

# 06

# ➤ MAZDA SPEED 6

➤ Click on any of the links below to advance to the appropriate section

➤ OVERVIEW .....	1
➤ STANDARD EQUIPMENT/OPTIONS .....	3
➤ SPECIFICATIONS/COLORS .....	6
➤ PURCHASE MOTIVATION WALKAROUNDS / DELIVERY TIPS .....	8

# 06 **MAZDASPEED6 OVERVIEW**

For 2006, the *MAZDASPEED6* transforms the *MAZDA6* into the fastest sedan ever sold by Mazda and the most powerful car ever sold by Mazda in the U.S.

The *MAZDASPEED6*'s newly developed 2.3-liter 4-cylinder engine with direct injection spark ignition (DISI) and a Hitachi-Warner turbocharger generates nearly 30 percent more horsepower and 40 percent more torque than the normally aspirated V6 engine in the *MAZDA6* s. This boost to 274 horsepower and 280 lb-ft of torque comes from one of the first uses of a gasoline-direct-injected turbocharged engine in the U.S. A new 6-speed manual transmission uses wide gear ratios to exploit the power of this engine and deliver it to Mazda's new active torque split all-wheel-drive system with a Tochigi-Fuji torque-sensing limited-slip rear differential.

The chassis features structural reinforcements that increase torsional rigidity almost 50 percent over the *MAZDA6*, resulting in improved suspension grip, sharper steering feel, and a more solid ride. Larger front and rear stabilizer bars, high-performance shock absorbers, and increased coil spring rates deliver superior handling stability on paved, rough, or slippery roads. Larger ventilated front and solid rear disc brakes complement a standard Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist. Standard Dynamic Stability Control (DSC) integrates the functions of ABS and electronic traction control to aid vehicle stability when cornering on slippery road surfaces or during emergency avoidance maneuvers.

With standard sport trim, the *MAZDASPEED6* features a unique-design front grille and hood, manual-leveling Xenon High-Intensity-Discharge (HID) low-beam headlights, sport front fenders and front bumper with built-in fog lights, side sill garnish, unique 18-inch multispoke alloy wheels with Bridgestone Potenza P215/45R18 high-performance radial tires, sport rear bumper with integrated exhaust outlets, rear deck spoiler, and sport rear combination lights.

Standard interior appointments include unique-design black cloth front seats, adjustable rear-seat head restraints, electroluminescent gauges, dark silver satin instrument panel trim, aluminum foot pedals, 200-watt Bose® Audio System with in-dash 6-disc CD changer and seven speakers, front and rear power windows with one-touch-up/down and two-step-down features and pinch protection, and front seat-mounted side-impact air bags and front and rear side air curtains.

The *MAZDASPEED6* comes in a well-equipped Sport trim level. An available Grand Touring trim level includes sport-type standard black or optional black-and-white leather-trimmed seats, 8-way power driver's seat, heated front seats, heated outside mirrors, and Mazda Advanced Keyless Entry & Start System. A DVD-based navigation system is optional on both trim levels and a power sliding-glass moonroof is optional on the Grand Touring model.

*MAZDASPEED* was originally established in 1967 under the team name "Mazda Sports Corner" at Mazda Auto Tokyo, Japan's largest Mazda dealer. The aim of the team was to create a Mazda presence at major motorsports events worldwide, which it did. In 1991, the *MAZDASPEED* team did what no other Japanese automaker before or since has done—capture the win at the world's most prestigious endurance race, Le Mans. In 1999, Mazda Motor Corporation acquired *MAZDASPEED*.

## **2006 MAZDASPEED6 Positioning Statement**

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Your total high-performance sports sedan.

### **Assembly Location**

Hofu, Japan

### **Feature Vehicle:**

***MAZDASPEED6* in Liquid Platinum Metallic (30S) with Black/White Leather**

The feature vehicle is used predominantly in advertising, merchandising, and public relations to best illustrate *MAZDASPEED6*'s overall character, style, and attitude.

### **Focus Vehicle:**

***MAZDASPEED6* in Liquid Platinum Metallic (30S) with Black Leather**

The focus vehicle is projected to be the highest-volume vehicle in dealer inventory.

