

2012 MAZDA2



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 requires a wealth of knowledge and an obsession for details to build a lighter vehicle without compromising its structural rigidity or crash performance. 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



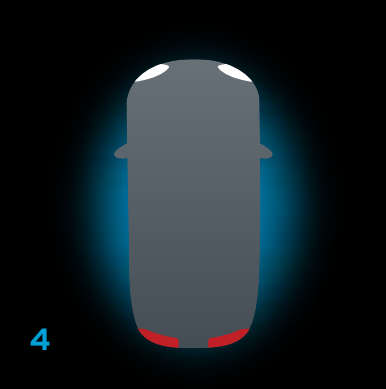
2 Auxiliary audio input jack



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.

You + 4 + More.



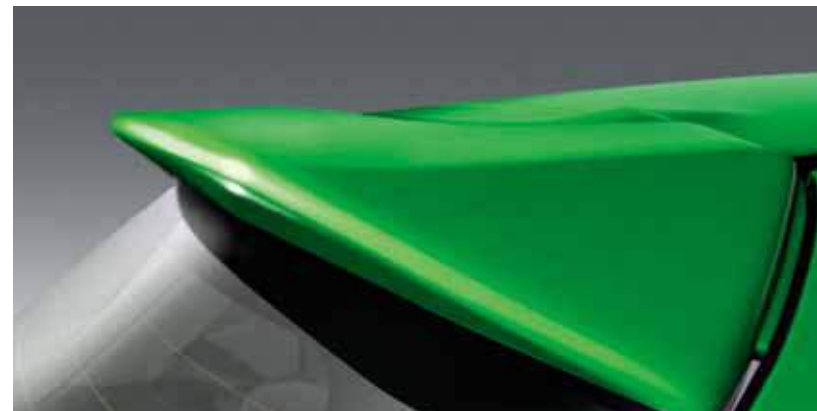


Don't let its subcompact size fool you. This car has seating for five or up to 27.8 cu ft of cargo* room with its 60/40 split folding rear seatbacks down. The standard 6-way adjustable driver's seat and deep cargo floor allow for even more custom storage solutions. Multiple cup holders, cell phone/iPod® holder and other hidden storage areas help to create a custom-fit experience. 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.

