

2012 Mazda6



mazda

WHAT DO YOU DRIVE?

Is it inspiring?

What were the people who built your car thinking?

*Are they just another behemoth carmaker following the rules?
Or do they break them?*

*Do they push the boundaries of tradition and habit
to achieve the unachieved?*

*Are they insightful craftsmen,
obsessing over the details with a crazed passion?*

*Building less—building better—
for a discerning few?*

*Are you one of the few
who cares about what you drive,
how it drives
and the way it makes you feel?*

We're with you.

*Because we believe if it's not worth driving,
it's not worth building.*

We build Mazdas.

What do you drive?

ZOOM-ZOOM

Why not go with the flow?

We didn't just design the exterior of the 2012 Mazda6 for sophisticated good looks. We sculpted every inch of every curve—even on the side mirrors—to contribute to the Mazda6's class-leading aerodynamics. Because less wind resistance means good fuel economy, greater stability at speed and a quieter ride. Which all means a better drive. And how it drives is a big part of what makes it a Mazda.



Satoshi Okamoto
Chief Engineer, Aerodynamics

"This may be the best all-around sedan."

PopularMechanics.com, April 2010



The sports sedan built by sports-car lovers.

If it's not worth driving, it's not worth building. That's why the Mazda6 was built by car-crazy engineers to perform like a sports car and achieve class-leading aerodynamics. It delivers more V6 torque than Camry or Accord, and it can achieve up to 31 mpg hwy*. It seats five and offers more rear legroom than Accord. Creating a stylish, roomy sedan that's also exciting to drive may not be the easiest thing in the world to pull off, but for Mazda, it's the only kind of sedan we'd build. And what's not to love about that?

*EPA-estimated mileage. Actual results may vary. See specifications for details.

Less of a drag than the competition. (Coefficiently speaking.)

Class-leading aerodynamics. Typical sedans are a bit of a drag—literally as well as figuratively. Because our engineers are so obsessive about cars and driving, we subjected the Mazda6 to 360 degrees of wind tunnel testing and figured out how to make it roomy while also achieving a class-leading aerodynamic drag coefficient of 0.27. Its refined exterior, from its sculpted outside mirrors to its raked front windshield, is specifically crafted to not just catch your eye, but set your heart racing as well. With the aerodynamics creating a more stable, quiet ride, you're more connected to the road, and you're burning less fuel.



We engineer from behind the wheel. Not a desk.

What makes a Mazda drive like a Mazda? A bunch of gear-headed, car-crazy, driving-obsessed engineers, that's what. Plus, the fact that they insist on engineering, developing, and dialing in Mazdas on the same roads they drive for fun on the weekends. 100 engineers used 108 test vehicles to hone each and every aspect of the car, driving the Mazda6 over 1 million miles* and simulating 10 years of extreme use on certain parts. The result? Quality you can trust, as well as the incredible steering feel, brake feel, handling and responsiveness that make Mazdas drive like Mazdas.

This may seem like overkill to some; however, our passion runs deeper than most. And our dedication pushes us harder than many. It makes our cars unique and fuels our enthusiasm to keep doing what we do. As a result, good is never enough when great awaits you around just a few more corners. Because for us, if it's not worth driving, it's not worth building.

We let our engineers' favorite roads tell us how our cars are driving so that we could engineer the Mazda6 to bring you the most enjoyment out of every curve. Its sport-tuned handling and sure-footed control are delivered through a host of technologies.

- › 4-WHEEL INDEPENDENT SUSPENSION
- › VARIABLE-ASSIST RACK-AND-PINION STEERING
- › 4-WHEEL DISC BRAKES
- › ANTI-LOCK BRAKE SYSTEM
- › ELECTRONIC BRAKEFORCE DISTRIBUTION
- › TRACTION CONTROL SYSTEM
- › DYNAMIC STABILITY CONTROL[†]



*Test fleet of preproduction Mazda6 vehicles covered over 1 million miles cumulatively during product development testing. †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.



After giving the driver so much, we made sure to give passengers theirs, too.

The fact that Mazda6 is so focused on the "sports" part of "sports sedan" doesn't mean we overlooked the "sedan" side. Our engineers purposefully designed the headliner and rear-seat cushion to maximize rear-seat headroom, and the Mazda6 has more rear legroom than Accord. So all five passengers enjoy roomy comfort with thoughtful accommodation. For example, a center console with dual storage compartments and a sliding armrest, plus two 12V outlets for powering your phone, laptop or MP3 player*. All in an environment of uncompromising craftsmanship and refinement.

