

MAZDA 2



DJ-ROC-A1
E-185T

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ZOOM-ZOOM



Shattering the class ceiling

Mazda2 is the once-in-a-generation car that shatters all preconceived notions of its class, offering unprecedented quality, value and outright pride of ownership to drivers around the world. Its commanding, dynamic presence is born from Mazda's KODO – Soul of Motion design language, while Mazda's trademark driving pleasure is delivered in full measure along with outstanding environmental performance, thanks to groundbreaking SKYACTIV TECHNOLOGY. Plus the i-ACTIVSENSE suite of integrated safety technologies supports safer driving and brings you extra peace of mind. And now Mazda2 is newly equipped with G-Vectoring Control (GVC) – the first of Mazda's SKYACTIV-VEHICLE DYNAMICS new-generation vehicle control technologies – to further enhance the *Jinba-ittai* driving experience. All of the know-how and technology that go into Mazda's human-centred design philosophy have been condensed into Mazda2's compact, stylish body, so both inside and out, design and appointments are refined and matured to offer a new level of sophistication and satisfaction that shatters the class ceiling.





Even at rest, Mazda2's authoritative styling gives the impression of explosive forward motion. Four-lamp LED headlights, chrome LED fog lamp bezels and a chic, grey-metallic garnish within the distinctive chrome signature wing heighten the overall feel of quality, while the new Machine Grey Metallic body colour emphasizes the body's sculptured contours. And the interior is a

pure expression of the joy of ownership inspiring you to get behind the wheel, with Mazda's dedication to fine craftsmanship and attention to detail found everywhere in the rich surface contours and textures. Various interior packages provide refined colour schemes and materials allowing selection of a style that suits your personality.

魂動
KODO : SOUL of MOTION



You're the creative director of your life: the things you choose and the things you choose to do are what make it special. And with Mazda2, we've done everything possible to be your partner in making life vivid and rewarding by bringing a smile to your face every time you drive. It's the secret ingredient we offer to help you spice up life.





Human-centric engineering: the key to satisfaction

At Mazda, driver satisfaction is always the driving force. So all our research and development is centred on you, the driver, to give you the confidence and peace of mind that comes with Mazda's trademark *Jinba-ittai* feeling of unity with the car. And to deliver soul-stirring driving along with superior safety and environmental performance, Mazda developed the innovative SKYACTIV TECHNOLOGY suite of technological breakthroughs by re-evaluating and revising every aspect of automotive engineering from the ground up. Now SKYACTIV TECHNOLOGY enters a new phase with SKYACTIV-VEHICLE DYNAMICS and G-Vectoring Control (GVC). Based on how you and your passengers physically experience Mazda2's dynamic performance, GVC's human-centred innovations open a new world of enjoyment of the road.

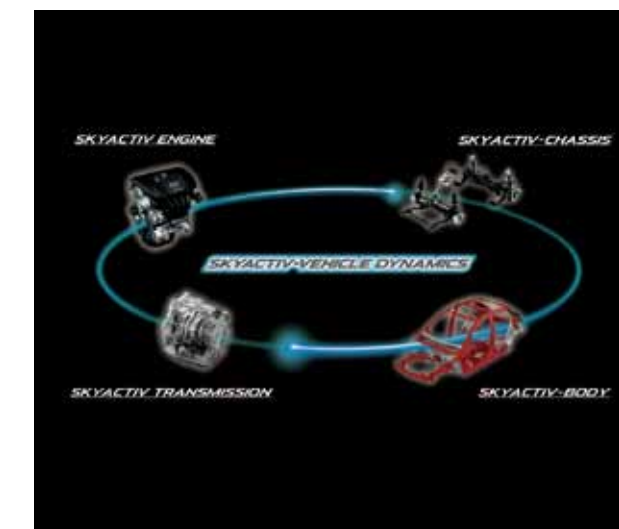
The birth and evolution of SKYACTIV TECHNOLOGY

Exhilarating, fun driving combined with unprecedented environmental and safety performance – it seems like an impossible dream. And it required tearing up the rule book of conventional ideas plus a series of quantum leaps in technology to achieve. But this is what inspired the development of SKYACTIV TECHNOLOGY, and what continues to drive its evolution along a path charted by human-centric engineering. From its very beginnings, SKYACTIV TECHNOLOGY was squarely aimed at eliminating inefficiency and waste throughout the entire vehicle to deliver unheard-of levels of fuel efficiency along with cutting-edge safety and unmatched driving pleasure, helping to realize Mazda's future vision of 'Sustainable Zoom-Zoom'.