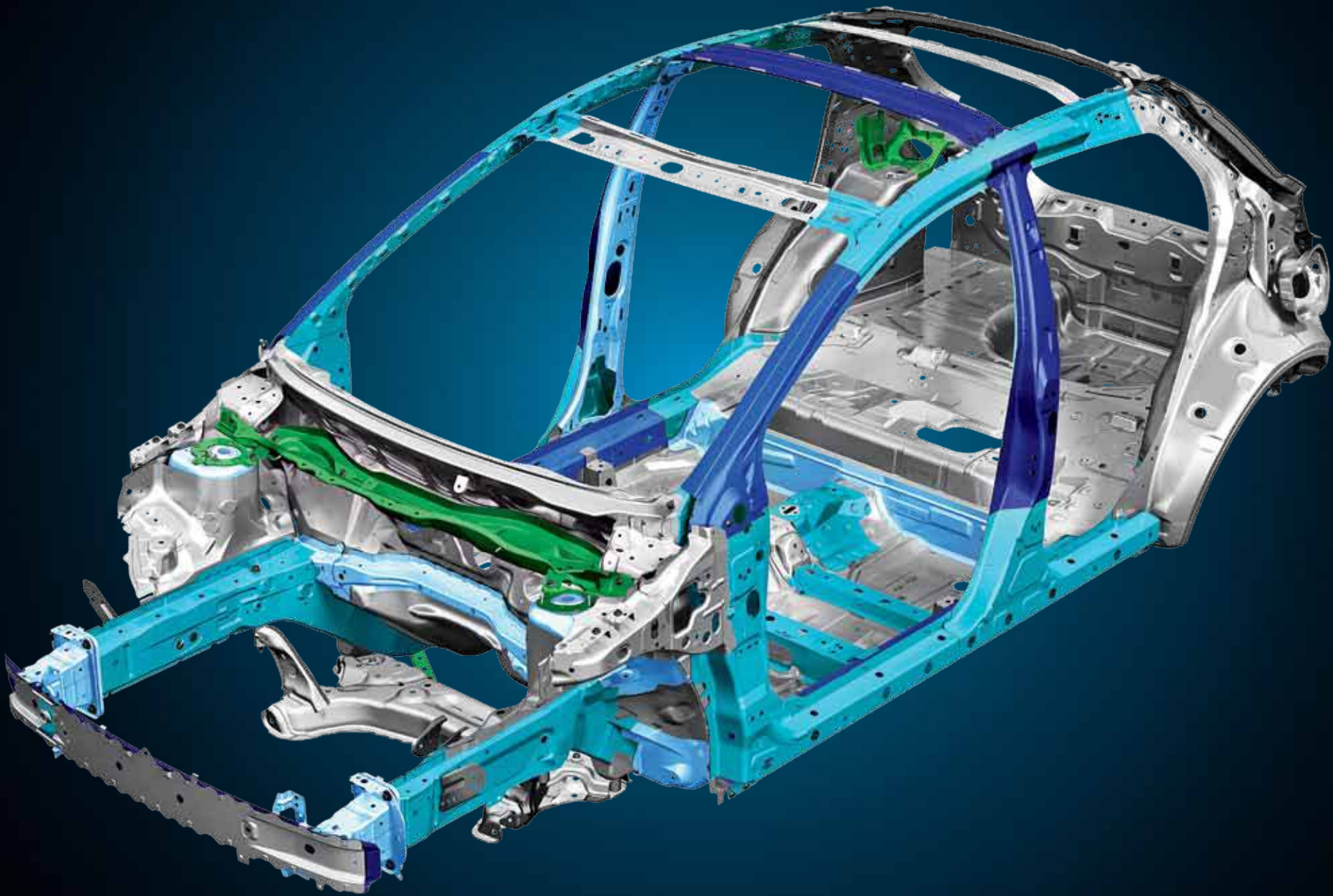


Aerodynamic, ones that is.



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 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, 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 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. †EPA-estimated highway mpg for Mazda2 with manual transmission. Actual results may vary.



Mazda2 Color Combinations

PAINT COLORS	Sport Black Cloth	Touring Black Cloth with Red Piping
Brilliant Black Clearcoat	●	●
Aquatic Blue Mica	●	●
True Red	●	●
Spirited Green Metallic	●	●
Liquid Silver Metallic	●	●
Crystal White Pearl Mica*	●	●

● = Available * = Extra cost option

Mazda2 Models

SPORT



Includes the following features:

- Power door locks
- Auxiliary-audio input jack
- 5-speed manual transmission
- Available 4-speed automatic transmission
- 15-inch steel wheels with covers
- Air conditioning with pollen filter

TOURING



Includes the following features in addition to or in place of Mazda2 Sport:

- 6-speaker audio system
- Trip computer
- Leather-wrapped steering wheel with audio & cruise controls
- 15-inch alloy wheels
- Body-color rear roof spoiler
- Fog lights

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.

Mazda2

Sport & Touring

ENGINE

Engine type	1.5L DOHC 16-valve 4-cylinder with VVT
Horsepower	100 hp @ 6000 rpm
Torque	98 lb-ft @ 4000 rpm
Redline	6300 rpm
Displacement (cc)	1498
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

Engine block	Aluminum alloy
Cylinder head	Aluminum alloy
Emission control type (Fed/Cal)	Tier2-BIN5 / ULEV2

FUEL ECONOMY

Manual transmission (city/hwy)	29/35
Automatic transmission (city/hwy)	28/34

DRIVETRAIN

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

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

WEIGHTS CAPACITIES

Curb weight (lb)	
- Manual transmission	2306
- Automatic transmission	2359
Fuel capacity (gallons)	11.3

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

Mazda2

Sport

Touring

Engine & Transmission

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

Exterior

BODY

Halogen headlights	●	●
Halogen fog lights	Δ	●
Fixed-intermittent windshield wipers	●	●
Fixed-intermittent rear wiper/washer	●	●
Dual color-keyed power side mirrors	●	●
Body-color door handles	●	●
Roof-mounted antenna	●	●
Rear liftgate spoiler	●	●
Single exhaust outlet with bright tip	Δ	●

WHEELS & TIRES

15-inch steel wheels with full wheel covers	●	
15-inch aluminum-alloy wheels		●
P185/55 R15 all-season radial tires	●	●
Temporary spare tire	●	●

Safety & Security

SAFETY

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	●	●
Foldaway brake pedal assembly	●	●

SECURITY

Engine-immobilizer antitheft system	●	●
Keyless remote panic button (on key fob)	●	●
Tire-Pressure Monitoring System (TPMS)	●	●
LATCH child-safety-seat anchors & upper tethers	●	●
Child-safety rear door locks	●	●

KEY: Standard = ● Optional = ○ Dealer-available accessory = Δ

Mazda2 Upholstery



Black Cloth
Mazda2 Sport



Black Cloth with Red Piping
Mazda2 Touring

*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.

