

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

*WE BUILD MAZDAS.
WHAT DO YOU DRIVE?*

ZOOM-ZOOM

2013 MAZDA2



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

How do you shave 220 lbs off a car? With a very sharp pencil.

There's a lot to gain by losing a little excess weight. Improved performance, reduced emissions and increased fun. However, as any Mazda engineer will tell you, dropping 220 lbs (100 kg) can only happen gram by gram. And to do that without compromising structural integrity or crash performance requires a wealth of knowledge and an obsession for detail. To achieve this, the engineers at Mazda developed the "Gram Strategy," a process that involved meticulously analyzing and reengineering every possible part of the Mazda2 one by one to be at least one gram lighter, and building the frame using "Triple H" construction and lighter—yet stronger—high tensile steel. The result: a leaner and meaner Mazda2.

Good things come in small packages. As long as incredible engineers do the packaging.

From the *Car and Driver* 2011 Editors' Choice Award-Small Cars, to numerous "Car of the Year" awards, to over 50 other international honors and awards since its launch, this potent little car has earned more awards than it can carry. With razor-sharp handling and an impressive power-to-weight ratio, the Mazda2 is the subcompact car that drives nothing like one, and critics and drivers agree.



2011 Editors' Choice Award - Small Cars

caranddriver.com, August 2011

**Fully equipped with everything you need.
And a little extra.**

1 Power windows with one-touch down/up driver's window

2 Auxiliary-audio input jack and USB-audio input port

3 AM/FM/CD/MP3-compatible audio system with 4 speakers

4 Available 6-speaker audio system

5 Fixed-intermittent front and rear windshield wiper/washer

6 Air conditioning with pollen filter

7 Remote keyless entry

8 Speedometer, tachometer, fuel gauge and dual trip odometers

9 Height-adjustable driver's seat

10 Available steering-wheel-mounted audio controls

11 Dual power side mirrors

12 Available cloth-trimmed seats with red piping

...the only thing missing is the kitchen sink.



1



2



3



4



5



6



7



8



9



10



11



12

You + 4 + More.

You + 4 + More.



Don't let its subcompact size fool you. This car has seating for 5 or up to 27.8 cu ft of cargo* room with its 60/40 split folding rear seatbacks down. The standard 6-way adjustable driver's seat, deep cargo floor, multiple cup holders, cell phone/iPod® holder and other hidden storage areas help to create a custom-fit experience. Accessories like a center armrest with storage allow you to go a step further and design your own custom storage solutions. Because at Mazda, we believe when it comes to interiors, it's what you can fit on the inside that counts.

*Please remember to properly secure all cargo.



Real sports cars have curves. **Aerodynamic ones, that is.**

At Mazda, we believe that form follows fun and function. When we design a car, we look at styling as another way to enhance its performance. Sleek and sporty, every line and curve on the Mazda2 is as functional as it is beautiful.



Mazda2 Touring shown in Spirited Green Metallic



Wide headlights and taillights, and available halogen fog lights, give it an athletic appearance while increasing airflow over the Mazda2's back and around its sides.



A sporty silhouette and convenient fifth door conceal a surprising amount of cargo space.



