

MEDIA RELEASE
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All-New Mazda6 Named A Finalist for World Car Design of the Year

The all new Mazda6's stunning design has resulted in the vehicle been named a finalist in the 2013 World Car Design of the Year Award.

Outlasting Renault, Land Rover and Volkswagen in the latest round of the voting, the all-new Mazda6 will share the stage with the Aston Martin Vanquish and Jaguar F-Type at the New York International Auto Show where a winner will be announced during a press conference on March 28th 2013.

Andrew Clearwater, Managing Director Mazda New Zealand says for the all new Mazda6 to be considered alongside top of the range iconic vehicles as the Aston Martin and Jaguar F-Type is a fantastic achievement for the Mazda6 design team.

“When we first saw the initial designs we knew the all new Mazda6 was going to be special but in the flesh it surpassed our expectations and the public and motoring media in New Zealand have certainly been impressed by the muscular manner of the design. With pronounced sheet metal strokes, the vehicle evokes a controlled intensity, seemingly moving yet standing still.”

Mazda's new mid-size features the brand's KODO “Soul of Motion” design language, which is inspired by the movement of animals in the wild – their ability to showcase power in its purest form combined with agile finesse. KODO's prominent personality, inside and out, easily distinguishes the Mazda6 from the competition.

The World Car of the Year awards was inaugurated in 2003 to reflect the reality of the global marketplace as well as to recognize and reward automotive excellence on an international scale.

A jury of 66 top-level automotive journalists representing nearly every continent selects the finalists every year. For specific categories, such as Green Car and Design, a panel of experts in each field reviews each candidate and provides recommendations for the jurors. This year's design experts are Masatsugu Arimoto (Japan), Silvia Baruffaldi (Italy), Gernot Bracht (Germany), Sam Livingstone (UK) and Tom Matano (United States).

On sale now, the all-new Mazda6 pricing starts at \$45,495.00 (including GST, plus ORC) for the GLX 2.0L Petrol wagon and \$49,095.00 (including GST, plus ORC) for the GLX 2.2L Diesel wagon or sedan. It is the second vehicle in the Mazda lineup to fully incorporate SKYACTIV technology the company's breakthrough engineering approach toward increasing overall vehicle efficiency. Offering both powerful performance and improved fuel economy, the all-new Mazda6 has class-leading fuel economy of 6.0 l/100km and CO² emissions of only 139 g/km for the 2.0L SKYACTIV-G petrol model and 6.6 l/100km and 154 g/km for the 2.5L model. The SKYACTIV-D diesel model has the world's lowest compression ratio and powerful torque of 420Nm @ 2000rpm remarkably only uses 5.4 l/100km fuel.