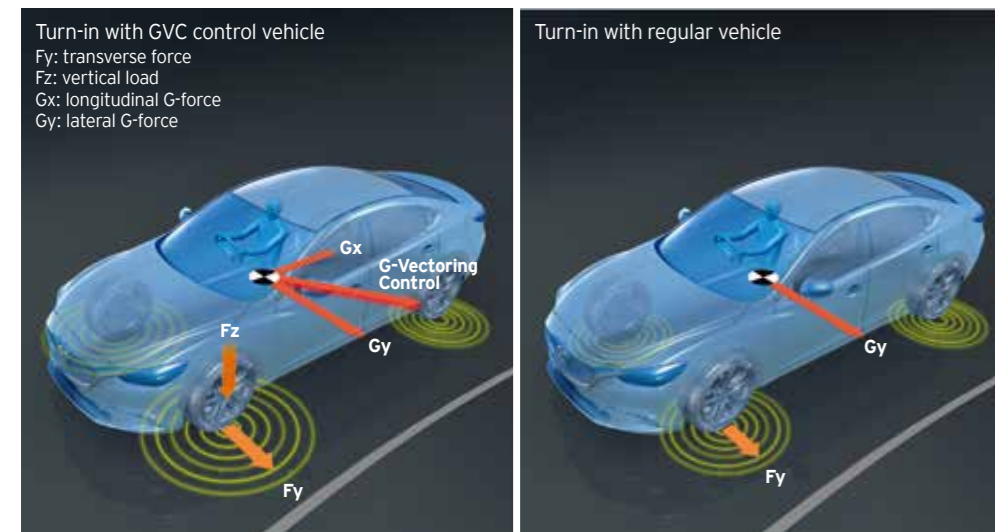
The next step: SKYACTIV-VEHICLE DYNAMICS

Jinba-ittai is what makes every Mazda so special. The outcome of Mazda's human-centric design and development philosophy, *Jinba-ittai* lets the driver control the vehicle – whether turning,

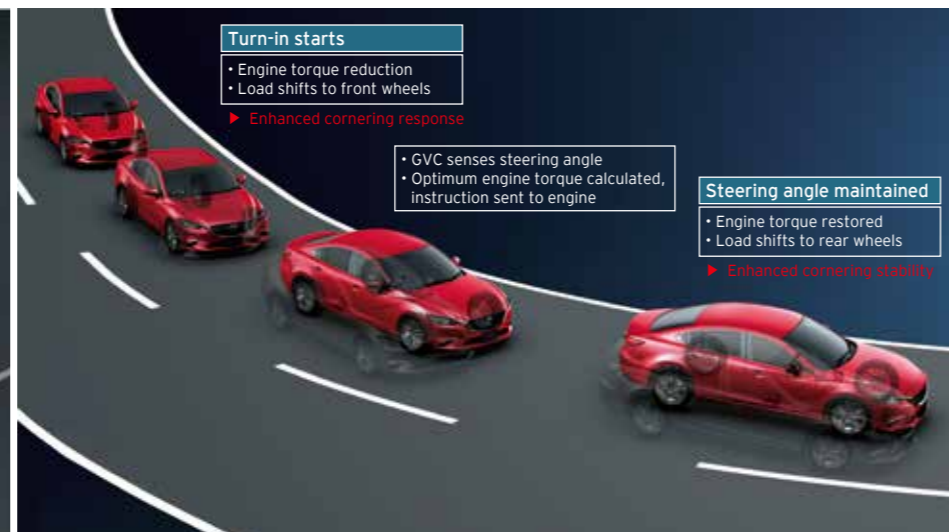
braking or just cruising – as simply and naturally as if it were an extension of his or her body. Now, to take this concept to the next level, Mazda2 introduces SKYACTIV-VEHICLE DYNAMICS. This new addition to SKYACTIV TECHNOLOGY provides integrated control of the engine, transmission, chassis and body to further enhance the *Jinba-ittai* feel of connectedness between car and driver. As opposed to conventional vehicles where these four key areas are controlled separately, SKYACTIV-VEHICLE DYNAMICS takes a holistic, human-centred approach with real-time feedback and dynamic interaction occurring between the driver and amongst these four pillars of vehicle control. The result is an involving, exhilarating drive as Mazda2 responds to your every intention with crisp, confidence-inspiring linearity and predictability. This innovative, new-generation vehicle dynamics control system is the fruit of a multi-year initiative undertaken in pursuit of the ideal in rewarding sensations for both driver and passengers, as well as the ultimate in vehicle dynamics. And it sets a new benchmark for driver satisfaction.



