

*2014 MAZDA2*

THIS IS THE 2014 MAZDA2.  
WHAT DO YOU DRIVE?

*ZOOM-ZOOM*



*It takes conviction to stand up to the naysayers.  
A creative fire that's unafraid of the blank page.  
And courage to flip conventional wisdom on its head.  
Because this is the only way to change the game.  
And the only way to build cars worth driving.*

*Today, Mazda is changing the game.*

*With innovative thinking and technologies.  
Head-turning designs. And performance that never compromises.  
Making every Mazda more exhilarating to drive.*

*These are actions, not words. Proof, not theories.  
Making the impossible possible. This is the Mazda Way.*

**WHAT DO YOU DRIVE?**



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## **HOW DO YOU SHAVE 220 LB OFF A CAR? IT TAKES OBSESSIVE ENGINEERING.**

There's a lot to gain by losing a little excess weight. Improved performance, reduced emissions and increased fun. However, as our Mazda engineers will tell you, dropping 220 lb can only happen gram by gram. And to do that without compromising structural integrity requires incredible expertise. That's why our Mazda engineers developed the "Gram Strategy," a process that involved meticulously analyzing and re-engineering 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.

# 2011 EDITORS' CHOICE AWARD- SMALL CARS

CarandDriver.com, August 2011



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## THIS IS THE 2014 MAZDA2.

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. Critics and drivers agree.

—  
YOU + 4 + MORE.

—  
YOU + 4 + MORE.



Mazda2 Touring interior shown in black cloth



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 it's what you can fit on the inside that counts.



\*Please remember to properly secure all cargo.

**"FROM THE LOOK OF IT, THE MAZDA2  
ADDS 'GENUINELY ATTRACTIVE' TO  
THE LIST OF NEWLY DISCOVERED  
SMALL-CAR ATTRIBUTES."**

CarandDriver.com, March 2010



**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 eye-catching.

## EQUIPPED WITH EVERYTHING YOU NEED. AND A LITTLE EXTRA.

When it comes to technological conveniences, the Mazda2 offers more than you might think for such a highly affordable subcompact car.



1

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



2

2 Auxiliary-audio input jack and USB audio input port



3

3 Height-adjustable driver's seat

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

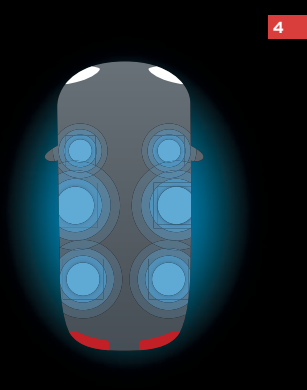
9 AM/FM/CD/MP3-compatible audio system with 4 speakers

