



zoom-zoom

YOU NEVER OUTGROW YOUR NEED FOR ZOOM-ZOOM.

200-HP 3.0-LITER V6 ENGINE 5-SPEED AUTOMATIC TRANSMISSION 4-WHEEL DISC BRAKES

ANTI-LOCK BRAKE SYSTEM (ABS) WITH ELECTRONIC BRAKEFORCE DISTRIBUTION (EBD)



BODY OF A MINIVAN. SOUL OF A SPORTS CAR.

Imagine a minivan so responsive and well-balanced that it's actually exhilarating to drive. Fact is, the Mazda MPV's uncanny attributes have inspired automotive press accolades ranging from "more nimble" and "more fun" to "room with zoom." Propulsion comes courtesy of a potent, 200-hp V6 engine perfectly matched to an electronically controlled 5-speed automatic transmission. Power-assisted rack-and-pinion steering provides precise control. While gas-filled struts and shocks—plus front and rear stabilizer bars—promote handling that's truly confidence-inspiring. The result is a minivan equally adept at moving people, cargo and emotions.



HARNESS UNEXPECTED POWER. With 200 hp and 200 lb-ft of torque on tap, the Mazda MPV's advanced, 24-valve V6 is a willing workhorse. Whether you're hauling people, cargo or even a trailer, MPV's got the power.



GIVE YOURSELF A BRAKE. Power-assisted, ventilated 4-wheel disc brakes help promote fade-resistant stops. An Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) is also standard.



YOU DIDN'T REALLY WANT TO BLEND IN WITH THE CROWD, DID YOU?

Thanks to new styling that includes aggressive front and rear fascias, side sill extensions and even alloy wheels, this year's Mazda MPV is sportier than ever before. In fact, no matter how you look at it, you're definitely looking at one of a kind.





EVEN THE DESIGN OF ITS COCKPIT FLIES IN THE FACE OF CONVENTION.

Thanks to a driver-centric cockpit, the Mazda MPV provides its pilot with an array of unexpected, unminivan-like rewards. Its tilt steering wheel and driver's seat with adjustable lumbar support, both standard, help you achieve an ideal driving position. Essential controls all fall easily to hand. Gauges are large and legible. Even controls for the AM/FM/CD stereo and cruise control are steering-wheel-mounted. Power windows, mirrors and door locks are also standard. And the CFC-free air conditioning includes both front and rear controls. In short, the MPV's cockpit is designed to perform two key functions: Anticipate your expectations. Then exceed them.



KEEP AN OPEN MIND. Power sliding doors (standard on the ES, available on the LX), open or close at the touch of a button on the dash, door pillars or the keyless entry system. A "power off" dashboard switch prevents accidental operation.



THINK SAFE THOUGHTS. Advanced 2-stage front air bags* with belt-use, passenger-weight and driver's seat-position sensors are standard. Dual front side-impact air bags* are standard on the ES and available on the LX.
*Always wear your safety belt and secure children in the rear seat.



GOOD SEATS STILL AVAILABLE FOR TODAY'S PERFORMANCE.

The Mazda MPV is that rarest of creatures: A minivan you'll actually want to drive for the sheer joy of it. Tackle weekday commutes. Run weekend errands. Haul everything from grown-ups and kids to cargo. All with a serene smile. The MPV's ingeniously engineered seats provide remarkable versatility. And its dual power sliding doors with remote control (standard on ES, available on LX) make loading and unloading a snap. In fact, everywhere you turn, useful features abound. Like 12 beverage holders—including 4 for bottles. An array of storage compartments, courtesy and map lights. Plus a deep cargo well behind the rear seat that's ideal for everything from gear to groceries. Talk about food for thought.



HAVE A SEAT. The MPV's reclining Tumble-Under™ rear seat is so versatile, you can even flip it completely backward to create "tailgate" seating that's perfect for picnics, outdoor sports and other activities.*



EXERCISE YOUR OPTIONS. With the simple pull of a strap, the MPV's spring-assisted Tumble-Under™ rear seat also folds flat into the floor to provide extra space for bulky equipment or cargo.*



PART COMPANY. The MPV's ingenious Side by Slide™ 2nd-row bench seat lets you create extra space, and luxury, by separating into two reclining captain's chairs, complete with fold-down armrests.*

*Be sure your MPV is in park with the engine off.

WHO SAYS YOU CAN'T TAKE IT WITH YOU?