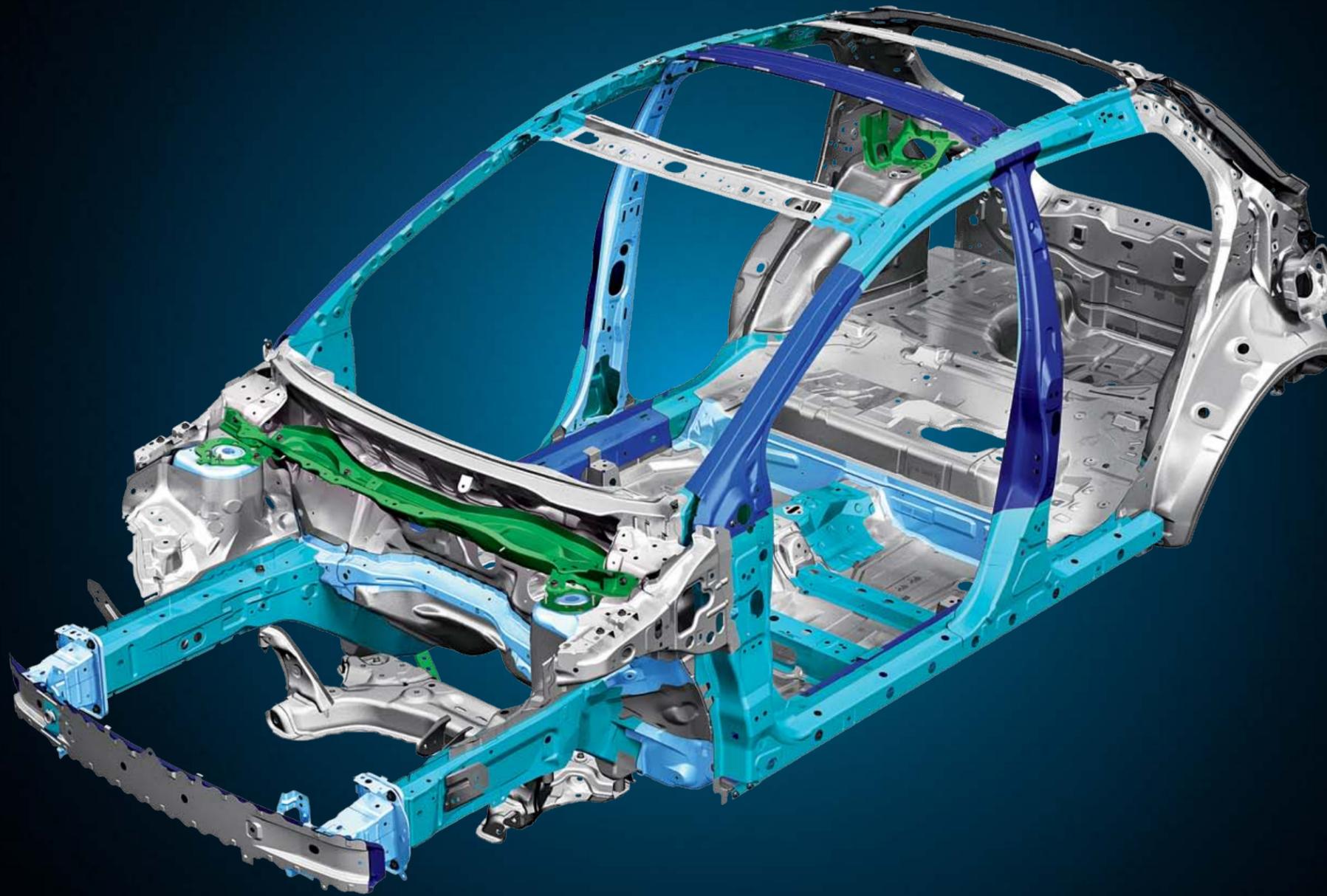
A sculpted exterior cuts down on wind resistance while catching light for an alluring look from any angle.



An available race-inspired rear roofline spoiler reduces turbulence, providing further proof that the Mazda2 is one subcompact with the soul of a sports car.

We trimmed the weight, not the peace of mind.

There's a common misconception that strength comes from weight, a misconception that the engineers at Mazda have rigorously challenged time and time again. Built with "Triple H" body construction and high tensile steel, the lightweight and strong Mazda2 offers the ultimate in safety engineering. Reinforced driver and passenger compartments provide protection on all sides. A standard collapsible steering column absorbs energy in the event of a heavy frontal impact, while a foldaway brake assembly reduces the risk of serious injuries to the ankle and leg. Additional spot-welds and specialized adhesives between panels help improve body strength where it counts and impact absorption where it's needed. Bottom line: A light ride can be a safe one, and the Mazda2 is proof of that.



