

2008 M.Y. MAZDA3 MID-YEAR PRODUCT ENHANCEMENT INFORMATION

Mazda is pleased to announce a mid-year product enhancement for the Mazda3. The great news is that the exceptional value proposition of the Mazda3 gets even stronger as the high volume **i Touring model is replaced by a well equipped i "Touring Value" model.**

This all-new **"Touring Value"** model includes highly desirable features at a great price and will be our focus vehicle as we enter the important spring selling season. Production will start in January, 2008, so now is the time to place your initial orders.

i "Touring Value" Model Product Highlights (in addition to or in place of i Touring content)

- **Standard ABS/SAB/SAC for customer peace of mind.**
- **17" Alloy wheels for a more aggressive stance.**
- **Fog lights for an enhanced Mazda sporty appearance.**
- **Color keyed grill bar enhances the signature 5-point grill.**
- **Leather wrapped steering wheel provides the driver with a rich, tactile feel.**
- **Leather wrapped shift knob adds a sporty touch.**
- **Piano Black decoration panel replaces wood for a more upscale appearance**

Other Product Highlights

In addition to the i "Touring Value" model, all January, 2008 produced 2.3L and MAZDASPEED3 models receive an interior freshening, the Grand Touring model adds a standard power seat (N/A on MAZDASPEED3) and all CD players are now MP3 compatible.

2.3L Models only (4DR & 5DR)

- **Standard Power Seat (Grand Touring Model)**
- Add Driver & Pass illuminated vanity mirrors
- New cloth seat material color: Sand replaces Gray
- Piano black replaces Dark Silver on the Console center panel (Audio and A/C), Steering switch bezel, and Power window switch bezel

MAZDASPEED3 Models only

- Add Driver & Pass illuminated vanity mirrors
- New seat material color: black/black replace silver/black
- New seat material: Alcantara Inserts (Grand Touring Model)
- Piano black replaces Dark Silver on the Console center panel (Audio and A/C), Steering switch bezel, and Power window switch bezel. Decoration panel Piano Black w/MAZDASPEED logo

AUDIO CHANGES

- All CD players are MP3 compatible
- Auxiliary audio input jack compatible with SIRIUS radio (DIO IPOD integration NA with Navigation)

NEW PACKAGE / OPTION CHANGES

- Factory SAT radio w/6 month subscriptions included with optional Navigation system (Grand Touring Model)

COLORS

- Four new exterior colors, including: Metropolitan Gray (offered on RX-8 Special Edition), Stormy Blue (offered on 2008MY CX-9), Copper Red and Golden Sand (offered on 2008MY Mazda5)
- Deleted colors: Aurora Blue, Shimmering Sand, Phantom Purple, Rally White, Phantom Blue, Cosmic Blue
- True Red only available on MAZDASPEED3

Pricing Information

Mazda anticipates that pricing will be announced in early 2008. The **i "Touring Value"** model is not a low volume price leader. This feature vehicle is a well equipped, high volume model that competes in the heart of the segment with a tremendous value proposition. Directionally, the pricing on the **i "Touring Value"** model will be consistent with the current i Touring model equipped with the ABS/SAB/SAC Package (1AB). All 2.3L models will be priced similar to the current 2008 models while the Grand Touring MSRP will increase as a result of the standard power seat. The Navigation system price will increase due to the additional of factory SIRIUS radio.

Comprehensive product information is located on the Mazda Dealer Extranet (MX Connect) Sales New page in the "Product Information" section.