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MAZDA CX-5
Recently in Japan, the Mazda CX-5 triumph by some 45 votes, and emerged as the JAPAN CAR OF THE YEAR 2012-2013. It is the CX-5's Skyactiv-branded technologies, road manners, and economical Skyactiv-D 2.2-litre clean diesel engine that most impressed the 45 jurors. Skyactiv is Mazda's suite of new body, chassis, engine, and transmission technologies designed to increase fuel efficiency, reduce weight and emissions— all while improving the car's handling and ride quality.

This recognition mirrors the sentiments of many car buyers. In approximately nine months since sales of the CX-5 started in February, Mazda has received 37,000 orders, equivalent to more than three years of sales at the anticipated volume of 1,000 units per month, and sales continue to be strong.

Executive Officer Kiyoshi Fujikawa commented, "We are thrilled to have the CX-5 receive such a coveted award and appreciate the warm support and encouragement of our fans. Poured in by this honor, we will continue to dedicate ourselves to the task of crafting cars that only Mazda can, in order to continue winning the support of our fans and customers into the future."

The accolades for the Mazda CX-5 are also resounding in Malaysia as it has been voted Best SUV for both NEW STRAITS TIMES/MAYBANK CAR OF THE YEAR 2012 Awards and AUTOCAR ASIAN CAR OF THE YEAR 2012 Awards.

Mazda North America has announced a racing version of the all-new Mazda6, powered by its Skyactiv-D clean diesel engine, will compete in the 2013 Grand-Am GX class.

The Mazda6 Grand-Am GX racecar will make its motorsport debut at the Rolex 24 endurance race on January 24-27 2013 in Daytona Beach, Florida, marking the first time a diesel-powered vehicle of any type has ever raced at the event.

Developed specifically for the new Grand-Am GX class, the Mazda6 racer will employ an engine based on the 173hp/145Nm 2.2-litre Skyactiv-D turbo-diesel unit powering the production Mazda6 and the Mazda CX-5 SUV.
MAZDA JAPAN AND BERMAZ MOTOR FORM JOINT-VENTURE COMPANY

With the promise of large volumes in the ASEAN Free Trade Area (AFTA) starting to be realized, Mazda Japan is looking at how to meet the greater demand that will come. Seeing how Bermaz Motor-Prima Merdu has developed and grown the brand in Malaysia within just a few years - including investing more than RM105 million to assemble the Mazda3 locally - Mazda Japan has decided to join and expand Bermaz Motor’s capability in Malaysia to go further by becoming directly involved in production.

This has led to a joint venture agreement being inked on 11 September 2012 between Bermaz Motor and Mazda Japan to set up a joint venture company known as Mazda Malaysia Sdn Bhd (MMSB). The new company will be a majority-owned by Mazda (70%) with Bermaz holding the remaining 30% share. MMSB’s role is in the manufacturing area where it will work closely with Proton in Kedah, which owns the factory that assembles Mazdas under contract for Bermaz.

“Mazda Malaysia will focus on manufacturing activities and support the localization program as well as work to reduce costs so that our vehicles will have a more competitive advantage in this market,” said Yoji Nakamine, Senior Executive Officer of Mazda Corporation at the signing ceremony.

ANOTHER BERJAYA AFFILIATE TO DISTRIBUTE MAZDAS IN THE PHILIPPINES

Following the signing of a joint-venture agreement between Mazda Motor Corporation and Bermaz Motor (also affiliated to Berjaya Corporation Bhd) to form Mazda Malaysia Sdn Bhd, another affiliate of Berjaya Corporation has secured distribution rights for Mazda vehicles (including parts and accessories) in the Philippines as well. Berjaya Auto Philippines Inc (BAP), whose major shareholders are Bermaz Motor International Ltd and Berjaya Philippines Inc, will commence operations from 1 January, 2013.

Commenting on the new development, Mazda Motor Japan’s Senior Managing Executive Officer, Yoji Nakamine, said that the company was impressed with what Berjaya had done for the Mazda brand in just a few years of operations as a distributor in Malaysia. Speaking on behalf of Berjaya Corporation, Data’ Francis Lee (also Executive Director of Bermaz Motor) said that BAP is eager to replicate the Malaysian success story in the Philippines.

The 39th Mazda dealership in Malaysia has officially opened in Sunway Pyramid, Kuala Lumpur. Operated by Menang Nusantara Auto Sdn Bhd, it is a 3S facility which means customers can get the full range of services from sales to after-sales under one roof.

The new 3S dealership, which required an investment of RM3 million, has been designed in accordance with the global Mazda Corporate identity and the ambience in the showroom has been specially conceived to provide a premium experience.