All your stuff has plenty of room, too, with 16.6 cu ft of trunk space—that's larger than Camry, Accord or Altima. So whether you're transporting people or things, the Mazda6 is ready to accommodate†.

>More

- rear legroom than Accord
- cargo space than Camry or Accord

^ 60/40 Rear Seats

Versatile 60/40 split rear seats fold flat with one easy touch thanks to remote releases.

*Standard on Mazda6 Touring, Touring Plus and Grand Touring models.
†Please remember to properly secure all cargo.



Total command, whether you're hands-on or hands-free.

From the time your Mazda6 detects your presence via the available Advanced Keyless Entry, its focus is on you, the driver. As you enter the car, the Welcome Lighting System illuminates the interior lights in elegant sequence. The 8-way power adjustable driver's seat with memory automatically adjusts to your personal settings as you approach. Dual-zone automatic climate controls let you and your co-pilot set separate levels for maximum individual comfort. Hands-free devices help you keep your hands—and focus—on the road. And high-quality materials were rigorously tested to make sure you're ready for the long haul. It's a cockpit designed to focus on you, even before your hand touches the shifter.

Bose® Centerpoint® Surround Sound

The Mazda6 is the first in its class to offer the 10-speaker Bose® Centerpoint® Surround Sound System, creating an immersive, 360° sonic experience from normal 2-channel sources such as regular CDs. Neodymium speaker magnets and an Nd® subwoofer help to optimize sound output while also minimizing space and weight. Standard on the Mazda6 Grand Touring models.

Voice-Command Navigation

Also available on the Mazda6 Grand Touring is an in-dash voice-command navigation system. Its multi-command memory function and touch-screen LCD display help you get around more easily and safely.

Bluetooth®** Hands-free Phone and Audio

Make calls, access voicemail, listen to music—all hands-free—via your Bluetooth-compatible phone or MP3 player. Standard on the Mazda6 Touring, Touring Plus and Grand Touring.

Available features:

- > MAZDA ADVANCED KEYLESS ENTRY & START SYSTEM WITH PUSH-BUTTON START
- > 8-WAY POWER ADJUSTABLE DRIVER'S SEAT WITH MEMORY
- > LEATHER-TRIMMED INTERIOR
- > RAIN-SENSING WINDSHIELD WIPERS
- > BLIND SPOT MONITORING SYSTEM*
- > DUAL-ZONE AUTOMATIC CLIMATE CONTROL
- > TOUCH-SCREEN LCD DISPLAY
- > SIRIUSXM™ SATELLITE RADIO† WITH FREE 4-MONTH SUBSCRIPTION

*Bluetooth is a registered trademark of Bluetooth SIG, Inc. †Always check your mirrors. Be aware of the traffic around you. ‡SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

Changing lanes shouldn't require a leap of faith.

The Mazda6's Blind Spot Monitoring System* automatically warns you of an approaching vehicle or object in your blind spot.

The more time you spend looking for vehicles around you, the less time you spend with your eyes on the road ahead. The Blind Spot Monitoring System is designed to minimize the need to search for objects in your blind spots, giving you extra peace of mind when you're ready to make your move.

The system uses radar sensors to detect objects in your left or right blind spot and then alerts you with a warning light that appears in the appropriate side mirror. If you signal a lane change, the light blinks and a cabin warning chime sounds.

It's not just about convenience. It's about letting you, the driver, know what's around you at all times, helping to keep you safer on the road. And it's technology you won't find on Accord or Camry, either.



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

Confidence to the core.

At the very essence of Mazda6 is the love of driving. But you can't fully experience that enjoyment without feeling confident behind the wheel. Engineered to give you reassuring stability and control, the Mazda6 features a suite of active safety features and advanced braking technologies. Plus, Mazda's "Triple H" construction and six standard air bags* help provide impressive impact protection. And available Xenon HID headlights, auto-dimming driver's side mirror and Tire Pressure Monitoring System help you watch out for potential trouble. Confidence—delivered from the inside out.



Advanced Braking >

A comprehensive set of advanced braking technologies comes standard on the Mazda6. Front ventilated disc brakes coupled with solid rear disc brakes promote linear, fade-resistant stopping power. An Anti-lock Brake System applies the brakes hundreds of times per second, preventing wheel lockup so you can maintain steering control in emergency braking situations. Electronic Brakeforce Distribution automatically applies force to individual brakes based on changing road conditions, helping to keep you in control. And in emergency situations, Brake Assist automatically increases braking pressure if you need it.