With a Mazda MPV, your weekend options are wide open. Because when you add an available trailer hitch, wiring harness, plus the 4-Seasons & Towing Package, you can tow up to 3,000 pounds. So if the family toy box includes a motorcycle or watercraft, you don't have to think twice about bringing it along. Equally important, in an MPV you also don't have to think twice about safety. The MPV boasts 4-wheel disc brakes plus an Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) for enhanced braking control and effectiveness. "Triple H" steel structural reinforcements for extra strength and impact protection. Front and rear crumple zones to help absorb collision energy. Plus a Five-Star safety rating, the highest possible, in U.S. government tests for driver and passenger protection in frontal and side impacts.* When it comes to versatility, power and safety, Mazda MPV is pulling for you all the way.

MAKE YOURSELF COMFORTABLE. Mazda MPV's dual sliding doors feature power up-and-down windows for extra comfort and convenience. How refreshingly thoughtful.



5-STAR SAFETY RATING

*For complete test results, visit: www.nhtsa.dot.gov.

TAKE THE SHOW ON THE ROAD. This optional complete Rear-Seat Entertainment System features a full-color, flip-down 7" monitor and plays DVDs as well as audio and MP3 CDs. A remote control and 2 sets of wireless headphones are included.



OPEN WIDE AND SAY "AHHH!" With its 2nd-row seats removed and 3rd-row seats folded away, the MPV serves up a whopping 127 cu ft (124.5 with moonroof) of cargo space for your favorite equipment, gear and toys.

GENUINE MAZDA ACCESSORIES: WHERE STYLE MEETS SUBSTANCE.

Part of the joy of owning a new Mazda MPV is personalizing it. And the best way to enhance its appearance or performance is with Genuine Mazda Accessories. In fact, all Genuine Mazda Accessories installed by your Mazda dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda MPV. See your dealer for details.



WING IT. Add the sporty touch of a rear roof spoiler to your MPV. On the practical side, it will also help keep your rear window free from dust and snow for better visibility.



GIVE YOURSELF AN EDGE. Protect the outer edge of your MPV's front doors with color-matched door edge guards. Each set of guards is custom-made to the exact contours of your Mazda.



GET ORGANIZED. Add this versatile cargo organizer and get even more into your MPV. Flip up the panels to expose a compartmented space to organize your groceries, sports equipment or shopping. Or flip down for a flat floor.

- Carpet cargo mat
- Carpet floor mats
- DVD-based Rear-Seat Entertainment System
- Fog lights
- Seat covers
- First aid kit
- Roadside emergency kit
- All-weather floor mats
- Rear bumper step plate
- Roof rack
- Hood bug deflector
- Compass and outside temperature auto-dimming mirror

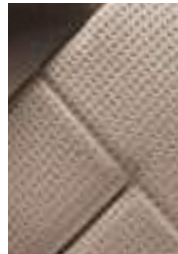
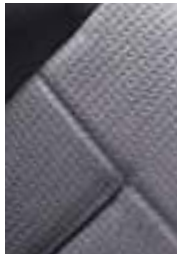
- Front mask
- Cassette player
- Cargo net
- Aluminum pedal set
- 16-inch polished alloy wheels
- Silver carbon-fiber-look dash kit
- Trailer hitch and trailer-hitch wiring harness
- In-dash 6-disc CD changer
- MiniDisc player
- Assist grips
- Ski attachment (roof-rack mount)
- Bike attachment (roof-rack mount or trailer-hitch mount)

- Roof cargo box (long)
- Roof cargo box (short)
- Silver carbon-fiber-look front-seat side table panel
- Door edge guards
- Roof luggage basket with stretch net
- Front and rear ashtrays/cigarette lighter
- Windshield sunscreen
- SIRIUS satellite radio receiver kit*
- Remote start/security system*
- Wheel locks
- Engine block heater
- Touch-up paint

*Late Availability

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.