GVC conceptual diagram



GVC operation



G-VECTORING CONTROL

Enhancing chassis performance via the engine

Smooth transitions between G-forces when braking, turning and accelerating are an essential element of *Jinba-ittai*, and have been a major development focus at Mazda for many years. This unified feel to braking, steering and acceleration, along with consistent feedback, allows the driver to control the vehicle easily and precisely. And now G-Vectoring Control (GVC) – the debut technology of SKYACTIV-VEHICLE DYNAMICS – takes this dynamic, unified feel to an even higher level. It’s a logical extension of Mazda’s human-centric design and engineering philosophy that not only concentrates on mechanical efficiency but also considers how a vehicle should be in light of human characteristics. GVC is a new approach to controlling vehicle dynamics that uses the engine to enhance chassis performance, and it gives Mazda vehicles even smoother transitions between G-forces in all driving scenarios.

Natural control giving greater response and stability

Conventionally both lateral and fore-aft G-forces are controlled separately. In contrast, GVC adjusts engine torque according to the driver’s steering inputs to give unified control of G-force in all directions and dynamically optimize the vertical load on each wheel. For example, the instant the driver begins to turn the wheel to enter a curve, GVC momentarily lowers engine torque to transfer weight to the front wheels and enhance the front tyres’ grip. Then while a constant steering angle is maintained, GVC recovers engine torque to transfer load back to the rear wheels and heighten vehicle stability. This series of load transfers not only maximizes front and rear tyre grip to enhance response and stability in accordance with the driver’s intentions, GVC does it so smoothly and naturally that neither the driver nor passengers feel any discomfort. And GVC demonstrates this effect over a wide range of situations from low-speed everyday driving to high-speed emergency manoeuvres, and even on slippery road surfaces. Thanks to this dynamic load allocation, GVC greatly

reduces the necessity for steering corrections, enabling the driver to maintain a chosen line with greater confidence and lower fatigue on long drives. What’s more, by smoothing the transitions between G-forces, GVC suppresses the swaying of heads and bodies to give all occupants a smoother and more enjoyable ride.

SKYACTIV-G 1.5

High-efficiency SKYACTIV-G direct-injection petrol engine is your passport to a world of driving that is both exciting and eco-friendly. SKYACTIV-G 1.5 does more than just set new standards for fuel efficiency and emissions control, it also actively enhances the Zoom-Zoom performance that sets Mazda apart. To accomplish this, Mazda engineers achieved a whole series of technical breakthroughs that include a 4-2-1 exhaust system*, high tumble ports, cavity pistons, and multi-hole injectors, to deliver an extraordinary compression ratio of 14.0:1** while suppressing the knock usually caused by such

high compression. Taken together, the technical breakthroughs in SKYACTIV-G 1.5 realize an astonishing increase in fuel efficiency – up to 15% – as well as more satisfying everyday driving thanks to the ample torque available at low- to mid-engine speeds. Now there’s no need to make a choice between fuel efficiency and driving pleasure, because SKYACTIV-G 1.5 delivers both at the highest levels.

Engine performance***

Max. power: 85kW/6,000rpm Max. torque: 148Nm/4,000rpm

*1.5-litre engine with 4-1 exhaust system is available in certain countries.
 **13.0:1 in countries where 91RON fuel is recommended.
 ***Values for engines with the 4-1 exhaust system are 79kW/6,000rpm and 139Nm/4,000rpm.

