

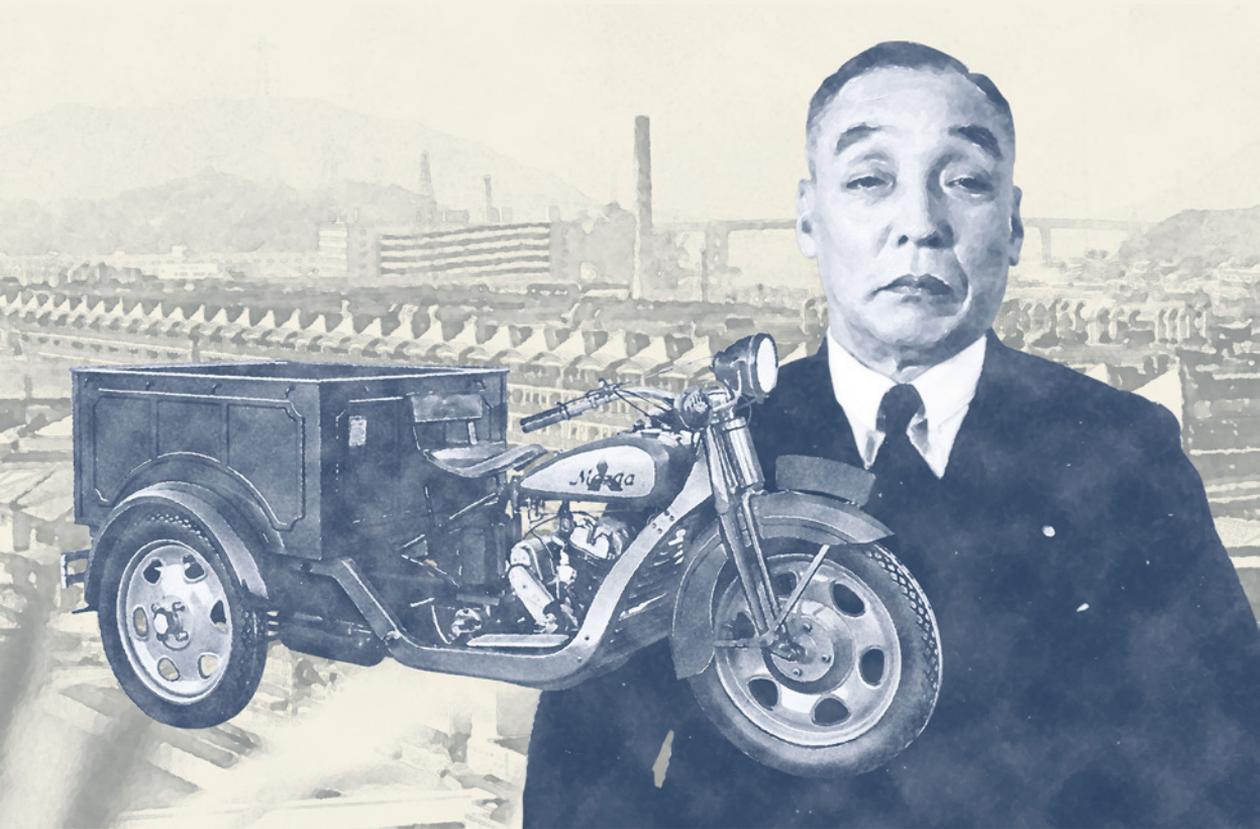
HERITAGE, LEGACY AND ACCOMPLISHMENTS

DESIGN

100TH ANNIVERSARY SPECIAL EDITION

TECHNOLOGY AND SAFETY

SPECIFICATIONS



## A CULTURE OF INNOVATION

From its humble beginnings as a cork manufacturer in the 1920s, to its first motorized vehicle, the Mazda-Go, Mazda has cultivated an engineering culture of creating products that delight its users.

After World War II, Mazda's manufacturing expertise expanded to cover instruments of mobility for a developing nation.



This culminated in its first passenger car, the Mazda R360 Coupe. Mazda took on the challenge to build, innovate, and defy convention by creating a car that utilized the latest in engine and transmission technology at that time.

Revealed in 1960, the Mazda 360 Coupe was so advanced that it broke industry convention and heralded the future of Mazda automotive engineering prowess for passenger cars.

**This is the Mazda DNA.  
Founded in passion,  
nurtured with dedication.**





Defying convention is not new to Mazda. In 1967, Mazda unveiled the Cosmo Sport 110S, the first volume production rotary engine-powered sports car.

