

Mazda North American Operations



November 3, 2005

To: All Mazda Dealers
From: David L. Zuchowski
Subject: Mazda CX-7 Order Recommendation for November Allocation

All of us at Mazda are excited to release for ordering the much anticipated all-new 2007 Mazda CX-7.

Your initial order, which you will place this month, will be for March 2006 production. Mazda requires an early initial order to secure trim level components for launch. Your second Mazda CX-7 production order, which will resume the normal monthly schedule, will be in February 2006. Inventory will arrive in dealerships in late spring 2006.

The Mazda CX-7 continues the string of new product introductions, bringing Zoom-Zoom to the SUV market. The CX-7, built on a Mazda-exclusive platform not shared with any Ford product, offers performance and design not seen before in an SUV:

- Inspired handling with near sports car braking and acceleration utilizing the direct injection turbocharged engine and AWD system derived from the *MAZDASPEED6*
- Sports car styling and premium craftsmanship
- Features and options typically found on premium priced competitors like a voice-activated navigation system, rear view camera, Mazda advanced keyless entry & start system, and Bose® Centerpoint Surround System

The Mazda CX-7's styling, fun-to-drive nature and sensible price point will deliver a package not currently available to SUV shoppers.

Like the MAZDA3, the CX-7 challenges buyers to think differently about the current vehicle market. The Mazda CX-7 customers are driven by discovery and expect more than SUV versatility. They are professional couples in their late 20's to early 40's, living in two-income households, who want the class and sophistication of a luxury car with the performance of a sports car. They are seeking a bold product that brings together performance and design like never before. Like the MAZDA3, the Mazda CX-7 will draw a new-to-Mazda customer, so it is important that you begin to consider how this customer will interact with your brand and operations.

Similar to previous product launches, we expect strong demand for the specific vehicle that is featured in our launch advertising. Our initial creative executions will feature the following "hero" vehicle which you saw at the Las Vegas Dealer Meeting in April:


<u>Vehicle</u>	<u>Features</u>
Copper Red Mazda CX-7 Grand Touring trim with Sand interior	Leather-trimmed seats, moonroof, Bose® Centerpoint Surround System with 6CD changer, voice-activated navigation system, rear-view camera

Therefore, in order to ensure that the available model mix aligns with anticipated demand and our initial promotional activity, we are recommending your adoption of the attached CX-7 order recommendation.

Please insure that this order recommendation is shared with your Mazda Managers and staff.

To support your Mazda CX-7 ordering, please refer to the Mazda Dealer Extranet (MX Connect) under the "Product Information" section for copies of the CX-7 Order Form, Product Summary, Interior & Exterior Color Summary, as well as this letter and the Order Recommendation. We will share additional information on the vehicle and our marketing and launch activities in the near future.

Good Selling!


David L. Zuchowski
Vice President of Sales
Mazda North American Operations

Attachments:
- Mazda CX-7 Order Recommendation

- CONFIDENTIAL -
Mazda North American Operations
2007 Mazda CX-7

November Order Recommendation

Drivetrain: 2A (FWD) or XA (AWD)

Based on segment and target buyer data, we expect FWD/AWD to have a 50%/50% mix nationally and ask that you order your mix based on local market

Trim and Packages

If you are ordering 3 vehicles, we recommend:

Vehicle	Packages
Mazda CX-7 Grand Touring	1MC
Mazda CX-7 Sport	No package
Mazda CX-7 Sport	PS1, 1MC

Note: if you are in a PZEV state, you will also see a "CE1" package code

If you are ordering 7 vehicles, we recommend:

All of the above plus...

Vehicle	Packages
Mazda CX-7 Grand Touring	No package
Another Mazda CX-7 Grand Touring	1MC
Mazda CX-7 Grand Touring	1TE
Mazda CX-7 Sport	PS1

Note: if you are in a PZEV state, you will also see a "CE1" package code

If you are ordering 15 or more vehicles, we recommend:

All of the above plus...

Vehicle	Packages
Another Mazda CX-7 Grand Touring	1MC
Another Mazda CX-7 Grand Touring	1TE
Mazda CX-7 Touring	No package
Mazda CX-7 Touring	1MC
Mazda CX-7 Touring	1TE
Another Mazda CX-7 Sport	No package
Another Mazda CX-7 Sport	PS1, 1MC

Note: if you are in a PZEV state, you will also see a "CE1" package code