



A NEW ERA BEGINS



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Mazda Trinidad & Tobago



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To Our Mazda Family,

We are excited to announce a new era of Mazda. Mazda Motor Corporation, through Mazda Trinidad & Tobago will be launching the first vehicle showcasing its "7th Generation (7G)" platform, design and philosophy. The first 7G vehicle to be launched will be the ALL-NEW Mazda3, which made its world premiere at the Los Angeles Auto Show, at the end of November 2018!

The all-new Mazda3 is scheduled to arrive in Trinidad & Tobago in September 2019 and would adopt a more mature interpretation of the Kodo design philosophy that embodies the captivating design that we have come to expect from Mazda. This next-generation Vehicle Architecture is aimed at making the passengers feel alive and at one with their vehicle, by tying together a host of factors that have become the pillars of Mazda's 7G movement.

Mazda's 7G philosophy focuses on these 5 pillars:

- Artful Design
- Japanese Mastery
- Effortless & Joyful Driving
- Human Centricity
- Ingenious Solutions

The arrival of all-new Mazda3 marks the beginning of a whole new generation of Mazda that will deliver new dimensions of driving pleasure around the world. We will keep you updated on this work of art, and we look forward to forging a future with you!

Respectfully,
Southern Sales & Service Company Limited.

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The Mazda3



Core Trim	\$190,000	Sedan Hatchback
Core+ Trim	\$209,000	
Exclusive Trim	\$238,000	



Features Shown May Vary



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THE 5 PILLARS OF 7G



DESIGN CONCEPT

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Mazda Vision Coupe | Concorso D'Eleganza Villa d'Este

The Mazda Vision Coupe perfectly embodies the elegant and refined atmosphere that is the target of next-generation Mazda design.

Within the flowing 4-door coupe configuration the strikingly beautiful silhouette gives stirring visual expression to the vehicle's high performance, while the sculpted athletic form is free of all fussy or unnecessary elements, a key factor in Mazda's minimalist design approach.

Strong highlights on the shoulders contrast with continuously changing reflections on the body sides to express a new sense of controlled vitality, giving rise to a uniquely Mazda sense of elegance derived from Japanese aesthetics.

The Vision Coupe sets the stage for the introduction of Mazda's eye-catching, further evolved *Kodo* design.

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Following a "Most Beautiful Concept Car of the Year" and "Concept Car of the Year" at the famous Festival Automobile International in Paris, the Mazda Vision Coupe was invited to be showcased at Concorso d'Eleganza Villa d'Este, an esteemed event that primarily focuses on heritage and historic models.





EXTERIOR DESIGN

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Mazda's KODO "Soul of Motion" design philosophy embodies the dynamic beauty of life. From the first moment Mazda's designers put pen to paper, they strive to create an emotional connection between car and driver. They believe that beautiful design, honed through decades of expertise and passion can breathe life into a car.

Unrestrained by convention, Mazda's designers are given the freedom to create art. They are relentless in their enthusiastic pursuit of beauty—a quest for alluring simplicity that ties back to the company's roots in Japanese design. Aesthetics are paramount, as they reflect each car's unique character and heritage. And each creation is unique.

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INTERIOR DESIGN

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Fabrications, from seat surfaces to the steering wheel, are the foundation of premium interior cabin design. Even a slight difference in where a seam is placed can impact the impression it creates.

"I want people to think, 'This is good,' when they see and touch those parts," said expert fabricator Osamu Fujiki. "I want them to feel Mazda's devotion to design. If they do, I believe they will feel the joy of driving and love their cars all the more."

To create elegant yet playful combinations of materials and form in seam design, Fujiki looks both within the elements and heritage of Mazda and to the aesthetics of the world at large—for instance, the hilt ornament of a Japanese sword. A master craftsman's stitching expertise gives the cabin space a unique identity and new edge that reference the most beautiful and innovative forms.

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JAPANESE MASTERY

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Mazda has always approached car making differently. Their designers and engineers are more like artisans, who seek mastery of their skills. After each spends decades perfecting their craft, they earn the title of Takumi – meaning master craftsman. Mazda's Takumi Masters work to design and create elements that enhance beauty as well as function. They transfer their passion, energy and knowledge into each Mazda vehicle. And once you experience a Mazda, their obsession to detail is evident.

Indeed, just as car and driver ultimately become one, there is a spiritual connection between Mazda's master designers and their products. Like any artist, they believe they always leave something of themselves in what they create.

"In Japan, we feel that craftsmen inject life into what they make, so objects that receive the love and caring attention of these craftsmen have a vital force, a soul," explained Maeda, executive officer and general manager of Mazda's Design Division. "As we are a Japanese car company, we believe that a form sincerely and painstakingly made by human hands gets a soul."

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JOYFUL DRIVING

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When a driver feels a sense of oneness with their car, they can experience something different and achieve something extraordinary. At Mazda, that realization is not coincidental; it's the result of decades of precision engineering and meticulously realized details.

When a vehicle performs proportionally to a driver's inputs, it feels like a natural and intuitive extension of the driver—it becomes effortless. This connection creates a sense of comfort and confidence that creates better drivers. Being able to focus on the purity of driving can put the driver into a higher state, which is refreshing, inspiring and can make any drive more enjoyable, no matter the destination.

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HUMAN CENTRICITY

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Mazda obsesses over comfort, control and responsiveness – and it all comes down to human-centric design. Closely studying human traits and being inspired by human abilities is how Mazda optimizes the driving experience for the real-world. Simply put, Mazda vehicles are designed by humans for humans.

Mazda's engineers harness their knowledge of biomechanics, dynamic engineering and driver ergonomics to create a universal sense of oneness, ensuring that every driver experiences a seamless connection with the vehicle.

Driving a Mazda feels like the vehicle is simply an extension of your body. That's because Mazda knows that real power comes from the driver.

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INGENIOUS SOLUTIONS

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In 2010, Mazda launched SKYACTIV, a suite of engine, transmission, chassis, suspension and vehicle body technologies that would go on to make the company's model year 2012-2016 fleet have the Highest Adjusted Fuel Economy, according to the United States' Environmental Protection Agency (EPA), as well as unquestionably the most exciting to drive.

The internal combustion engine will continue to be the base power unit for 85 percent of all Mazda cars until 2035. And there's every reason why. Take the SKYACTIV-G engine, for instance. It was the world's first gasoline engine for mass production vehicles to achieve a high compression ratio of 13:1, capturing more energy from fuel and improving fuel efficiency and torque.

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As the new era begins, stay tuned to our digital media sources
to keep updated on the new Mazda3 and all things Mazda.



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