10 Available leather-wrapped steering wheel with red stitching and integrated audio and cruise control buttons

11 Dual power side mirrors

12 Available cloth-trimmed seats with red piping and stitching

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



4



5



6



7



8



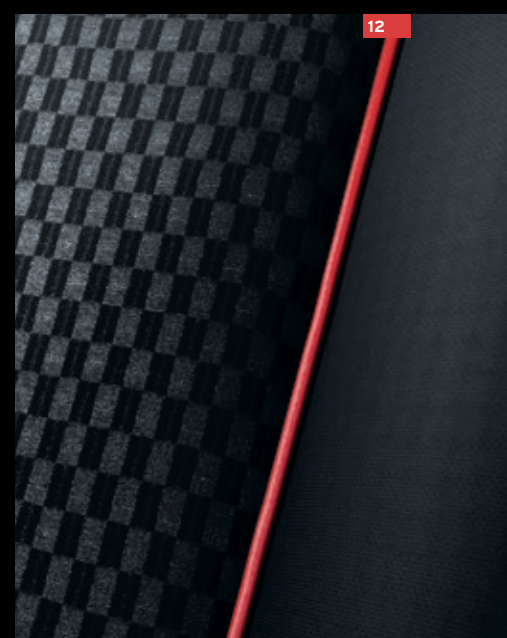
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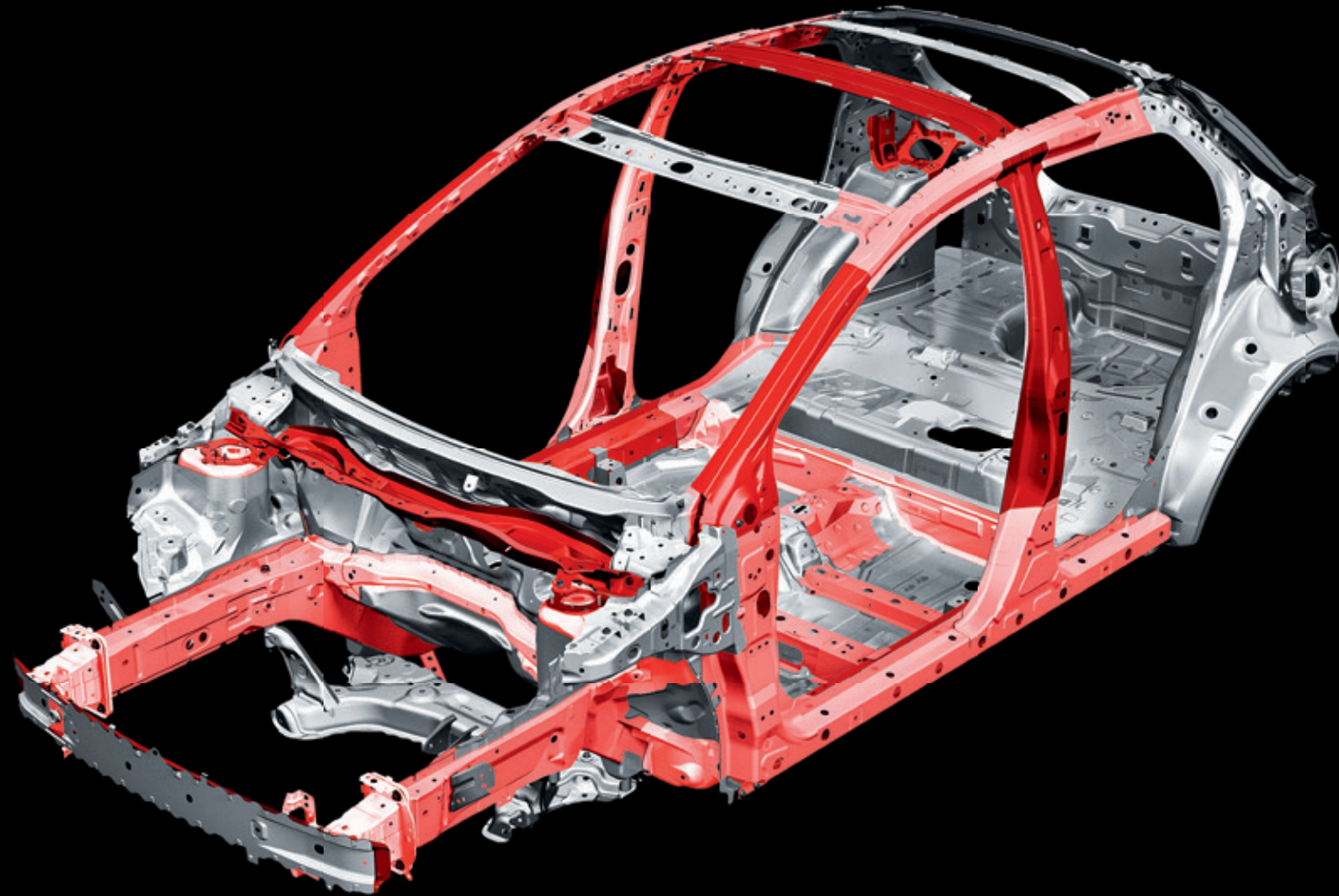
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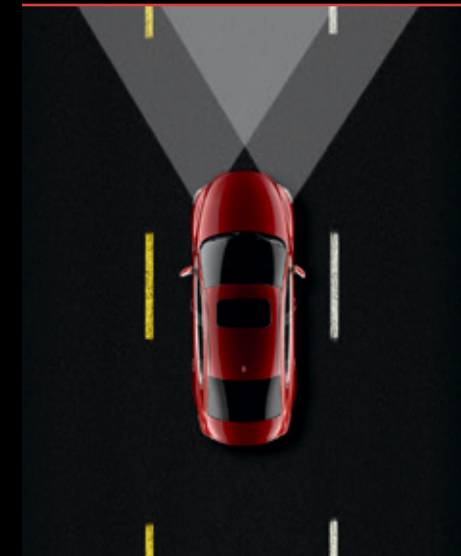
## WE TRIMMED THE WEIGHT, NOT THE PEACE OF MIND.

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-yet-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. A foldaway brake assembly helps to reduce 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.



### / ENHANCED STABILITY AND CONTROL /

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.



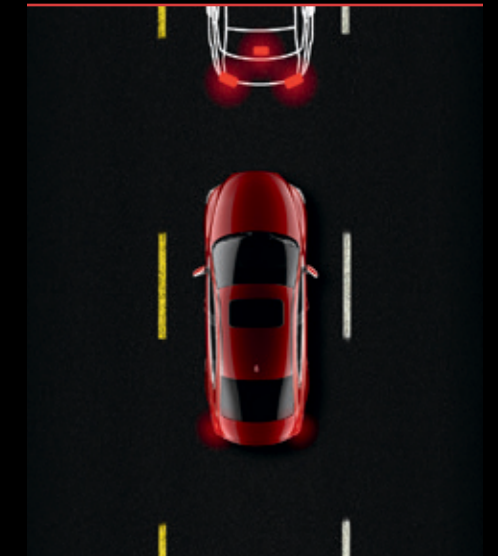
### / CLEARER VISION /

Standard halogen headlights and available halogen fog lights brighten your view, providing enhanced nighttime illumination.