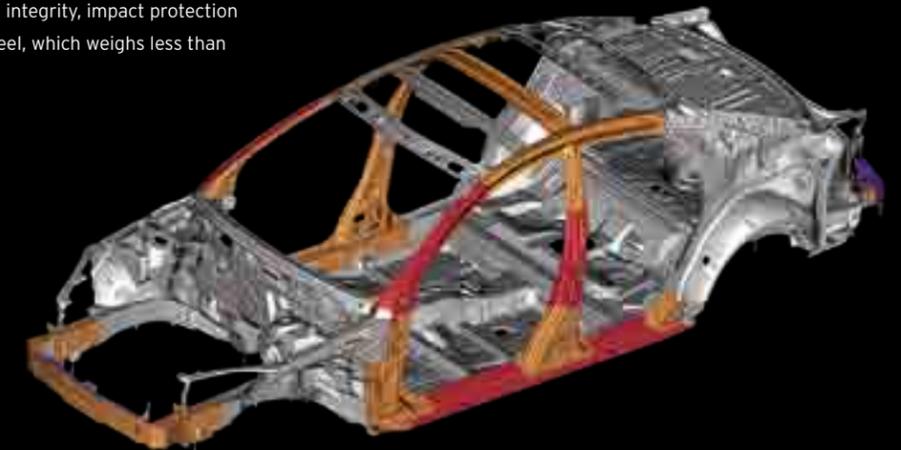


< Stability & Control

The Traction Control System detects wheelspin, then reduces engine power to help improve traction in slippery conditions. Dynamic Stability Control* modulates the engine and brakes when over- or understeer is detected, helping to keep you on your intended path while cornering.

"Triple H" Body Construction >

By adding extra steel reinforcements to critical areas of the body, Mazda's "Triple H" construction system enhances structural integrity, impact protection and handling. The Mazda6 also uses high-tensile steel, which weighs less than conventional steel but is stronger and more rigid.



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

*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.

Spoil your passengers. Indulge the driver in you.



“Mazda is one of the few brands that continue to cater to people who care about driving.”

caranddriver.com, January 2011



Every model in the Mazda lineup was built by a bunch of car-crazed craftsmen. Who love to drive. For people who love to drive. So from the Mazda2 to the CX-9, a Mazda is always a Mazda. Because if it's not worth driving, it's not worth building.

It's your Mazda—make it your own. Customize your new Mazda6 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



Financing without the fuss.

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services* can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates.

To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.mazdausa.com.

*The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.

We're committed to our drivers.

Every new 2012 Mazda6 is protected by:

- > **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**

[†]Whichever comes first.

For details, please see your Mazda Dealer, visit mazdausa.com or call toll-free 1-800-639-1000.



A Rear Wing Spoiler. Accent your sporty attitude with this rear wing spoiler. Color-matched to your Mazda6. **B Splash Guards.** Protect your paint's finish from rocks and other road debris. **C All-Weather Floor Mats.** Not just for bad weather anymore, these "whatever" floor mats are the perfect accessory to protect your Mazda6's interior from not only water, sand, mud and snow, but crumbs, spills, grass and anything else that your lifestyle may bring. **D Bumper Guard.** Protect your paint's finish while loading and unloading the cargo area. **E Cargo Net.** Keep smaller items from bouncing around in your Mazda6's cargo area*. Custom-designed; easily installed and removed. **F Illuminated Doorsill Trim Plates.** Protect your doorsills while adding style and additional visibility. Aluminum with the Mazda6 logo. **G 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 conveniences 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. **H 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.

Additional accessories:

- | | | | | |
|---------------------------------|---|--|-------------------------------|-------------------------|
| Fog Lights | Car Cover | SiriusXM™ Satellite Radio [†] | 3.5 mm Audio Cable | Cargo Tray |
| Front Mask | Car Cover Cable Lock | Portable Navigation Devices by Garmin [†] | Cigarette Lighter | First Aid Kit |
| Moonroof Wind Deflector | Wheel Locks | Bluetooth [™] Car Kit by Motorola | Ashtray with LED Illumination | Roadside Assistance Kit |
| Fuel Door (Pearl Satin, Chrome) | Remote Engine Start (Automatic Transmission Only) | | Floor Mats | Touch-Up Paint |
| | | | License Plate Frame | Windshield Sunscreen |

Previous page disclaimers: *Please remember to properly secure all cargo. †Apple and iPod are registered trademarks of Apple Inc. iPhone not compatible with iPod adapter. iPod not included. iPod touch® shown. Additional components may be required for installation; contact your Mazda dealer for details. ‡SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after 4-month subscription expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. **Bluetooth is a registered trademark of Bluetooth SIG, Inc.



***IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.***

***WE BUILD MAZDAS.
WHAT DO YOU DRIVE?***

zoom-zoom



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