



MAZDA CANADA INC.

Attention News/Automotive Editors:

Mazda Canada Reduces Prices on 2009 Models

-- More Content and Lower Price Adds Value for Consumers --

RICHMOND HILL, ON, July 22 /CNW/ - Mazda Canada is reducing the manufacturer suggested retail prices for its 2009 models. The price reductions on the most popular vehicles range from \$800 to \$3,200, or 4% to 12%, compared to the 2008 models.

"Mazda continues its commitment to providing Canadian consumers with outstanding value combined with exceptional styling and driving dynamics. The strength of the Canadian dollar has allowed us to repackage and reprice our 2009 models to strengthen the value equation even more," said Mike Collinson, Director of Marketing and Vehicle Planning for Mazda Canada.

2009 Mazda6: The new, second-generation Mazda6 intermediate sedan will arrive at Canadian Mazda dealerships in August of this year with a suggested retail price of \$22,495 for the GS trim grade with four-cylinder engine. The 2009 Mazda6 GS-I4 includes several standard features not available on the previous model and is still \$2,000, or 8%, less than the price of the same 2008 Mazda6. For the Mazda6 GT model with four-cylinder engine the 2009 retail price is \$27,395, a reduction of \$3,000, or 10%, compared to the 2008 GT-I4. Six-cylinder models on the 2009 Mazda6 are comparably priced with 2008 models but have a new, larger and more powerful engine, a new 6-speed automatic transmission, 18-inch alloy wheels, and numerous safety features not available on the previous version of the Mazda6, thus increasing the value proposition for consumers.

2009 Mazda3: The compact Mazda3, available in both sedan and hatchback bodystyles, is one of the most popular passenger cars on sale in Canada. Since its introduction as a 2004 model, over 200,000 Mazda3s have been sold here. The suggested retail price of the 2009 Mazda3, in sedan, hatchback, and MAZDASPEED versions, has been reduced by \$2,000 on all trim grades, or between 6% and 12% depending on the model. The 2009 Mazda3 GX sedan starts at \$14,895 while the hatchback starts at \$15,895, and the MAZDASPEED3 at \$29,360.

2009 Tribute: The 2009 Tribute receives some significant upgrades for the 2009 model year including a larger four-cylinder engine, a more powerful V6 engine, and new automatic transmission. For the 2009 model year the suggested retail prices have been lowered by \$155 to \$900 dollars depending on the model and now has a starting price of \$22,550 for the four-cylinder GX model.

2009 CX-7: As crossover vehicles become more and more popular with consumers, Mazda offers dramatic styling and exceptional driving dynamics in

its four-cylinder, 2.3 litre, turbo-charged CX-7. For the 2009 model year the retail price of the GS model has been reduced \$2,100 to \$29,995 while the GT model has been reduced by \$1,600 to \$35,695.

2009 CX-9: The seven-passenger Mazda CX-9 intermediate crossover vehicle was recently named North American Truck of the Year based upon its exceptional functionality and driving dynamics. For the 2009 model year the suggested retail price starts at \$36,795, a reduction of \$3,200 from the 2008 model. The top-of-the-line GT trim grade has been reduced by \$2,430 and now has a list price of \$44,395.

Prices for the 2009 Mazda5, B-Series pickup trucks and MX-5 convertible will be announced at a later date closer to their introduction at the end of the year. The 2009 RX-8 sports car was introduced earlier this Spring.

Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada. Headquartered in Richmond Hill, Ontario, Mazda Canada has a nationwide network of 160 dealerships. For additional information visit Mazda Canada's media website at www.media.mazda.ca

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(11)



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