# 06

## **MAZDASPEED6 OVERVIEW** (continued)

### **KEY MAZDASPEED6 COMPETITORS**

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While *MAZDASPEED6* competitors may vary by market, customers nationwide are likely to cross-shop the following vehicles, listed alphabetically by manufacturer:

- Audi A4 Sedan
- BMW 3 Series Sedan
- Subaru Legacy 2.5 GT

### **MAZDASPEED6 TARGET CUSTOMER DEMOGRAPHICS**

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The *MAZDASPEED6* is targeted at true performance enthusiasts who see their cars as an exciting form of self-expression. These buyers tend to be married men in their late thirties to early forties. They are financially comfortable college graduates in successful professions at work and with young families at home.



# 06

## MAZDASPEED6 SPORT STANDARD EQUIPMENT OVER 2005 MAZDA6 s SEDAN SPORT

### FUNCTIONAL

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- 2.3-liter, dual-overhead-cam, 16-valve, transverse-mounted, in-line 4-cylinder engine with Hitachi-Warner single-scroll turbocharger, air-to-air intercooler, direct injection spark ignition (DISI), and variable valve timing
- 6-speed manual overdrive transmission with short-throw shifter
- Active torque split all-wheel-drive system
- Tochigi-Fuji torque-sensing limited-slip rear differential
- Sport-tuned independent high-mount double-wishbone front suspension with increased spring rates and twin-tube shock absorbers
- Sport-tuned independent advanced multilink rear suspension with increased spring rates and monotube shock absorbers
- Larger front and rear stabilizer bars
- Power-assisted 12.6-inch ventilated front and 12.4-inch solid rear disc brakes
- Brake Assist
- Dynamic Stability Control (DSC) with Traction Control System (TCS)
- Sport-tuned exhaust system

### EXTERIOR

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- Unique-design grille, hood, and front fenders
- Manual-leveling Xenon High-Intensity-Discharge (HID) low-beam headlights with blackout housings
- Unique-design front bumper with built-in clear-lens halogen fog lights
- Vehicle-speed-sensing windshield wipers
- Unique-design side sill extensions
- Unique-design rear bumper with integrated exhaust outlets
- 18-inch multispoke alloy wheels with Bridgestone Potenza P215/45R18 Y-rated high-performance radial tires
- Unique-design rear deck spoiler with integral center high-mount brake light
- Unique-design rear combination lights with blackout housings
- Large dual bright oval exhaust outlets
- MAZDASPEED6 badging

### INTERIOR

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- Sport-type black cloth front seats
- Fixed rear seatback<sup>(a)</sup>
- Adjustable rear-seat head restraints
- Electroluminescent gauges with red nighttime instrument-panel illumination
- Aluminum accelerator, brake, and clutch pedals
- Dark silver satin center instrument panel trim, center console panel, and transmission shift panel
- Front and rear power windows with one-touch-up/down and two-step-down features and pinch protection
- Bose® Audio System that incorporates the standard satellite-radio-ready modular audio AM/FM stereo into a 200-watt, seven-speaker Bose®-designed system that includes an in-dash 6-disc CD changer, two mirror-garnish-mounted 1.5-inch tweeters, two front-door-mounted 6.5-inch wide-range speakers, two rear-door-mounted 5.25-inch wide-range speakers, and one separately powered rear-shelf-mounted 9-inch Nd® woofer
- Carpeted floor mats with MAZDASPEED logo
- Stainless steel scuff-plate inserts with MAZDASPEED logo
- Trunk-lid handle

(a) With its extensive structural reinforcements, the MAZDASPEED6 does not incorporate the 60/40 split remote automatic fold-down rear seatback found on other MAZDA6 models.

# 06

## MAZDASPEED6 SPORT STANDARD EQUIPMENT OVER 2005 MAZDA6 s SPORTS SEDAN SPORT (continued)

### 2006 MAZDASPEED6 SPORT OPTIONS

#### Option

- Navigation system with retractable 7-inch instrument-panel-mounted video screen, center-console-docked remote control with pointing device operation, and under-rear-shelf-mounted DVD drive control unit <sup>(a)</sup>

(a) Models with navigation system do not include center dash-panel storage compartment with lid.

Options and option packages listed are factory-installed. Port- and dealer-installed accessories are addressed in separate dealer communications and consumer brochures throughout the model year.