Mazda2

Sport

Touring

Interior

COMFORT & CONVENIENCE

Air conditioning with pollen filter	●	●
Power windows with driver's one-touch-down/up feature	●	●
Power door locks with 2-stage unlocking	●	●
Cruise control with steering-wheel-mounted controls		●
Remote keyless entry	●	●
Remote fuel-door release	●	●
Tilt steering wheel	●	●
Manual day/night rearview mirror	●	●
Auto-dimming rearview mirror	Δ	Δ
Covered visor vanity mirrors	●	●
Height-adjustable front shoulder-belt anchors	●	●
12-volt power outlet	●	●
Rear window defogger with timer	●	●

STORAGE

Glove compartment	●	●
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	●	●
Coat hooks (2)	●	●

SEATING & TRIM

5-passenger seating	●	●
6-way manual driver's seat	●	●
60/40 split fold-down rear seatback	●	●
Black cloth	●	
Black cloth with red piping		●
Leather-wrapped steering wheel		●
Cloth door trim		●
Center armrest with storage	Δ	Δ
Floor mats, carpet	●	●

AUDIO

AM/FM/CD/MP3-compatible audio system with 4 speakers	●	
AM/FM/CD/MP3-compatible audio system with 6 speakers		●
Auxiliary-audio input jack	●	●
Integrated Bluetooth® (late availability; see dealer for details)	Δ	Δ
Steering-wheel-mounted audio controls		●

INSTRUMENTATION

Speedometer, tachometer and fuel gauge	●	●
Dual trip odometers	●	●
Center instrument panel display (clock & audio)	●	●
Trip computer		●

Mazda2 Wheel Options



15" Sport Wheel Cover



15" Touring Alloy Wheel

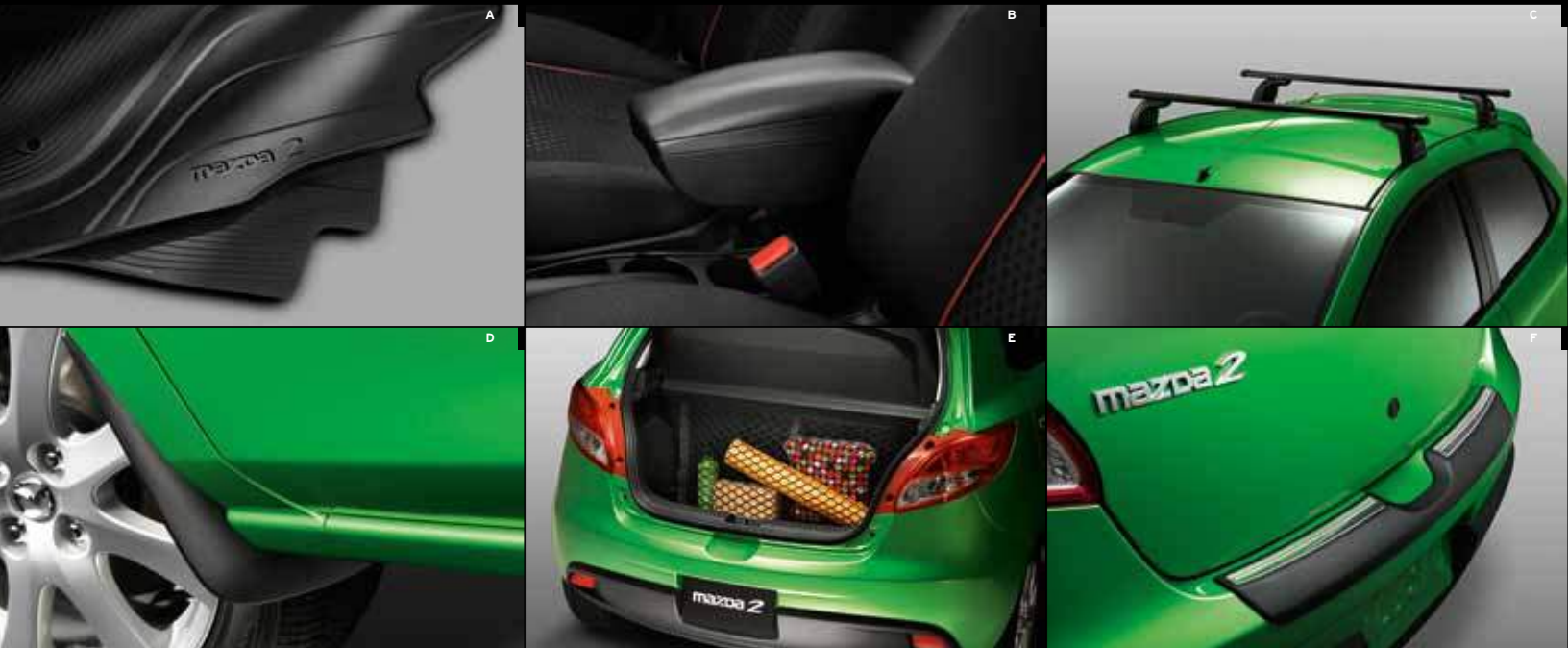
“Mazda is one of the few brands that continue to cater to people who care about driving.”

