



## Halfway around the world in 30 days in the all-new Mazda3

**Mazda's latest compact setting out on a 15,000km drive over 2 continents, crossing 5 countries from the factory in Hiroshima to the IAA in Frankfurt**

To prove just how good the all-new Mazda3 is, Mazda is putting eight of its new compact hatchbacks through a rather unconventional test drive – 15,000km direct from the factory in Hiroshima all the way to the 2013 International Motor Show (IAA) in Frankfurt.

The “Mazda Route3 – Hiroshima to Frankfurt Challenger Tour 2013” spans nine time zones, traversing Russia, the world’s largest country, before crossing Belarus and Poland. The cars will arrive in Frankfurt on 7 September, right before the IAA opens its doors. A website dedicated to the tour is available at [www.mazda.co.uk/mazdaroute3](http://www.mazda.co.uk/mazdaroute3), following its progress in a trip diary with images and videos.

Andrew Clearwater, Managing Director, Mazda New Zealand, believes this rather extended road test is a great way to highlight the advancements made with the all-new Mazda3.

“When we saw the vehicle on a recent visit to Japan we were blown away, not only by its stunning design but also by the performance of the car. I am sure all those taking part in the test drive will be impressed by the vehicle. We are really looking forward to it going on sale in New Zealand in early 2014 as we believe it will prove to be a winner with the motoring public in New Zealand.”

This is the third time Mazda models are taking part in such an extreme test drive. In 1977, German reporters drove two predecessors of the Mazda3 – Mazda 323 hatchbacks – from Japan to Frankfurt. The expedition was followed up successfully in 1990, this time in four Mazda 626s crossing the Former Soviet Union. Now the stage is set for the most advanced Mazda compact ever to follow in their tracks.

After crossing the Sea of Japan by ship, the main overland portion of the Mazda Route3 endurance test drive begins in Vladivostok, Russia’s main Pacific port, in early August. Averaging just over 2,100km, the seven ensuing legs of the tour will take between three and six days each to cover. Needless to say, they should provide ample opportunity for those behind the wheel – journalists, bloggers and Mazda enthusiasts from various parts of the world – to become acquainted with the all-new Mazda3 under a variety of conditions.

The test cars are specified for the European market with a SKYACTIV-G engine under the bonnet together with a smooth, crisp six-speed SKYACTIV-MT manual transmission.

From the stunning “KODO – Soul of Motion” exterior to the advanced lightweight SKYACTIV Technology and a completely redesigned cabin space, the convention-defying Mazda3 is built to exceed expectations. Enhancing traditional company strengths, it delivers uncompromising handling, safety and build quality.

Follow Mazda New Zealand on facebook (<https://www.facebook.com/MazdaNewZealand>) as we share the highlights and videos of the adventure.