The tenacity, resolve and unquenchable passion shown by Mazda engineers to overcome the challenges brought about by the unconventional motor has become ingrained in the company's ethos until today.



Introducing technology is key to Mazda's success.  
Proving it works, sealed its unassailable reputation.

In 1991, after 18 years of competing in the highest level of sports car racing, Mazda took the overall win in the prestigious 24 Hours of Le Mans with the rotary-powered Mazda 787B. For the next 27 years, Mazda held the title as the only Japanese brand to have ever won the race.



Dedicating years of perseverance, despite the odds, to create a car that pushes the boundaries of design and engineering.

This is the Mazda legacy borne out of a century of cherishing a trailblazing way of thinking.





## CAR AS ART

As Mazda embraces the future, it continues to evolve in its vision for the automobile.

Capturing the energy of vitality, the Kodo: Soul of Motion design philosophy represents Mazda's belief that cars are very much a vital presence in people's lives.

The Mazda RX-Vision Concept Car inspires the dynamic and elegant future of Mazda design. Awarded the Most Beautiful Concept Car of the Year in 2016 at the 31st Festival Automobile International held in France, it embodies pure design creativity while infusing the minimalist essence of true Japanese aesthetic.





Pursuing unique elegance is Mazda's design goal for the future generation. Stripped of superfluous elements and relying on the interplay of light, shadow and color, the Mazda Vision Coupe Concept goes a step further in realizing this aspiration.

Receiving the Most Beautiful Concept Car of the Year award at the 33rd Festival Automobile International, Mazda's latest design creation exemplifies the brand's rich Japanese heritage while elevating the definition of elegance and class.





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## OUR HISTORY IN EVERY MAZDA

The Mazda R360 Coupe is a symbol of Mazda's enduring challenger spirit. It embodies the culture of innovation Mazda is known for today.

It is only fitting that Mazda celebrates a century of enriching people's lives by paying homage to the car responsible for the brand's evolution through the years.



## PURENESS OF PASSION

At the debut of the Mazda R360 Coupe in the 1960 Japan Auto Show, it had a special red and white two-tone color theme that made it stand apart from the rest.

This same retro theme is carried over in the 100th Anniversary Special Edition as a tribute to the car that made many a people's dreams come true.

With its Snowflake White Pearl exteriors and a cabin lined with red leather trim, each 100th Anniversary Special Edition model will let its owner relive the days when a cutting-edge car changed the automotive world forever.





# CLARITY OF PURPOSE

To celebrate Mazda's rich history, distinct 100th Anniversary logos for the Special Edition models shall adorn the wheel center caps and headrests of each commemorative car.



Combining the original 'industry' logo of Toyo Cork Kogyo when it was initiated with today's modern Mazda brand symbol reinforces the company's original commitment to contribute to the world through engineering.

# THE DREAM LIVES ON

With more than 6 million units sold globally since 2003, and at least 20,000 sold in the Philippines, the Mazda3 continues to be one of the brand's most notable nameplates for pushing the envelopes of design, engineering, innovation, and direction for the brand.

And as a tribute to the company's origins, the Mazda3 100th Anniversary Special Edition will celebrate the company's commitment to innovation in design, engineering, and safety. Just as Mazda did with the R360 Coupe more than 50 years ago.



# RAISING THE BAR ANEW

Simple and elegant. Sleek and refined. The Mazda3 is the World Car Design of the Year awardee for 2020.

As the embodiment of the new Evolved Kodo: Soul of Motion design language, it sets in motion another challenge for the brand - a new premium direction that will elevate Mazda's stature for the future.





## MAZDA3 100TH ANNIVERSARY SPECIAL EDITION

Snowflake White Pearl Exterior Color

Mazda 100th Anniversary Badge on Vehicle Body

Black Alloy Wheels featuring Mazda 100th Anniversary Logo on Wheel caps

White Instrument Panel Trim

Red Leather Interior Trim

Headrests Embossed with Mazda 100th Anniversary Logo

Red Floor Carpets

Red Floor Mats Featuring Mazda 100th Anniversary badge

Special Key Fob Embossed with Mazda 100th Anniversary Logo



# A CELEBRATION OF DRIVING



The Mazda MX-5 is the world's most popular and best-selling sports car, with more than 1 million sold in the last 30 years. An accolade that could have only been earned by a car that has stayed true to its original design and purpose.