INTERIOR FEATURES		LX	ES	EXTERIOR FEATURES		LX	ES	EXTERIOR DIMENSIONS (inches)				INTERIOR FABRICS					
 Advanced 2-stage front air bags* with belt-use, passenger-weight and driver's seat-position sensors	S	S	 16-inch alloy wheels; P215/60R16 H-rated all-season radial tires	S	—			Wheelbase/overall length		111.8/189.5							
 Front seat-mounted side-impact air bags* with coverage for head and chest areas	P	S	 17-inch alloy wheels; P215/60R17 H-rated all-season radial tires	P	S			Overall height		LX: 68.7, 69.1 with 17" wheels; ES: 69.1							
3-point safety belts for outboard seating positions; lap belt for rear center passenger	S	S	 Sport-type front and rear fascias with silver accents	S	S			Overall width		72.1							
Front safety belt pretensioners with force limiters	S	S	 Side sill extensions with silver accents	S	S			Track, front/rear		60.6/61.0							
 2nd- and 3rd-row LATCH child-seat anchors	S	S	 Dual sliding rear doors with power up-and-down windows	S	S												
Reclining front bucket seats; adjustable driver's lumbar support and cushion angle	S	S	 Dual power sliding rear doors	O [‡]	S			INTERIOR DIMENSIONS (inches)		front	middle	rear	S : Standard O : Optional P : Package option A : Dealer-installed accessory — : Not available * Always wear your safety belt and secure children in the rear seat. † Seating surfaces upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas. ‡ Requires LX Plus Package.  www.MazdaUSA.com Wherever you see this symbol, you can get the whole story on our interactive Web site.				
8-way power driver's seat	—	S	Dual black power remote mirrors	S	S			Headroom	41.0	39.3	38.0						
Fold-down armrests for front seats; 4 fold-down armrests for 2nd-row seats	S	S	2-speed variable-intermittent windshield wipers; intermittent rear wiper/washer	S	S			Headroom (with moonroof)	39.0	37.4	38.0						
 Removable Side by Slide™ 2nd-row seat	S	S	Privacy-tint glass on rear doors, rear quarter windows and liftgate	P	S			Legroom	40.8	37.0	35.6						
 Tumble-Under™ 3-passenger rear seat with tailgate seat function	S	S	Clear-lens halogen fog lights	P	S			Shoulder room	59.8	60.8	58.1						
			Front fender-mounted turn-signal repeater lights	S	S												
SPECIFICATIONS																	
Cloth upholstery	S	—	Engine size and type	Type AJD 3.0L DOHC 24-valve V6; all-alloy construction													
Leather-trimmed upholstery;† leather-wrapped steering wheel and parking-brake grip; carbon-fiber-look interior trim	—	S	Horsepower	200 @ 6200 rpm													
Carpet floor mats and cargo mat	O/P/A	S	Torque, lb-ft	200 @ 3000 rpm													
Power windows with 1-touch-down driver's window; lighted switch for driver's door	S	S	Ignition; fuel system	Distributorless electronic; multiport electronic fuel injection													
Flip-open rear quarter windows	S	S	Fuel capacity; type	19.8 gallons; regular unleaded gasoline													
Power door locks with 2-stage unlocking (driver's door only/all doors plus liftgate)	S	S	EPA estimated fuel economy, mpg	18 city/25 highway													
Tilt steering wheel	S	S	Body	Steel unibody with "Triple H" construction													
Cruise control with steering-wheel-mounted controls	S	S	Steering	Rack-and-pinion with engine-speed-sensing variable power assist													
Remote keyless illuminated entry system	S	S	Turning circle, curb-to-curb	37.4 feet													
Pullout storage drawer under front passenger seat; folding front-seat side table	S	S	Brakes	10.8-inch ventilated front discs; 11.3-inch ventilated rear discs													
Lockable glove compartment with light; center-console storage bin (holds 12 CDs); coin-storage box	S	S	Base curb weight	3772 lb													
OPTIONS AND OPTION PACKAGES				LX	ES												
Overhead console with two storage compartments (not available with moonroof)	S	S	LX Plus Package: Privacy-tint glass on rear windows and liftgate; windshield sunshade band; body-color body-side moldings; fog lights; carpet floor mats and cargo mat	O	S												
12 cup holders, including 4 bottle holders in doors	S	S	All-Sport Package (requires Traction Control and Side Air Bags Package): 17" alloy wheels with P215/60R17 all-season tires; 180-watt, 9-speaker Super Sound system with in-dash 6-disc CD changer; leather-wrapped steering wheel; compass/outside temperature auto-dimming mirror; rear roof spoiler	O [‡]	—												
Rope hooks, shopping-bag hooks and 12-volt power outlet in rear cargo area	S	S	4-Seasons and Towing Package: Increased engine and transmission cooling capacity; 3000-lb towing capacity; heavy-duty battery and wiper motor; heated mirrors; rear heater with rear controls; larger washer-fluid tank	O [‡]	O												
Driver's and passenger's lighted vanity mirrors with covers	S	S	Traction Control and Side Air Bags Package: Traction Control System and front side-impact air bags	O [‡]	S												
Front map lights; courtesy lights on ceiling, liftgate and front doors	S	S	Roof rack	O/A	O/A												
Ignition-keyhole light	S	S	Rear roof spoiler	O/P/A	O/A												
 CFC-free front and rear air conditioning	S	S	Rear bumper step plate	O/A	O/A												
 100-watt AM/FM/CD stereo with 6 speakers and digital clock	S	—	Pearlescent paint (Whitewater Pearl)	O	O												
 180-watt AM/FM/CD stereo with in-dash 6-disc CD changer and digital clock; Super Sound system with 9 speakers, including subwoofer	P	S	Rear-Seat Entertainment System with DVD player and flip-down video screen	O/A	O/A												
Steering-wheel-mounted audio controls	S	S	Compass and outside temperature auto-dimming mirror	O/P/A	O/A												
MECHANICAL FEATURES		LX	ES	Cargo net	O/A	O/A											
 3.0L DOHC 24-valve V6 engine	S	S	Cargo organizer	O/A	O/A												
 5-speed electronically controlled automatic overdrive transmission	S	S	Wheel locks	O/A	O/A												
Front-wheel drive	S	S	Class II trailer-hitch receiver and wiring harness	O/A	O/A												
 Traction Control System	P	S	Power sliding rear doors; operable from keyless remote	O [‡]	S												
 Independent strut-type front suspension with coil springs and stabilizer bar; torsion-beam rear suspension with coil springs and stabilizer bar	S	S	Power sliding-glass moonroof with retractable sunshade	O [‡]	O												
Power-assisted rack-and-pinion steering and 4-wheel disc brakes	S	S	Cassette player	O/A	O/A												
 Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S	Door edge guards (body color)	O/A	O/A												
			All-weather floor mats (late availability)	O/A	O/A												