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 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:

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



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 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 Mazda2 is protected by:

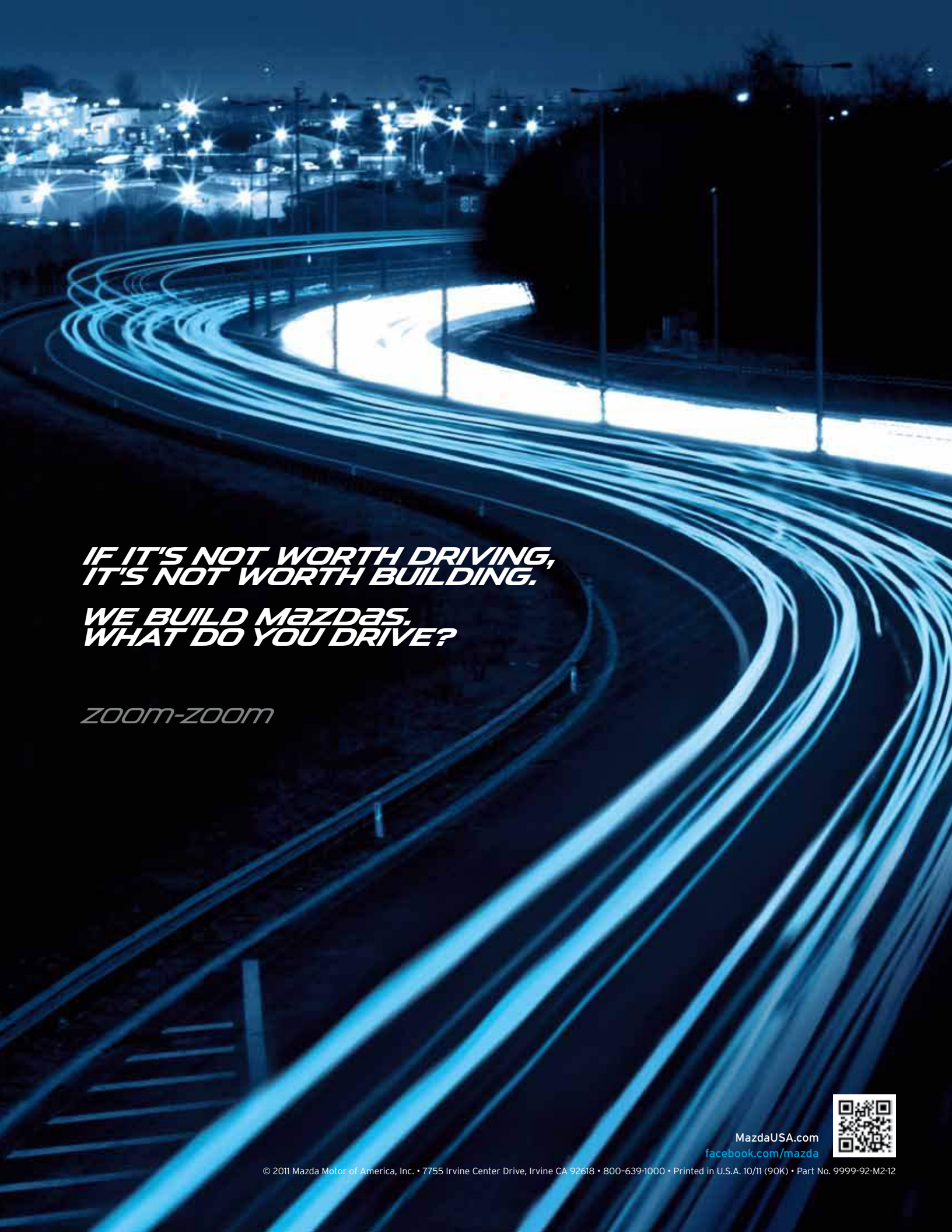
- > **A 3-year/36,000-mile[†] "bumper-to-bumper" limited warranty**
- > **A 3-year/36,000-mile[†] 24/7 Emergency Roadside Assistance program**
- > **A 5-year/60,000-mile[†] limited powertrain warranty**
- > **A 5-year/unlimited-mileage warranty against body rust-through**

[†]Whichever comes first.

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



Previous page disclaimer: *Please remember to properly secure all cargo. 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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