With over three decades of delivering fun and enjoyment, the Mazda MX-5 has become the epitome of *Jinba Ittai*, Mazda's very own design and engineering approach that champions the principle of horse and rider as one.

By bringing out smiles from every owner, the classic roadster has endeared itself to generations of drivers who yearn to enjoy the pureness of every drive.

# YOUR SMILE IS OUR REWARD

With numerous awards and recognitions since the first-generation MX-5 debuted in 1989, the lightweight roadster has become a true automotive icon. Revered around the world, it has become a symbol of resiliency and a savior for a genre that was almost forgotten.

The World Car of the Year and World Car Design of the Year titles given to the fourth-generation MX-5 in 2016 are not just a recognition of the car's design and engineering. They are also an acknowledgment of Mazda's success in delivering an award-winning product that tugs at the heartstrings of every driver



**WINNER**

2016 **WORLD CAR AWARDS**  
WORLD CAR DESIGN OF THE YEAR



**WINNER**

2016 **WORLD CAR AWARDS**  
WORLD CAR OF THE YEAR



# MAZDA MX-5 100TH ANNIVERSARY SPECIAL EDITION



From one icon to the next, Mazda pays homage to the Mazda R360 Coupe with the limited-release MX-5 100th Anniversary Special Edition.

Its Snowflake White Pearl finish and Cherry Red Soft top fabric pay tribute to the significant role of the Mazda R360 Coupe in the historical evolution of the brand.

The Mazda MX-5 100th Anniversary Special Edition is also available as a Retractable Fastback with either manual or automatic transmission.



## MAZDA MX-5 100TH ANNIVERSARY SPECIAL EDITION

- Mazda 100th Anniversary Badge on Vehicle Body
- Silver Metallic Wheels with 100th Anniversary Wheel Cap
- White Instrument Panel Trim
- Red Nappa Leather Seats with Mazda 100th Anniversary Logo Embossed on the Headrests
- Red Floor Carpet
- Floor Mats with Mazda 100th Anniversary Badge
- Key fob featuring Mazda 100th Anniversary Logo



# THE CHALLENGER SPIRIT CONTINUES

Innovation is the key to Mazda's success. One hundred years with a culture of defying convention while pushing the limits of design and engineering has allowed Mazda to introduce revolutionary advancements in engine, chassis, and driving dynamics.

Redesigning various components from scratch, Mazda breathed new life into the internal combustion engine.

By developing the Skyactiv-G engine, which boasts a record compression ratio of 14:1, a figure unheard of for a mass-production vehicle, Mazda realized unprecedented improvements in torque, performance and more importantly, fuel efficiency\*.

\*Mazda ranked first for five straight years with highest overall Manufacturer Adjusted Fuel Economy by US Environmental Protection Agency Light Duty Fuel Economy Trends Report for 2012 to 2016 model year vehicles.





Combined with achievements in refining drivetrain, body, chassis and suspension design through various facets of its very own Skyactiv Technology, along with the latest efforts in enhancing human-centric design, Mazda vehicles have earned a solid reputation over the years as true drivers' cars.

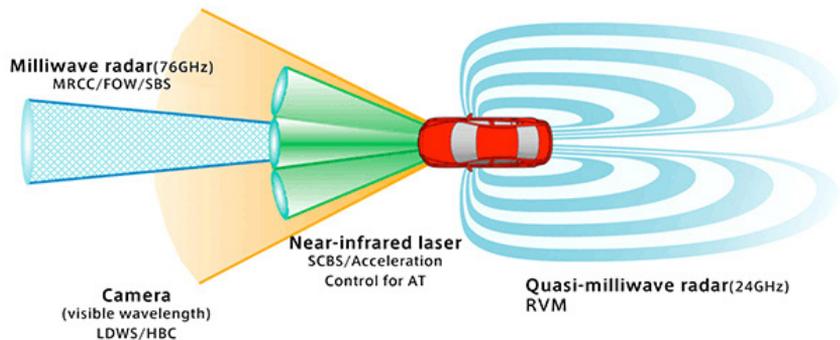
Every generation of Mazda vehicle takes the brand a step closer to shaping a future where cars, people, and the environment can exist in harmony.



## AN ONUS ON SAFETY

Instilling confidence in every drive is core to every Mazda design. With peace of mind comes a more engaging driving experience. That is why Mazda has continuously set the benchmark on proactive and pre-crash safety with every model generation.