EXTERIOR COLORS



BLACK MICA

- Mazda MPV LX
- Mazda MPV ES

Gray Cloth
Gray Leather



SUNLIGHT SILVER METALLIC

- Mazda MPV LX
- Mazda MPV ES

Gray Cloth
Gray Leather



TITANIUM GRAY METALLIC

- Mazda MPV LX
- Mazda MPV ES

Gray Cloth
Gray Leather



RAZOR BLUE METALLIC

- Mazda MPV LX
- Mazda MPV ES

Gray or Beige Cloth
Gray or Beige Leather



TSUNAMI BLUE MICA

- Mazda MPV LX
- Mazda MPV ES

Gray or Beige Cloth
Gray or Beige Leather



RALLY WHITE

- Mazda MPV LX
- Mazda MPV ES

Beige Cloth
Beige Leather



WHITEWATER PEARL (OPTIONAL)

- Mazda MPV LX
- Mazda MPV ES

Beige Cloth
Beige Leather



NORDIC GREEN MICA

- Mazda MPV LX
- Mazda MPV ES

Beige Cloth
Beige Leather



COSMIC SAND METALLIC

- Mazda MPV LX
- Mazda MPV ES

Beige Cloth
Beige Leather

A MORE EXHILARATING ROUTE TO MAKING THE RIGHT CHOICE.

It starts with the **Mazda Test-Drive Experience**—a uniquely designed road trip engineered to take you miles beyond the ordinary test drive. It's all about putting a Mazda to the test under real-world conditions. Down local streets, highways, on-ramps and off-ramps. Through straightaways, S-curves and corners. It's also all about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call "Zoom-Zoom."

A MORE LIBERATING APPROACH TO OWNER PEACE OF MIND.

Once you become a new Mazda owner, you'll enjoy the peace of mind the **2004 Mazda Driver's Assurance Plan** delivers. It includes the freedom of a **48-month/50,000-mile "bumper-to-bumper" limited warranty**, plus **24/7 Emergency Roadside Assistance**. And should your Mazda MPV require a warranty repair, the **Mazda Service Transportation Solution** can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride and exhilaration for years to come. (See your Mazda dealer for details.)

A MORE COMPELLING WAY TO CONNECT WITH ZOOM-ZOOM.

Speaking of exhilaration, add Mazda's Web site to your list of must-see destinations. You can preview the new 2004 Mazdas. Look into seasonal incentives or special service offers. Pick up maintenance tips. Visit the Mazda Performance Corner for updates on driving technology, tuning and motorsports. Interactively "build" the Mazda MPV of your dreams and see how it will look. Request a quote. Even locate a Mazda dealer.

It all translates into a lot more Zoom-Zoom at:

MazdaUSA.com