SKYACTIV-DRIVE

This six-speed automatic transmission combines the smooth operation of a conventional automatic with the fast shifting of a twin-clutch gearbox. Lockup is extended to nearly 90% for the solid feel of a manual transmission, and there’s also the choice of Sports and manual shift modes for sportier driving.

SKYACTIV-BODY

Innovations in structure, construction and materials make Mazda2 lighter, safer and more rigid. Straight structural members, a continuous framework and extensive use of high-tensile steel achieve the contradictory requirements of lighter weight and greater collision-resistance, particularly in the occupants’ area.

SKYACTIV-CHASSIS

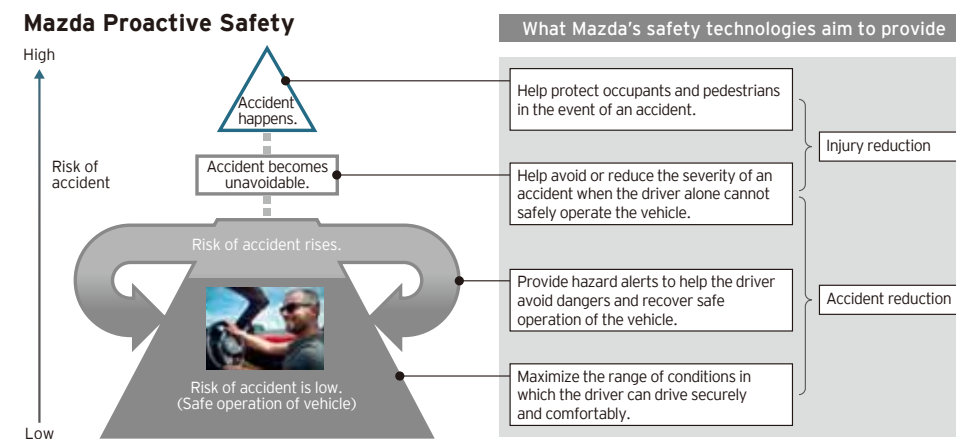
To deliver sporty *Jinba-ittai* driving, Mazda2 features strut geometry at the front and a torsion beam axle at the rear, specifically tuned for stability at high speeds and sharp, nimble response at low and mid-range speeds. Bushes on the front stabilizer and rear torsion beam mounts are refined to enhance stability, while revisions to the front and rear dampers add to the flat, comfortable ride. The Electric Power Assist Steering’s characteristics are revised to provide natural, responsive operation with positive feedback, as well as pinpoint control through curves and during straight-line cruising.



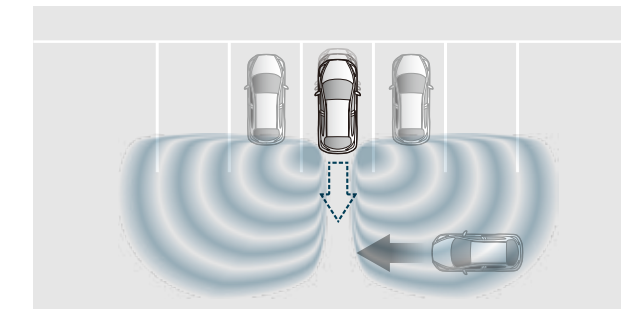
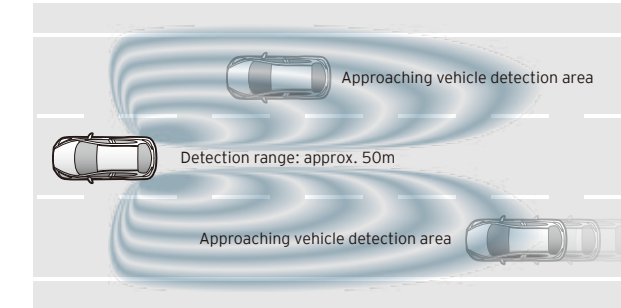


Human-centric innovation: the key to safer, more secured driving

Mazda's Proactive Safety philosophy is firmly grounded in a belief in the driver's abilities, aiming to support safer driving while maintaining all the fun of the open road. First is an optimum driver environment with good visibility, well-positioned controls, easy-to-read instruments and minimal distractions, enhanced by Mazda's further evolved recognition support such as parking sensors and back-up monitor. Next is i-ACTIVSENSE, a portfolio of active safety measures to incrementally warn you when a potentially dangerous situation is developing. And finally there is passive safety to help protect occupants and minimize injuries if an accident should occur.



