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MAZDASPEED® BRINGS MAXIMUM PERFORMANCE TO MAZDA

? Turbocharged 2003 MAZDASPEED Protegé to be Joined by Line of High-Performance Parts, Accessories and Apparel ?

NEW YORK – Mazda North American Operations (MNAO) today announced it will introduce a turbocharged *MAZDASPEED®* Protegé in the fourth quarter of 2002. This is the first use of the *MAZDASPEED* name on a street-legal Mazda in North America.

“*MAZDASPEED* has a very devoted following in the U.S. and has certain performance expectations,” said Charlie Hughes, president and CEO of MNAO. “This maximum performance Protegé is the first road-going Mazda in the U.S. that’s earned the right to wear the *MAZDASPEED* nameplate.”

In addition to unveiling a prototype of the 2003 *MAZDASPEED* Protegé, MNAO also announced that it is planning to expand its line of *MAZDASPEED* components and will offer street performance parts and accessories.

Vehicle Development

The 2003 *MAZDASPEED* Protegé has been designed to achieve the highest standards with enhanced performance, handling and braking. It will have unique exterior and interior styling cues that’ll make it stand out on the road.

A successor to last year's Mazda MP3 sedan, which gained superstar status among the automotive enthusiast magazines, the *MAZDASPEED* Protegé boasts performance modifications over and under the hood. Mazda's legendary 2.0-liter four-cylinder powerplant is fitted with a Garrett T25 turbocharger, high-performance air-to-air intercooler and limited-slip differential.

"The *MAZDASPEED* Protegé will drive the Mazda attributes – performance, handling and styling – to an even higher level," Hughes added. "Most important, *MAZDASPEED* will bring a tremendous smile to every Mazda enthusiast in America."

Limited to just 2,000 vehicles for the U.S. and Canada, the *MAZDASPEED* Protegé features a deep front spoiler with large round foglights, exclusive Racing Hart five-spoke alloys, aero side sills and rear skirts and two exterior colors: Black Mica and *MAZDASPEED*'s exclusive Spicy Orange.

Additional *MAZDASPEED* Protegé features include aluminum Sparco foot pedals and shift knob, silver-faced analog gauges, and a seven-speaker 450-watt Kenwood MP3 audio system with a large subwoofer mounted under the package shelf in the trunk.

Parts and Accessories

MNAO plans to expand the *MAZDASPEED* line of competition parts already available to racers and will add a complete line of performance-enhancing parts and accessories for street use that will include some of the go-fast hardware used on the Mazda MP3 and *MAZDASPEED* Protegé. Also available at *MAZDASPEED* dealers will be an array of fashion-forward

MAZDASPEED apparel designed to appeal to active male and female enthusiasts of all ages.

Motorsports

As the only Japanese manufacturer to ever win Le Mans, Mazda's motorsports roots run deep. Mazda began racing in the 1960s and since then has boasted a strong presence in the world of auto racing.

Today, Mazda has one of the strongest followings of amateur and grassroots racers in the sport. For example, at the SCCA Valvoline Run-Offs (which was recently named by *Car and Driver* magazine as one of the top 10 racing events in motorsports), Mazda took home six national championships during the three-day event.

Thanks to the impeccable balance and superb overall performance of its products, Mazda also picked up wins in the NHRA World Import Series, SCCA National Club Racing, SCCA Solo II National Tour and SCCA Pro Solo events. And the company had racers finish in the top five positions in the Speedvision World Challenge Touring class, Grand-Am and SCCA Pro Rally. Racing fans and racers alike will see the MAZDASPEED name begin to appear in Mazda's upcoming U.S. racing activities, including the highly competitive Star Mazda open-wheel rotary-engine series.

Another area where racing fans will see the MAZDASPEED colors will be at Mazda's "spiritual home," Mazda Raceway Laguna Seca, the nation's premier road racing circuit, located in Monterey, Calif. MNAO acquired the naming rights to the famed raceway last year and since then has been a driving force behind a

multi-million dollar improvement project to make Mazda Raceway one of the world's most spectacular racing venues.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

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