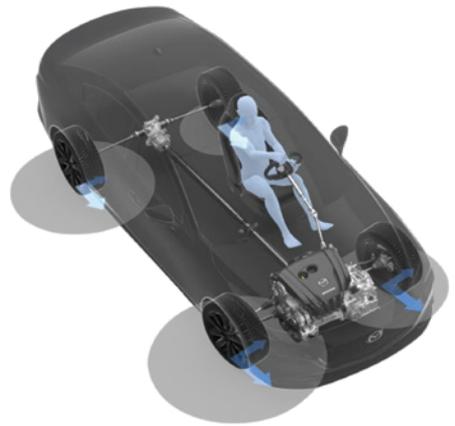
Mazda i-Activsense, a suite of active safety systems designed to warn the driver of potential dangers on the road, has raised the bar in driver, passenger, and pedestrian safety.



Designed to work in harmony with Skyactiv body, chassis, and driving-dynamics features, the i-Activsense offers a range of advanced lighting, visual, laser, and radar technologies which all help to prevent or reduce the damage resulting from an accident.

## I-ACTIVSENSE SAFETY FEATURES

- Adaptive LED Front Lighting System
- Mazda Radar Cruise Control
- Smart City Brake Support Front and Rear
- Front-Cross Traffic Alert
- Blind-Spot Monitoring
- Lane Departure Warning with Lane Keep Assist





THE SAFER CAR  
EURO NCAP  
★★★★★  
TEST 2019



2019  
IIHS  
TOP SAFETY  
PICK

The all-new Mazda3 received the highest score ever of 98% in adult protection and a 5-star Rating by the European New Car Assessment Program (EURO NCAP).

The Mazda3 has been awarded the Insurance Institute for Highway Safety Top Safety Pick+ for 2020. The tenth year in a row the Mazda3 has been recognized by the IIHS as one of the safest cars available.

# SPECIFICATIONS

## MAZDA3 100th Anniversary

## SPORTBACK

Body Color	Snowflake White Pearl
Transmission	SKYACTIV-DRIVE 6-Speed Automatic with Sport Mode
Engine	SKYACTIV-G 2.0L
G-Vectoring Plus	Equipped

## DIMENSIONS AND WEIGHTS

Overall Length	4,460mm
Overall Width	1,795mm
Overall Height	1,435mm
Tread	
Front	1,570 mm
Rear	1,580mm
Wheelbase	2,725mm
Minimum Curb Weight	1,346kg
Minimum Turning Radius	5.3m

## ENGINE

Transmission	In-line, 4-Cylinder DOHC, 16-Valves
Displacement	1,998 cc
Compression Ratio	13 : 1
Fuel Type	91-95 RON Gasoline
Fuel System	Direct Injection
Maximum Output (PS/rpm)	154 / 6,000
Maximum Torque (Nm/rpm)	200 / 4,000
Fuel Tank Capacity	51 liters

## STEERING

Type	Rack and Pinion
Power Steering Type	Electric Power-Assisted Steering
Steering Wheels Controls	
Material	Leather Wrapped
Control Switch	Audio & Bluetooth
Cruise Control	Mazda Radar Cruise Control with Cruising & Traffic Support
Paddle Shifters	Equipped
Tilt & Telescopic	Equipped

## SUSPENSION

Type	
Front	MacPherson Strut
Rear	Torsion Beam Axle

## BRAKES

Type	
Front	Ventilated Discs
Rear	Solid Discs
Parking Brake (EPB)	Electric Parking Brake with Auto Brake Hold

## EXTERIOR

Front Grille	Mesh Design
Wheels	
Type	18" Aluminum Alloy Wheels with 100th Anniversary Center Cap
Color	Black
100th Anniversary Badge	Equipped
Tyres	215/45 R18
Headlamps	
Type	LED Adaptive Front-Lighting System (AFS)
Running Lamp	LED
High Beam Control	Equipped
Wipers	Rain Sensing

## EXTERIOR

Side Mirrors	Power Adjust & Power Fold with Memory
Exhaust Tail Pipe	Dual Type
Electric Glass Sunroof	Equipped

## INTERIOR

Seat & Trim Upholstery Material Color Front	Leather Red Leather with 100th Anniversary Embossed Logo
Driver Passenger	10-Way Power Adjust with Memory 6-Way Manual Adjust
Rear	Equipped with Center Armrest and Cup Holders
Floor Mats	Red with 100th Anniversary Logo and Red Carpet
Shift Knob	Leather Wrapped
Audio System Type	Mazda Connect with 8.8" LCD Monitor
Phone Connectivity	USB, Bluetooth Hands-Free & Smartphone Mirroring
Speakers	12-Speaker BOSE® Sound System
Active-Driving Display (HUD)	Front Windshield Projected
Meter Set	7"LCD Display
Climate Control Front Rear	Automatic Dual-Zone Climate Control Rear Ventilation Louvres
Push Start / Stop Button	Equipped
Rear View Mirror	Auto Dimming
Power Windows	One-Touch Up/Down