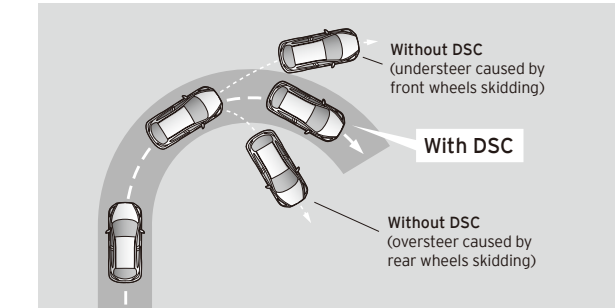
i-ACTIVSENSE



Blind Spot Monitoring (BSM) and Rear Cross Traffic Alert (RCTA)

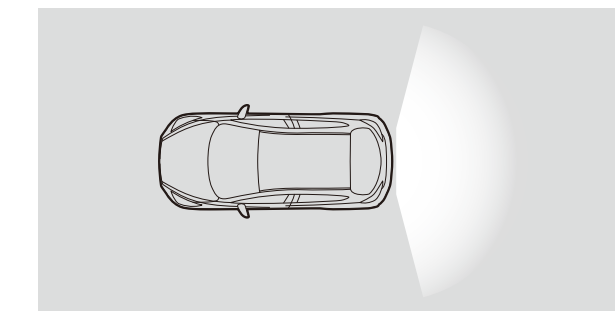
BSM uses 24GHz quasi-milliwave radar sensors to detect vehicles in the blind spots behind and to the side: using a turn signal while BSM detects a vehicle triggers visual and audio warnings. RCTA uses the same sensors to alert the driver when it detects vehicles approaching from either side when reversing.

Other safety measures



Dynamic Stability Control (DSC) with Traction Control System (TCS)

DSC with TCS electronically controls braking force applied to each wheel to help prevent under- or oversteer and maintain vehicle stability when cornering on slippery roads or during sudden steering inputs.



Back-up monitor system

The back-up monitor system features a wide-angle camera to give you a clear and comprehensive view around the rear of Mazda2 when reversing, further enhancing safety. Obstacles in the blind spots are displayed in the instrument panel's seven-inch centre display.



Airbags

Front airbags are fitted as standard equipment to provide ample protection in a frontal collision. Optional side and curtain airbags mitigate the effects of side impacts within the relatively short occupant-to-door distances in a compact car, providing another layer of protection in depth against physical shock and injury in a collision.



Body structure

The body provides excellent collision safety performance. Extensive use of ultra-high-tensile steel gives strength with low weight, while the framework absorbs and channels energy away from the cabin.



Human-centric design: the key to communication

Human-centric design is the key to complete and intuitive communication between you and Mazda2. As well as real-time communication with the world when you're on the road. It's all thanks to Mazda's latest iteration of the Human-Machine Interface (HMI) and MZD CONNECT system. HMI and its human-centric design philosophy now include even your driving position to further enhance the *Jinba-ittai* experience with a panoramic view of the road and all instruments and controls ideally placed to support you in safer, enjoyable driving.



HMI – control centred on you

Modern cars constantly present more and more information which can confuse, and even distract. So Mazda engineered its HMI entirely around you, to provide detailed information with minimal eye movements and stress. Controls, instruments, steering wheel and shift lever are all ideally placed in relation to the driver's seat, with the main instrument cluster and steering wheel – now featuring a new ergonomic shape to optimize grip comfort – directly centred on the driver, while the pedals are positioned symmetrically to fall naturally under the feet. Excellent visibility is assured thanks to A-pillars located rearward to offer a broader view of the road. Mazda2 now boasts a full-colour Active Driving Display with enhanced definition, brightness and contrast. This head-up display shows key driving and navigation system information just above the instrument cluster and just below your horizontal line of sight to keep you fully informed without the need to take your eyes off the road. The large, seven-inch centre display on the dash shows entertainment-related items and functions as a touchscreen when the car is stationary. In motion, the rotary commander provides control. By rotating, pressing and toggling this knob, you can operate entertainment functions while keeping your body and your eyes in the normal driving position. Unlike a touchscreen, there's no need to look at the commander when operating it, minimizing visual distraction. The commander is surrounded by five buttons giving shortcuts to four common screens plus a back button.