ACTIVE SAFETY

The standard Tire-Pressure Monitoring System monitors air pressure in real time and automatically alerts you before one or more tires become critically low. Standard Dynamic Stability Control* modulates the throttle and brakes when a sudden loss of traction is detected to help keep the vehicle stable during a turn. The standard Traction Control System detects any loss of traction, and then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.



TIRE-PRESSURE MONITORING SYSTEM



DYNAMIC STABILITY CONTROL



TRACTION CONTROL SYSTEM

AIR BAGS

Six airbags[†] come standard on every Mazda2. Advanced dual front air bags utilize inflators with both crash-zone and driver's seat-position/passenger-weight sensors. Dual side-impact airbags and dual front side-impact air curtains provide coverage for front and rear passengers.



BRAKES

Every Mazda2 comes equipped with a wide range of standard braking features. The Anti-lock Brake System pulses the brakes several hundred times a second, preventing wheel lock so the driver can make controlled stops. Electronic Brakeforce Distribution monitors pedal pressure and vehicle weight to determine how much force to apply to the front and rear brakes, while Brake Assist automatically increases braking pressure, thereby reducing stopping distance in emergency situations.



ADVANCED BRAKING SYSTEM



ELECTRONIC BRAKEFORCE DISTRIBUTION

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



Leave the subcompact class in the dust.

Why is it that cars getting 35 MPG take forever to get up to 35 MPH? At Mazda, we believe subcompact cars shouldn't be restricted to the slow lane. Built with an MZR 1.5-liter DOHC 16-valve 100-hp engine with variable valve timing and an award-winning manual transmission,* or an available 4-speed automatic transmission, the Mazda2 gets up to 35 MPG highway† without sacrificing a single drop of excitement. Factor in Electronic Power Assist Steering and a shorter, more responsive shift throw, and you have control that matches its speed. Light, fast and fuel-efficient, the Mazda2 is tuned and toned to burn a lot of things fast, but fuel isn't one of them.

*2011 Car and Driver 10Best manual transmission, November 2010. †Based on EPA-estimates for 2013 Mazda2 models with 1.5L engine and manual transmission 29 city/35 highway MPG. Actual results may vary.

TRUE RED

CLEAR WATER BLUE METALLIC

LIQUID SILVER METALLIC

BRILLIANT BLACK CLEARCOAT

CRYSTAL WHITE PEARL MICA[‡]

SPIRITED GREEN METALLIC

Mazda2 Models



Mazda2 Sport

Includes the following features:

Engine

- 1.5L DOHC 4-cylinder engine with VVT
- 5-speed manual transmission
- Available 4-speed automatic transmission

Exterior

- Halogen headlights
- Fixed-intermittent windshield wipers
- Fixed-intermittent rear wiper/washer
- Dual color-keyed power side mirrors
- 15-inch steel wheels with full wheel covers
- Temporary spare tire

Safety & Security

- Advanced front air bags* with seat belt-use, passenger-weight and driver's seat-position sensors
- Front side-impact air bags and side-impact air curtains*
- 3-point seat belts for all seating positions
- Front seat-belt pretensioners with force limiters
- Anti-lock Brake System (ABS)
- Electronic Brakeforce Distribution (EBD) & Brake Assist
- Dynamic Stability Control (DSC)[†]
- Traction Control System (TCS)
- "Triple H" body construction
- Side-impact door beams
- Collapsible steering column
- Engine-immobilizer anti-theft system
- Tire-Pressure Monitoring System (TPMS)
- LATCH child-safety-seat anchors & upper tethers
- Child-safety rear door locks

WHEELS



15" Sport Wheel Cover

UPHOLSTERY



Black Cloth



Mazda2 Touring

Includes the following features: *(Features in blue are in addition to or in place of the Mazda2 Sport.)*

Engine

- 1.5L DOHC 4-cylinder engine with VVT
- 5-speed manual transmission
- Available 4-speed automatic transmission