The service centre in the rear of the building has 8 bays and can handle up to 60 vehicles daily. For basic services, the customer needs only wait about 30 minutes for the job to be done. Extensive training has been given to the technicians and processes are in place to ensure that each job is done to the highest standards.
< Kanazawa’s Visit To Malaysia
Bermaz Motor welcomes Mr. Hiroakaza Kanazawa (Director, Senior Managing Executive Officer of Research and Development, Mazda Corporation Japan).

< Kanazawa’s Visit To Malaysia
Bermaz Motor has always worked closely with Mazda Corporation Japan. This is to ensure every commitment of Bermaz Motor is parallel with prime headquarters’ directives.

Mr. Hiroakaza Kanazawa (4th from right), with Dato’ Ben Yeah, CEO of Bermaz Motor, 3rd from right, and the rest of the Bermaz Motor managing team.

< Fujiwara’s Visit To Malaysia
Mr. Kiyoshi Fujiwara (Executive Officer, Product Planning, Program Management, Design and ASEAN Strategy Promotion, Mazda Corporation Japan) recently made a trip to Malaysia.

Mr. Fujiwara visited the Mazda Training Centre together with Dato’ Ben Yeah.
^ Ben 10 Live Time Machine Tour
Mazda is the official car for the Ben 10 Live Time Machine Tour in Malaysia. A Mazda5 & a Mazda BT-50 was chosen for the promo tour.

^ Ge Mei Lia Casting Tour
Mazda and Ge Mei Lia brings joy and happiness throughout Malaysia.

~ Ben 10 Live Time Machine Tour
The crew and the dressed up Mazdas.

~ Ge Mei Lia Casting Tour
Ge Mei Lia is Malaysia’s local famous comic. The comic is rich of educational content, traditional virtues of life, local tourism information, life common sense and scientific knowledge.

Mazda is the official car for the casting tour.

~ Ge Mei Lia Casting Tour
The casting tour zoom-zoom around many locations nationwide.
MAZDA EVENTS //

The latest happenings

Mazda ASEAN Customer Service Meeting 2012

The aim of the gathering is to improve the overall customer service experience provided by Mazda.

Attendees from all over the ASEAN region posing for a group photo. The meeting was held in Mazda HQ here at Glenmarie, Shah Alam.

The Star Motor Carnival 2012

The Mazda 6i-50 making a roadshow debut at the event.

The Star Motor Carnival 2012

Beauties compete to become the best at the carnival held at Bukit Jalil Stadium open door carpark.

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Fresh Green Idea

Do wedding cars need to be dressed up in the same getup?
Here’s one refreshing way to be different.

Wedding cars, you’ve seen them all, embellished with the usual ribbons, lace, flowers and suited bears. Even the cars, though apt for the occasion, are usually the usual crop of German luxury sedans. Of course, there is nothing wrong with just following what seems to be a set tradition. However, if you’re the sort that love standing out from the crowd, here’s a suggestion.

For sure, this is something you have not seen before. Here’s the award-winning Mazda CX-5 draped in vegetables. What we have here are broccoli, cabbages, long beans, bell peppers, chilies and tomatoes tied, twisted and pinned to become a bouquet of freshness. Which, if you think about it, can signify the fresh start for the couple. And perhaps, the vegetables can be reused for cooking the day after.

And what about the wedding car? The Mazda CX-5 is one of the hottest SUVs at the moment, picking up award after award for its innovative design and cutting-edge SkyActiv engine. In fact, the CX-5 is the first Mazda SUV based solely on the SkyActiv principles and technology that promotes high efficiency and low emissions without sacrificing performance. So it’s perfect for the eco-friendly couple that always wants to stay ahead.

The CX-5 also offers ample interior space to comfortably accommodate five. The boot is also large enough to hold more than just the shopping; there will be enough room for a baby carriage too, when the time comes. Safety is also top priority - the CX-5 comes well equipped with four-wheel ABS, EBD with Brake Assist, Tyre Pressure Monitor, DSC and TCS. And this makes the CX-5 not only an excellent wedding car but also the ideal family car.

Mazda CX-5 AWD

Engine: 2.0-litre SkyActiv-G

Power: 152hp @ 6,000rpm, 198Nm @ 4,000rpm

Economy: 7.31/100km (combined)

Transmission: 6-speed SkyActiv-Drive automatic transmission
THE ALL NEW MAZDA6

Zoom-Zoom's Flagship Sedan

This is the exciting newcomer that will raise the Mazda brand to new heights. The new Mazda6 adopts distinctive design signatures that make it instantly recognisable as a member of the Mazda lineup. It harmoniously blends these design signatures with elements that give it the stance and beauty of form that are essential in a sports saloon. With its eye-catching form, poise, and sportiness, the new Mazda6 represents the pinnacle of a new-generation sports saloon.
The new Mazda's *KODO – Soul of Motion* styling, with strong influence from the Mazda SHINARI and Mazda TAKERI concept cars, is aerodynamically outstanding, contributing to high-speed stability and fuel economy. Additionally, careful attention was given to the exterior and interior styling, packaging and craftsmanship as well as creating the impression of "being in complete control when behind the wheel". Blending dynamism and emotional appeal, the new Mazda has a strong stance that expresses vitality and dynamism, promising the driving pleasure to come. Superior craftsmanship and insightful features result in a car that delivers driving enjoyment.