MZD CONNECT keeps you in touch

MZD CONNECT gives you versatile internet connection while on the road. It offers an extremely wide range of infotainment options through Aha™ by HARMAN when connected to your smartphone via Bluetooth®. The system's Audio feature lets you access multiple audio sources including AM/FM radio and mobile audio players, and Aha Internet Radio. The Communication feature can read SMS messages aloud as well as other internet social network services such as Twitter and Facebook available via Aha. The Navigation feature shows your current position on a map along with a route to your specified destination. System software is easily updated to give you ongoing access to the latest services without swapping out any hardware.



Equipment



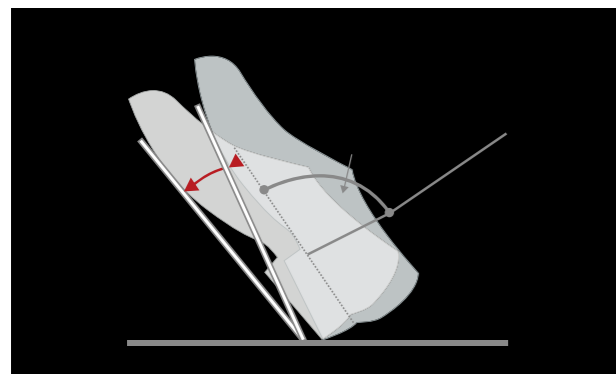
16-inch aluminium wheels feature an elegant harmony between machined metallic brilliance and the refined look of silver paint on the spokes.



Drive Selection switch on the shift gate allows switching to Sport mode, automatically setting the transmission and engine characteristics for powerful acceleration and linear response when merging onto a crowded highway.



The steering wheel features narrower spokes and a redesigned rim with varying cross-section to better fit the hands and give a confident grip for sporty driving.



Compared to conventional hanging-type pedals, the organ-type accelerator offers more precise control for enhanced operability. In addition, the organ-type pedal makes it easier to move the foot over to the brake.



Navigation system data is offered on an optional SD card, allowing display of your current location on a map or suggested routes on the centre display. If the navigation data includes speed limits, a new speed limit warning function displays them in the Active Driving Display.



Within its stylish proportions, Mazda2 offers ample space to accommodate a large suitcase. The wide-opening liftgate enables effortless loading and unloading.

Exterior and interior colours

Body colours



Soul Red Crystal Metallic (46V)



Machine Grey Metallic (46G)



Eternal Blue Mica (45B)



Deep Crimson Mica (45R)



Sonic Silver Metallic (45P)*



Deep Crystal Blue Mica (42M)



Dynamic Blue Mica (44J)



Titanium Flash Mica (42S)*



Jet Black Mica (41W)



Snowflake White Pearl Mica (25D)



Arctic White (A4D)

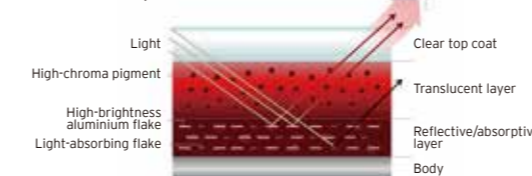


Ceramic Metallic (47A)*



Aluminium Metallic (38P)*

Paint-coat composition



TAKUMI-NURI

Mazda's unique painting technology TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting), with its unprecedented combination of colour, highlights, shade and depth, further emphasizes the sheer beauty and quality of the dynamic KODO design body shape. Now the Mazda2 lineup includes two TAKUMI-NURI body colours: Machine Grey Metallic and the newly developed Soul Red Crystal Metallic. The bright highlights, pure depths and outstanding transparency of Soul Red Crystal Metallic deliver a powerful impression of emotionally charged energy, giving Mazda2 a fresher, more impressive and refined appearance.