Exterior

- Halogen headlights
- Fixed-intermittent windshield wipers
- Fixed-intermittent rear wiper/washer
- Dual color-keyed power side mirrors
- Temporary spare tire
- 15-inch alloy wheels**
- Halogen fog lights**
- Rear liftgate spoiler**
- Bright tip exhaust finisher**

Safety & Security

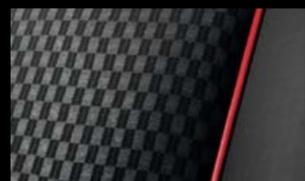
- Advanced front air bags* with seat belt-use, passenger-weight and driver's seat-position sensors
- Front side-impact air bags and side-impact air curtains*
- 3-point seat belts for all seating positions
- Front seat-belt pretensioners with force limiters
- Anti-lock Brake System (ABS)
- Electronic Brakeforce Distribution (EBD) & Brake Assist
- Dynamic Stability Control (DSC)[†]
- Traction Control System (TCS)
- "Triple H" body construction
- Side-impact door beams
- Engine-immobilizer anti-theft system
- Tire-Pressure Monitoring System (TPMS)
- LATCH child-safety-seat anchors & upper tethers
- Child-safety rear door locks

WHEELS



15" Touring Alloy Wheel

UPHOLSTERY



Black Cloth with Red Piping

Interior

- Air conditioning with pollen filter
- Power windows with driver's one-touch-down/up feature
- Power door locks with 2-stage unlocking
- Remote keyless entry
- Tilt steering wheel
- 12-volt power outlet
- Rear window defogger with timer
- Driver's side in-dash storage
- Front center console storage tray
- Dual front cup holders
- Rear cup holder
- Front door storage pockets with bottle holders
- 6-way manual driver's seat
- 60/40 split fold-down rear seatbacks
- Floor mats, carpet
- Auxiliary-audio input jack
- USB-audio input port
- Speedometer, tachometer and fuel gauge
- Dual trip odometers
- Center instrument panel display (clock & audio)
- AM/FM/CD/MP3-compatible audio system with 4 speakers

Interior

- Air conditioning with pollen filter
- Power windows with driver's one-touch-down/up feature
- Power door locks with 2-stage unlocking
- Remote keyless entry
- Tilt steering wheel
- 12-volt power outlet
- Rear window defogger with timer
- Driver's side in-dash storage
- Front center-console storage tray
- Dual front cup holders
- Rear cup holder
- Front door storage pockets with bottle holders
- 6-way manual driver's seat
- 60/40 split fold-down rear seatbacks
- Floor mats, carpet
- Auxiliary-audio input jack
- USB-audio input port
- Speedometer, tachometer and fuel gauge
- Dual trip odometers
- Center instrument panel display (clock & audio)
- AM/FM/CD/MP3-compatible audio system with 6 speakers**
- Cruise control with steering-wheel-mounted controls**
- Leather-wrapped steering wheel**
- Steering-wheel-mounted audio controls**
- Cloth-trimmed door panel inserts**
- Trip computer**

Mazda2

Sport & Touring

ENGINE	
Engine type	1.5L DOHC 16-valve 4-cylinder with VVT
Horsepower	100 hp @ 6,000 rpm
Torque	98 lb-ft @ 4,000 rpm
Redline	6,300 rpm
Displacement (cc)	1,498
Bore x stroke (mm)	78.0 x 78.4
Compression ratio	10.0:1
Fuel system	Electronically-controlled multiport fuel injection
Recommended fuel	Regular unleaded
Valvetrain	Chain-driven dual overhead cams, 4 valves per cylinder with variable intake valve timing (VVT)
Ignition system	Direct coil-on-plug electronic ignition with platinum-tipped spark plugs
Engine block	Aluminum alloy
Cylinder head	Aluminum alloy
Emission control type (Fed/Cal)	Tier2-BIN5 / ULEV2

DRIVETRAIN

Type	Front-wheel drive (FWD)
Manual transmission	5-speed overdrive
Automatic transmission	4-speed electronically-controlled overdrive