The exterior design has sturdy aesthetics that simultaneously convey "big-cat toughness" that is beautiful, easy, and strong. For the interior, focus was on creating a refined environment and high quality, with tasteful coordination of design elements throughout.
**HIGH BEAM CONTROL**

HBC automatically switches between high and low beams to maximize the use of high beams and reduce the risk of potential hazards on the road at night. A camera detects the presence of preceding or oncoming vehicles for auto switching, reducing or eliminating the burden of having to manually switch between high and low beams.

**LANE DEPARTURE WARNING**

LDW senses lane markings on the road surface. When the system predicts departure from the lane, it issues an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to avoid false alarms.

**ADAPTIVE FRONT LIGHTING**

AFL promotes safer driving by allowing you to see further at intersections or around curves at night. Taking inputs from the steering angle and vehicle speed, AFL predicts the shape of the road and directs the headlamp beams in the direction of travel, illuminating the path Mazda6 will actually follow.

**REAR VEHICLE MONITORING**

RVM supports maneuvers such as lane changing by monitoring the blind spots behind and to the sides of Mazda6. It alerts you to the presence of nearby vehicles with an LCD warning in the appropriate door mirror (left or right) and a warning beeper. Beeper volume is adjustable. Works at speeds above 35km/h.

**SMART CITY BRAKE SUPPORT**

SCBS uses millimetric radar to detect and measure the distance to a preceding vehicle. When the system judges Mazda6 is closing too fast, it first warns of danger, and if no action is taken, it then begins to apply the brakes. Works at speeds between 15 and 54km/h.

**SMART BRAKE SUPPORT**

SBS uses an infrared laser to measure the distance to the vehicle ahead in slow traffic. When the system judges there is a high possibility of a collision, it applies the brakes to prevent or reduce a low-speed impact. Works at speeds between 4 and 30km/h.

**i-ACTIVSENSE**

At Mazda, we believe in the driving experience. And an important part of the experience is feeling secure in knowing what’s going on around you at all times. Because Mazda believes in your ability as a driver, we have adopted a philosophy of proactive safety design to support you behind the wheel, enabling you to drive safely at all times and in all conditions. In line with this philosophy, Mazda6 is equipped with a host of features engineered to keep you informed and to help you anticipate and avoid hazards on the road. We call this integrated suite of advanced active safety technologies i-ACTIVSENSE. i-ACTIVSENSE uses the latest sensing devices to assist your perception and decision-making so you can concentrate on driving with a peace of mind.

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Mazda's i-Stop idling stop system automatically shuts the engine down when you come to a complete halt after pressing the brake pedal when stopped in traffic or at a signal to improve fuel economy by as much as 5%. When you press the brake pedal and hold it, the i-Stop feature automatically turns off the engine. The system then restarts smoothly, recognizing the driver's intention to continue moving.

The high-efficiency SKYACTIV-D direct-injection diesel engines are one aspect of the all-new Mazda6’s engine lineup. They feature a direct-injection fuel system for more efficient fuel delivery and a high-compression ratio for improved fuel efficiency. The SKYACTIV-D engines are also equipped with Mazda’s advanced SkyActiv-Drive transmission, which features a 6-speed automatic transmission with a fuel-efficient 6-speed manual transmission option.

The SKYACTIV-G direct-injection petrol engines are another aspect of the all-new Mazda6’s engine lineup. These engines feature a direct-injection fuel system for more efficient fuel delivery and a high-compression ratio for improved fuel efficiency. The SKYACTIV-G engines are also equipped with Mazda’s advanced SkyActiv-Drive transmission, which features a 6-speed automatic transmission with a fuel-efficient 6-speed manual transmission option.

The SKYACTIV-Vehicle Dynamics control system, or SKYACTIV-VD, is a new technology that enhances handling and braking performance. It monitors vehicle speed, steering angle, and braking force to adjust the engine and transmission settings accordingly, improving overall vehicle control.

The SKYACTIV-Chassis system, or SKYACTIV-C, is another new technology that enhances handling and braking performance. It uses a combination of suspension, steering, and braking systems to improve overall vehicle stability and responsiveness.

i-Loop: A typical car, at least 80% of the engine output is used to drive the alternator and generate electricity. In the Mazda6, the i-Loop system recovers regenerative braking energy from the alternator, and uses this energy to charge the battery and power the electrically-driven motor. This reduces the engine's workload and improves fuel efficiency.