### / AIR BAGS† /

Six air bags come standard on every Mazda2. Advanced dual front air bags utilize crash-zone, driver's seat-position and passenger-weight sensors. Dual side-impact air bags and dual front side-impact air curtains provide coverage for front and rear passengers.



### / BRAKES /

A comprehensive set of advanced braking technologies comes standard on the Mazda2. An Anti-lock Brake System pulses the brakes hundreds of times per second, preventing wheel lockup to help you maintain steering control in emergency braking situations. Electronic Brakeforce Distribution automatically applies force to individual brakes based on changing road conditions, helping to keep you in control. And in emergency situations, Brake Assist automatically increases braking pressure if you need it, thereby reducing stopping distance.

\*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 an EPA-estimated 35 highway MPG\* without sacrificing a single drop of excitement. Factor in Electric 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.

EPA-ESTIMATED  
**35 MPG** HWY\*

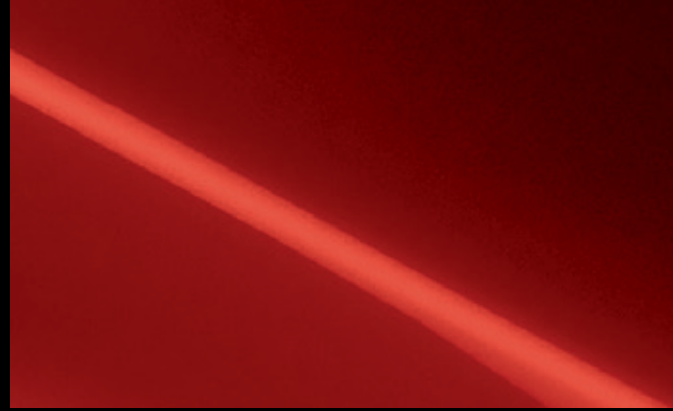


\*Based on EPA estimates for 2014 Mazda2 models with 1.5L engine and manual transmission 29 city/35 highway MPG. Actual results will vary. †2011 Car and Driver 10Best manual transmission, November 2010.

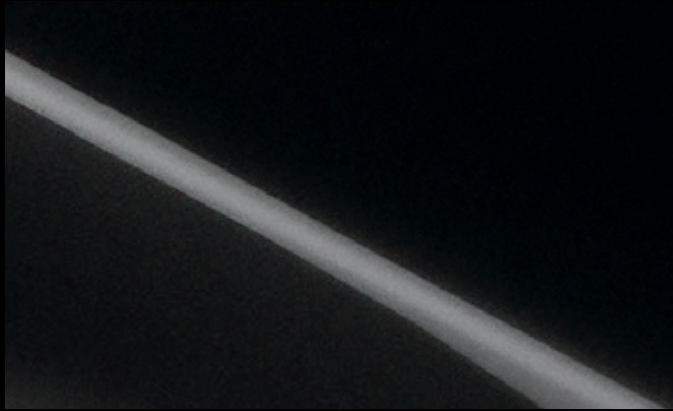
## MAZDA2 COLORS



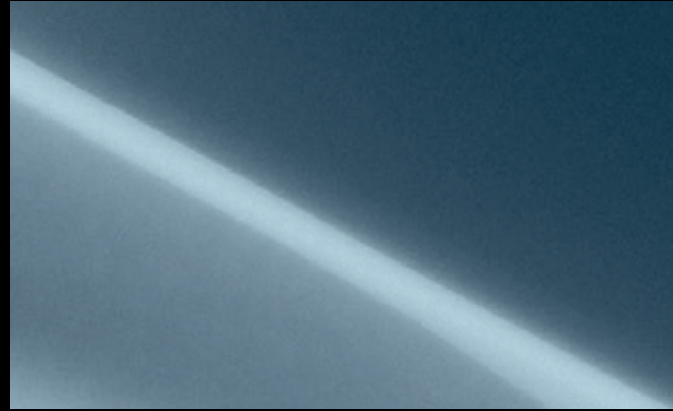
True Red



Zeal Red Mica



Jet Black Mica



Blue Reflex Mica



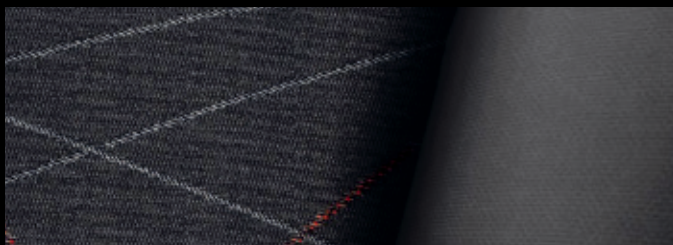
Liquid Silver Metallic



Crystal White Pearl Mica\*

\*Extra cost option.

