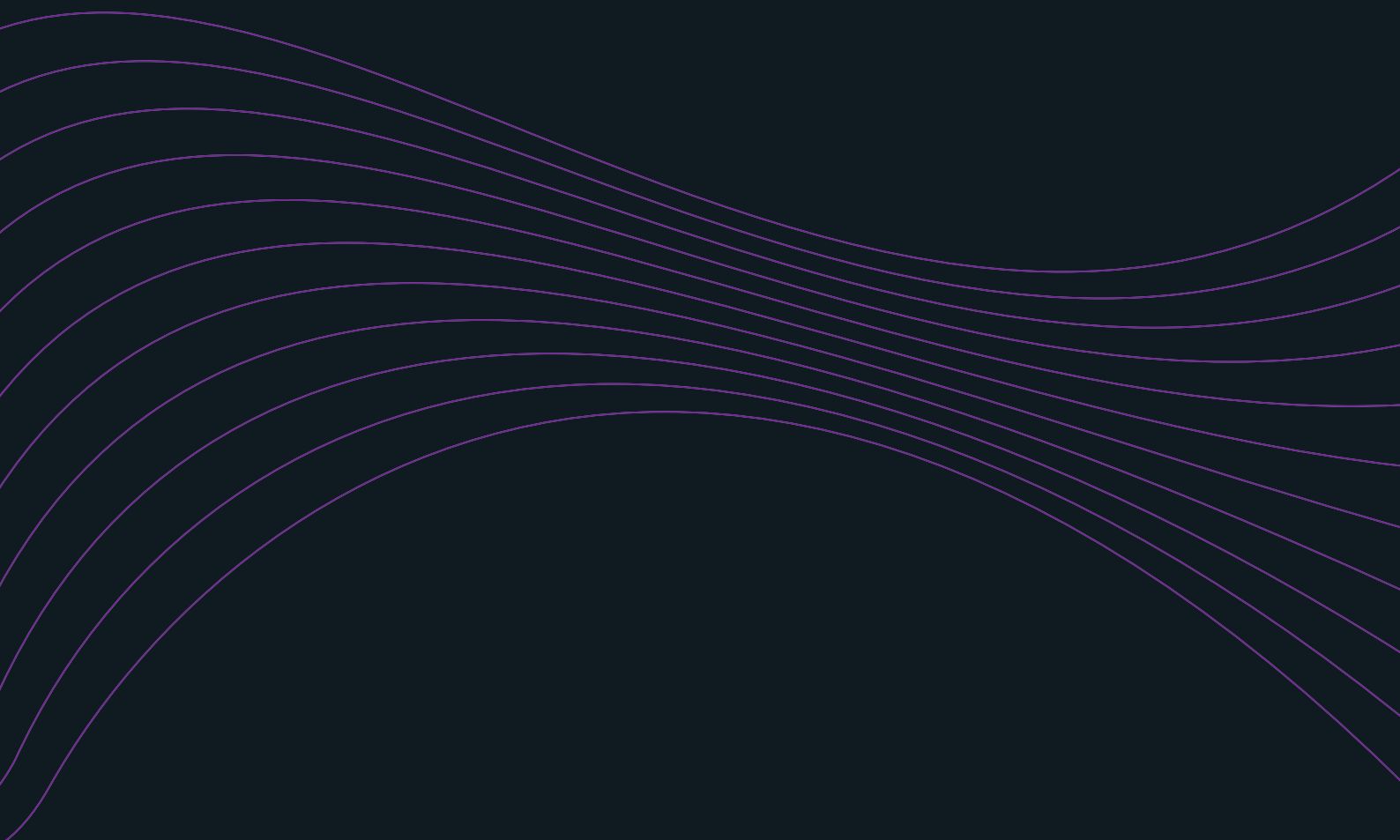
THANK YOU

COME AGAIN

A close-up photograph of a dark blue car wheel hub. The hub is marked with yellow chalk. At the top, the letters 'R' and 'M' are written. Below them, the words 'Zoom Zoom' are written twice in a stylized, cursive font. The background shows the spokes of a silver alloy wheel.

Zoom-Zoom.
*That little bit of
sports car in every
Mazda model.*

Of course, if you just want a car to get you from A-B, Mazda's probably not for you. But if A to Zoom-Zoom excites you, then see your nearest Mazda dealer, call 0845 337 0739 or visit www.mazda.co.uk



*All facts and figures quoted are correct at the time of going to print.
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