Beyond SKYACTIV: Mazda offers unprecedented linearity in acceleration, cornering, and braking to have Mazda's world-famous unity between car and driver to a new higher level. Every single aspect of Mazda6 is designed to heighten your driving pleasure, with even the exhaust note specifically tuned to add to the exhilaration.

Breakthrough SKYACTIV TECHNOLOGY lies at the heart of this new benchmark sports sedan, delivering pulse-pounding performance and handling along with truly remarkable fuel efficiency - efficiency further enhanced by the groundbreaking i-STOP idling stop system. Sports performance and handling, along with care for the environment, driving just doesn't get better than this.
A BRIEF HISTORY OF MAZDA SEDAN

The all-new Mazda6 is the latest in a long line of stylish sedans. Let's take a stroll down memory lane through the archives of Hiroshima HQ's fascinating family tree.

- **1966** - The first large Mazda sedan is launched, and its name, Luce, means "light" in Italian. The car's styling is based on a design by Bertone and wins universal praise for its elegance. The Luce's 1.3-liter engine produces 70hp, boasts an innovative (for that era) single overhead camshaft and powers the sporty-looking sedan to 100km/h.

- **1972** - Mazda introduces the 929, its largest car, which is essentially a rebadged Luce model. The 929 is said and evolved until the late 1990s.

- **1983** - The fourth-generation Capella and 626 models are launched, and for the first time the engine drives the rear wheels. Technical innovations include independent rear suspension - a rarity in its class - and there's a hot 626-GT model, developing 100hp.

- **1991** - A new level of luxury and driving pleasure comes with the fourth-generation Mazda 626, thanks to a 2.5-liter V6 gas engine with 160hp. It's the first to be made at a new Mazda facility in Michigan, Australia's Wheels magazine names it its car of the year.

- **1993** - The largest sedan, Mazda Milenia, also known as the Xedos 9 (in Europe) and Eunos 800 (in Japan), is launched, offering a generous new combination of luxury and space.

- **1992** - Mazda sets new levels of luxury and comfort with the Xedos 6. Its compact 2.0-liter 160hp V6 engine spins as smoothly as a sewing machine and, in a comparison test, the UK's CAR magazine declares it better than rival models from Audi and Alfa Romeo.

- **1993** - The all-new Mazda6 enters production, and introduces Mazda's unique new Zoom-Zoom brand philosophy to the millions of drivers around the world who share Mazda's fun-to-drive approach.

- **2005** - Four-wheel drive, a turbocharged 2.3-liter four-cylinder engine, direct fuel injection, 264hp and 240km/h; the Mazda6 MPS ranked excitement levels in the top of the scale when it launched. So much that Top Gear's Jeremy Clarkson, the world's most outspoken car critic, declared it had "driven £30,000 (RM60,000) cars that are less fun!"

- **2008** - Building on the strength and success of the first popular model, the new second-generation Mazda6 enters production. By August 2010, total sales of the Mazda6 reached two million worldwide.

- **2012** - The wraps come off the next generation Mazda6 sedan at the Moscow Motor Show, followed by its wagon sibling at the Paris Motor Show. The car's equipped with Mazda's innovative fuel-saving SKYACTIV Technology in 2.0-liter and 2.5-liter engines. It's also the first production car to have i-ELOOP; Mazda's energy recovery system.
For a complete change of pace from Penang and Butterworth, head north to Sungai Petani and choose from a wide range of routes around Gunung Jerai, which is literally one giant rock along this flat coastal region. There is a government-run resort at the top of this 1,380 metre high gunung, but make sure the access road is passable. At the foothill near the tiny town of Merbok is Lembah Bujang, said to be the oldest civilisation in Peninsular Malaysia. The museum, next to cascading Sungai Batu Pahat, has a fascinating display of the remains of a Hindu-Buddhist kingdom in the 5th Century AD. Excavation is still ongoing in the jungles of Gunung Jerai.

Merbok town is located in Kuala Muda district, Kedah, and is about 23 km from Sungai Petani. The town is a short drive to Tanjung Dawai, a major landing place for the local fishing industry. A bit further north is Pantai Murni, a popular chill-out spot for the locals.

**Rustic Historic North**

Mazda vehicles are meant to be enjoyed, and what better way than to take yours on a road trip, strictly for pleasure. Get close to the many hidden charms of our country, and strengthen the bonds of your family and friends with a day out, or an extended drive, to ‘makan angin’ the Mazda way.
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If you are one of the many lucky Mazda customers that already has the total protection system on your Mazda please remember your glass will need to be retreated after 6 months or 6000 miles. Ask your local Mazda dealer or service centre for more information.

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