FUEL ECONOMY

Manual transmission (city/hwy)	29/35
Automatic transmission (city/hwy)	28/34
Fuel capacity (gallons)	11.3

Mazda2

Sport & Touring

CHASSIS	
Brakes	Front disc/rear drum
- Front	10.2-inch vented disc
- Rear	7.9-inch drum
- ABS	4-wheel, 4-channel with Electronic Brakeforce Distribution (EBD) and Brake Assist
Steering type	Power rack-and-pinion with variable assist
Power assist	Electronic Power Assist Steering (EPAS)
Overall steering ratio	15:1
Steering wheel turns, lock-to-lock	2.7
Turning circle, curb-to-curb (ft)	32.2
Suspension	
- Front	MacPherson strut with stabilizer bar
- Rear	Torsion beam with coil springs
Wheel size (in)	15 x 6.0
Tire size	P185/55 R15 V-speed rated all-season radial

WEIGHT

Curb weight (lb)	
- Manual transmission	2,306
- Automatic transmission	2,359

EXTERIOR DIMENSIONS

Wheelbase (in)	98.0
Track, front (in)	58.1
Track, rear (in)	57.7
Length (in)	155.5
Width (in)	66.7
Height (in)	58.1
Minimum ground clearance (in)	5.1

INTERIOR DIMENSIONS & CAPACITIES

Headroom, front/rear (in)	39.1/37.0
Shoulder room, front/rear (in)	52.8/51.2
Hip room, front/rear (in)	50.9/46.8
Legroom, front/rear (in)	42.6/33.0
EPA passenger volume (cu ft)	87.1
EPA cargo volume 2nd-row up (cu ft)	13.3
EPA cargo volume 2nd-row down (cu ft)	27.8



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 MazdaUSA.com.

*The trademark "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 2013 Mazda2 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 (800) 639-1000.

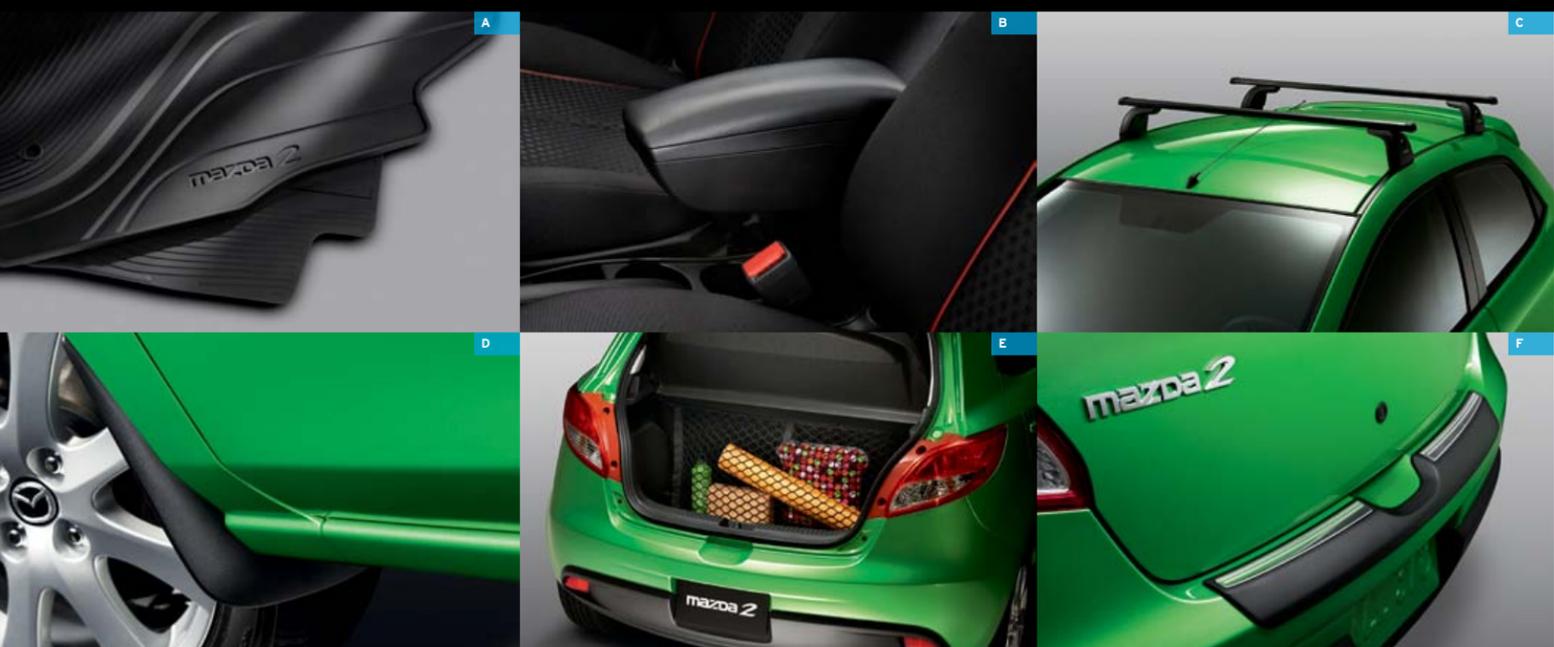
PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda 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.