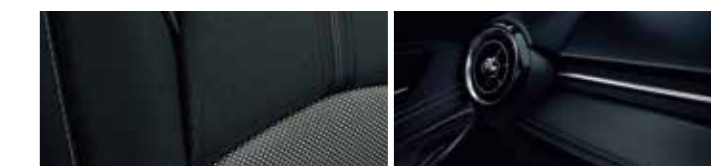
Seat upholstery and decoration panels*



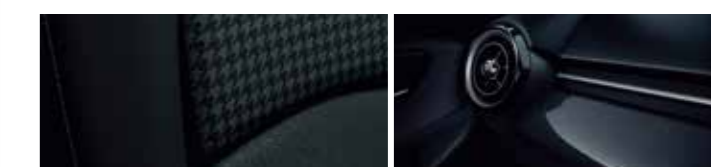
Leather, Black



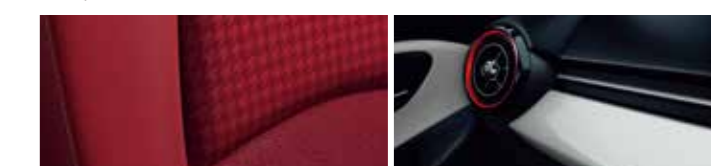
Leather, Pure white



Cloth, Black



Cloth, Black



Cloth, Red



Cloth, Black



1

Celebrating challenge, celebrating driving

The history of Mazda stretches back over 90 years – a history of meeting challenge head-on and winning. In 1931 Mazda became the first manufacturer of an entirely Japanese-made three-wheel vehicle, going on to cement its position as Japan’s leading maker of three-wheeled trucks, a mainstay of short-haul cargo transportation at the time. At the end of World War II Mazda’s home base of Hiroshima lay in ruins, yet Mazda took on the challenge of reconstruction and through innovation and dedication resumed export of three-wheeled trucks within just four years.

In 1961 Mazda accepted another major challenge: development and commercialization of the rotary engine. This unique design for the internal combustion engine presented a host of technological hurdles including development of new materials and the improvement of processing technology precision. And again Mazda engineers rose to the challenge, bringing fresh thinking to the table and succeeding where others had failed. The result was a series of rotary-engined vehicles beginning with the stunning 1967 Cosmo Sport, now a sought-after classic.

It was also the 60s that saw lightweight sports cars hit their peak. But through the course of the 70s, increasingly stringent safety standards and emissions controls caused their numbers to plummet. Once again, Mazda saw a challenge – reinventing the lightweight sports car to meet new safety and environmental standards while maintaining uniquely fun-to-drive characteristics. In 1989 the groundbreaking Mazda MX-5 debuted to instant acclaim and has stayed in production ever since, winning a place in the Guinness Book of Records as the world’s best selling two-seater sports car.

Further underlining Mazda’s sporting credentials came overall victory in the 1991 Le Mans 24 hour endurance race with the rotary engine 787B. This was the first – and only – time for a Japanese manufacturer to take the laurels in this prestigious event, amply demonstrating that not only do we set out to win, we do it with our own unique technology.

At Mazda, we have always blazed our own trail in our own way. Where others see limits, we see only a challenge as we create vehicles for people who love to celebrate driving.



2

1. Mazda produced its first automobile in 1931, and steadily increased the production volume of three-wheel vehicles after World War II.

2. From development through to production, Mazda engineers share a tradition of teamwork, unified and inspired by their determination to create the world’s finest cars.



3



3



4



5



6



7



7



7



7

3. Mazda began development work on the rotary engine in the early 1960s, a project that faced severe technical problems.

4. By 1967 these technical challenges were overcome, and the world’s first rotary-engined vehicle, the Cosmo Sport, was launched.

5. Mazda MX-5 was born in 1989 as a pure lightweight sports car. Enthusiastic fans around the world celebrated its 20th anniversary in 2009.

6. June 23, 1991 saw the rotary-powered Mazda 787B beat the world at motor-racing’s most prestigious endurance event, the 24 Hours of Le Mans.

7. At Mazda we look at things differently, aim higher and defy conventions. This has always been a core part of our corporate culture.