## MAZDA2 UPHOLSTERY



Black Cloth



Black Cloth with Red Piping and Stitching

## MAZDA2 WHEELS



15-inch Sport Wheel Cover



15-inch Touring Alloy Wheel

## 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  
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  
Electronic Brakeforce Distribution and Brake Assist  
Dynamic Stability Control†  
Traction Control System  
"Triple H" body construction  
Side-impact door beams  
Collapsible steering column  
Engine-immobilizer anti theft system  
Tire-Pressure Monitoring System  
LATCH child-safety-seat anchors and upper tethers  
Rear child-safety door locks

### 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 with 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 and audio)  
AM/FM/CD/MP3-compatible audio system with 4 speakers  
Available accessory center armrest  
Available accessory integrated Bluetooth®

15-inch Sport Wheel Cover



### UPHOLSTERY

Black Cloth



### EXTERIOR COLORS



## MAZDA2 TOURING



### 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  
Electronic Brakeforce Distribution and Brake Assist  
Dynamic Stability Control†  
Traction Control System  
"Triple H" body construction  
Side-impact door beams  
Engine-immobilizer anti theft system  
Tire-Pressure Monitoring System  
LATCH child-safety-seat anchors and upper tethers  
Rear child-safety door locks

### INTERIOR

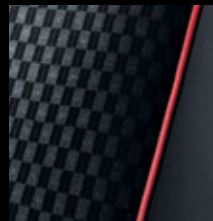
Air conditioning with pollen filter  
Power windows with driver's one-touch-down/up feature  
Power door locks with 2-stage unlocking  
Remote keyless entry  
Tilt steering wheel  
12-volt power outlet  
Rear window defogger with timer  
Driver's-side in-dash storage  
Front center console with storage 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 and audio)  
Available accessory center armrest  
Available accessory integrated Bluetooth  
**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**

15-inch Touring Alloy Wheel



### UPHOLSTERY

Black Cloth with Red Piping and Stitching



### EXTERIOR COLORS



## MAZDA2 SPECIFICATIONS

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

EPA-ESTIMATED FUEL ECONOMY	
Manual transmission (MPG city/hwy)	29/35†
Automatic transmission (MPG city/hwy)	28/34**
Fuel capacity (gallons)	11.3

WEIGHT	
Manual transmission (lb)	2,306
Automatic transmission (lb)	2,359

## WE'RE COMMITTED TO OUR DRIVERS.

Every new 2014 Mazda2 is protected by a:

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

\*Whichever comes first.



Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New-Vehicle Limited Warranty. Accepted nationwide and utilizing only Mazda Genuine Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.

\*Always wear your seat belt and secure children in the rear seats in appropriate child restraints. †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. ‡Based on EPA estimates for 2014 Mazda2 models with 1.5L engine and manual transmission 29 city/35 highway MPG. Actual results will vary. \*\*Based on EPA estimates for 2014 Mazda2 models with 1.5L engine and automatic transmission 28 city/34 highway MPG. Actual results will vary.

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 and Brake Assist
Steering type	Power rack-and-pinion with variable assist
Power assist	Electric Power Assist Steering
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
Suspension - Rear	Torsion beam with coil springs
Wheel size (in)	15 x 6.0
Tire size	P185/55 R15 V-speed rated all-season radial

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 AND 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<sup>1</sup> 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.

<sup>1</sup>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.

# MAZDA FULL LINE



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.®

## MAZDA2 ACCESSORIES. 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 Rear Bumper Guard.** Protect your paint's finish while loading and unloading the cargo area.

### ADDITIONAL ACCESSORIES:

Ashtroy  
Auto-Dimming Rearview Mirror with Compass and Homelink®  
First Aid Kit  
Floor Mats, Carpet  
Fog Lights  
Integrated Bluetooth  
License Plate Frames  
Portable Navigation Devices by Garmin  
Roadside Assistance Kit  
Roof Rack Attachments:  
- Bike Carrier  
- Cargo Box, Short  
- Kayak Carrier  
- Roof Luggage Basket  
- Ski/Snowboard Carrier  
- Surfboard Carrier  
Side Sill Extensions  
Tailpipe Finisher  
3.5 mm Audio Cable  
Touch-up Paint  
Wheel Locks  
Windshield Sunscreen

## OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want—surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

**This is the Mazda Way.**



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\*Please remember to properly secure all cargo.

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