## SAFETY &amp; SECURITY

Airbag	Driver and Front Passenger, Side Driver and Passenger, Left and Right Curtain & Driver Knee Airbags
Auto-Lock Braking System	Equipped with EBD (Electronic Brakeforce Distribution)
Dynamic Stability Control (DSC)	Equipped
Seatbelt Warning Lamp	Driver, Front Passenger, & Rear Passenger
Smart Keyless Entry System	Equipped
Pedal Misuse Alert	Equipped
Parking Sensors	Front & Rear
ISOFIX	Equipped
Camera	360° View Camera

## I-ACTIVESENSE (ACTIVE SAFETY)

Driver Monitoring	Driver Attention Alert
Front-Cross Traffic Alert	-
Blind Spot Monitoring	Equipped with Rear Cross Traffic Alert
Lane Departure Warning	Equipped with Lane Keep Assist
Smart Brake Support Front / Reverse	Equipped Equipped

## SPECIAL FEATURES

I-STOP	Equipped
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# SPECIFICATIONS

MAZDA MX-5 100th Anniversary	RETRACTABLE FASTBACK	RETRACTABLE FASTBACK	CONVERTIBLE SOFT TOP
Engine	SKYACTIV-G 2.0L	SKYACTIV-G 2.0L	SKYACTIV-G 2.0L
Transmission	SKYACTIV-DRIVE 6-Speed Automatic	SKYACTIV-DRIVE 6-Speed Manual	SKYACTIV-DRIVE 6-Speed Automatic
Roof Color	Snowflake White Pearl	Black	Red

## DIMENSIONS AND WEIGHTS

Overall Length	3,915mm	3,915mm	3,915mm
Overall Width	1,735mm	1,735mm	1,735mm
Overall Height	1,235mm	1,235mm	1,230mm
Tread			
Front	1,495mm	1,495mm	1,495mm
Rear	1,505mm	1,505mm	1,505mm
Wheelbase	2,310mm	2,310mm	2,310mm
Minimum Turning Radius	4.7m	4.7m	4.7m
Minimum Curb Weight	1,125kg	1,125kg	1,070kg

## ENGINE

Transmission	In-line 4-Cylinder DOHC, 16 Valves	In-line 4-Cylinder DOHC, 16 Valves	In-line, 4-Cylinder DOHC, 16-Valves
Displacement	1,998 cc	1,998 cc	1,998 cc
Compression Ratio	13:1	13:1	13:1
Fuel System	Electrically Controlled Fuel Injection	Electrically Controlled Fuel Injection	Electrically Controlled Fuel Injection
Recommended Fuel	Minimum RON 95 Premium Unleaded	Minimum RON 95 Premium Unleaded	Minimum RON 95 Premium Unleaded
Maximum Output (PS/rpm)	184 @ 7,000	184 @ 7,000	184 @ 7,000
Maximum Torque (Nm/rpm)	205 @ 4,000	205 @ 4,000	205 @ 4,000
Fuel Tank Capacity	45 liters	45 liters	45 liters

## STEERING

Type	Rack and Pinion	Rack and Pinion	Rack and Pinion
Steering Wheels Controls			
Material	Leather Wrapped	Leather Wrapped	Leather Wrapped
Control Switch	Audio & Bluetooth	Audio & Bluetooth	Audio & Bluetooth
Cruise Control	Equipped	Equipped	Equipped
Paddle Shifters	Equipped	-	Equipped
Tilt & Telescopic	Equipped	Equipped	Equipped

## CHASIS

Suspension			
Front	Double Wishbone	Double Wishbone	Double Wishbone
Rear	Multi-Link	Multi-Link	Multi-Link
Brakes			
Front	Ventilated Discs	Ventilated Discs	Ventilated Discs
Rear	Solid Discs	Solid Discs	Solid Discs
Wheels			
Type	17" Aluminum Alloy Wheels with 100th Anniversary Center Cap	17" Aluminum Alloy Wheels with 100th Anniversary Center Cap	17" Aluminum Alloy Wheels with 100th Anniversary Center Cap
Color	Silver Metallic	Silver Metallic	Silver Metallic
Tyres	205/45 R17	205/45 R17	205/45 R17