*Always wear your seat belt and deactivate passenger side air bag when using a child or infant-safety seat. †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. ‡Extra cost option.



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 Mazda2 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.



A All-Weather Floor Mats. Replace your standard carpet mats with these all-weather floor mats to provide your Mazda2's carpet with heavy-duty protection. **B Center Armrest.** Compact and convenient, the center-positioned armrest provides additional comfort, support and storage. **C Roof Rack.** Expand your storage possibilities with a removable roof rack. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. **D Splash Guards.** Protect your paint's finish from rocks and other road debris with front and rear splash guards. **E Cargo Net.*** Keep smaller items from bouncing around in your cargo area. Easily installed and removed. **F Bumper Guard.** Protect your paint's finish while loading and unloading the cargo area.

Additional accessories:

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> Fog Lights License-Plate Frames Side Sill Extensions Tailpipe Finisher Floor Mats, Carpet | <p>Roof-Rack Attachments:</p> <ul style="list-style-type: none"> - Bike Carrier - Cargo Box, Short - Kayak Carrier - Roof Luggage Basket - Ski/Snowboard Carrier - Surfboard Carrier | <p>Auto-Dimming Rearview Mirror</p> <ul style="list-style-type: none"> Portable Bluetooth Car Kit by Motorola® Integrated Bluetooth Portable Navigation Devices by Garmin® | <ul style="list-style-type: none"> 3.5 mm Audio Cable Touch-Up Paint Wheel Locks Ashtray First Aid Kit Roadside Assistance Kit |
|---|---|--|--|

*Please remember to properly secure all cargo.
Bluetooth is a registered trademark of Bluetooth SIG, Inc.

Dear Driver,

As a Mazda2 engineer, I'm obsessed with weight. The weight of our Mazda2, that is. Which is why my team and I have worked meticulously over the past five years to give you, the driver, a vehicle that is nimble and fun to drive—period.

Poring over every little detail and design, we crafted this lively, weight-saving vehicle so it got back to the most fundamental form of the compact car. Using numerous cutting-edge technologies and new materials, the team succeeded in a significant 100 kg (220 lb) weight reduction in the pursuit of low fuel consumption, low CO₂ emissions without sacrificing strength and safety, and the kind of driving excitement that sets Mazda apart.

And when it came to even the smaller details of the Mazda2, we went big. From textures and patterns in the seats to the font choice in the odometer reading, nothing was overlooked or taken for granted. A weighty task was given, and we didn't stop until the Mazda2 delivered pure driving pleasure turn after turn. All you really have to do is get behind the wheel of a Mazda2 and you'll feel as obsessed about driving one as we are about building them.

Michio Tomiyama
MAZDA2 PROGRAM MANAGER

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