## EXTERIOR

Headlamps	Adaptive LED	Adaptive LED	Adaptive LED
Type	Headlamps	Headlamps	Headlamps
Running Lamp	LED	LED	LED
100th Anniversary Badge	Equipped	Equipped	Equipped
Wipers	Rain Sensing Wipers	Rain Sensing Wipers	Rain Sensing Wipers

MAZDA MX-5 100th Anniversary

RETRACTABLE FASTBACK

RETRACTABLE FASTBACK

CONVERTIBLE SOFT TOP

INTERIOR

Exhaust Tail Pipe	Dual Type	Dual Type	Dual Type
Seat & Trim Upholstery			
Material	Red Nappa Leather with 100th Anniversary Embossed Logo	Red Nappa Leather with 100th Anniversary Embossed Logo	Red Nappa Leather with 100th Anniversary Embossed Logo
Floor Mats	Red Carpet with 100 Anniversary Logo	Red Carpet with 100 Anniversary Logo	Red Carpet with 100 Anniversary Logo
Shift Knob & Parking Lever Knob	Leather Wrapped	Leather Wrapped	Leather Wrapped
Audio System			
Type	Mazda Connect	Mazda Connect	Mazda Connect
Phone Connectivity	USB, Bluetooth, & Smartphone Mirroring	USB, Bluetooth, & Smartphone Mirroring	USB, Bluetooth, & Smartphone Mirroring
Speakers	9-Speaker BOSE® Sound System	9-Speaker BOSE® Sound System	9-Speaker BOSE® Sound System
DVD	Equipped	Equipped	Equipped
Climate Control	Automatic Single Zone	Automatic Single Zone	Automatic Single Zone
Push Start / Stop Button	Equipped	Equipped	Equipped
Bluetooth® Hands-Free System	Equipped	Equipped	Equipped
Rear View Mirror	Auto-Dimming	Auto-Dimming	Auto-Dimming
Power Windows	One-touch Down (Driver & Passenger)	One-touch Down (Driver & Passenger)	One-touch Down (Driver & Passenger)

SAFETY & SECURITY

Airbag	Dual Front & Side Airbags	Dual Front & Side Airbags	Dual Front & Side Airbags
Auto-Lock Braking System	Equipped With EBD (Electronic Brakeforce Distribution)	Equipped With EBD (Electronic Brakeforce Distribution)	Equipped With EBD (Electronic Brakeforce Distribution)
Dynamic Stability Control (DSC)	Equipped	Equipped	Equipped
Smart Keyless Entry System	Equipped	Equipped	Equipped
Rear Parking Sensor	Equipped	Equipped	Equipped
Rear-View Camera	Equipped	-	Equipped
Seatbelt Warning Lamp	Equipped	Equipped	Equipped

I-ACTIVSENSE

Smart City Brake Support	Equipped	Equipped	Equipped
Lane Departure Warning	Equipped	Equipped	Equipped

SPECIAL FEATURES

i-STOP Engine Idling Stop System	Equipped	Equipped	Equipped
i-ELOOP Regenerative Braking System	Equipped	Equipped	Equipped



# 5 YEARS FREE SERVICE PLAN

Worry-free ownership is the hallmark of the Mazda driving experience. We believe that ease of ownership is key to a long and lasting relationship with your Mazda.

That is why every brand-new Mazda vehicle includes FREE parts and labor for every scheduled Preventive Maintenance Service for five years, or up to 100,000km odometer distance, whichever comes first. If you happen to need assistance, you may avail of emergency towing and minor roadside repair support\*, which comes with your brand-new Mazda. These unique benefits further enhance your Mazda's three-year, or 100,000km, New Vehicle Limited Warranty, Bumper-to-Bumper coverage.\*\*

With over 19 full-service dealerships across the country ready to attend to your vehicle's needs, you can celebrate the joy and freedom of driving that only a Mazda can deliver.

Owning a Mazda is more than just driving with confidence and reassurance. A hassle-free ownership experience is the fulfillment of Mazda's promise to be your reliable partner in life's amazing journeys.



#1 in 2016 and 2019 according to the J.D. Power Philippines Customer Service Index (CSI) Study<sup>SM</sup>

For J.D. Power 2019 award information, visit [jdpower.com/awards](http://jdpower.com/awards)

\*subject to third-party charges

\*\* For the full list of the warranty coverage, please see your Mazda Service Warranty Booklet.



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