# 06 **MAZDASPEED6 GRAND TOURING STANDARD EQUIPMENT OVER MAZDASPEED6 SPORT**

## FUNCTIONAL

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- Mazda Advanced Keyless Entry & Start System

## EXTERIOR

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- Heated outside mirrors

## INTERIOR

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- Sport-type black leather-trimmed seats
- 8-way power driver's seat with manually adjustable lumbar support
- Heated front seats

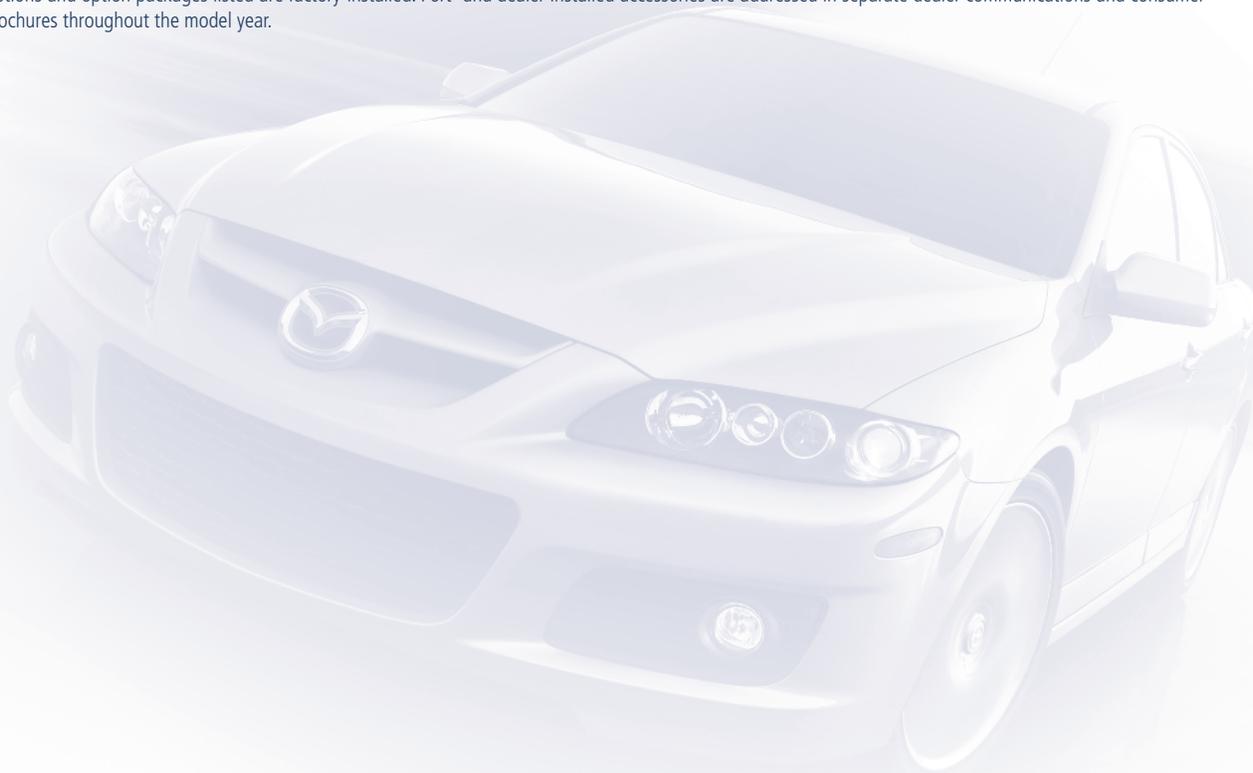
## 2006 MAZDASPEED6 GRAND TOURING OPTIONS

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Options
• Sport-type black-and-white leather-trimmed seats
• Power sliding-glass moonroof with one-touch-open and tilt-up feature and sunshade
• Navigation system with retractable 7-inch instrument-panel-mounted video screen, center-console-docked remote control with pointing device operation, and under-rear-shelf-mounted DVD drive control unit <sup>(a)</sup>

(a) Models with navigation system do not include center dash-panel storage compartment with lid.

Options and option packages listed are factory-installed. Port- and dealer-installed accessories are addressed in separate dealer communications and consumer brochures throughout the model year.



# 06 MAZDASPEED6 SPECIFICATIONS

Functional	MAZDASPEED6
<b>Engine</b>	2.3-Liter, Dual Overhead Camshaft, 16-Valve, In-Line, 4-Cylinder with Hitachi-Warner Single-Scroll Turbocharger, Air-to-Air Intercooler, Direct Injection Spark Ignition (DISI), and Variable Valve Timing
Bore and Stroke (in)	3.44 x 3.70
Displacement (cu in) (cc)	137.9 (2260)
Compression Ratio	9.5:1
Horsepower (SAE net @ rpm)	274 @ 5500 rpm
Torque (SAE net lb-ft @ rpm)	280 @ 3000 rpm
Fuel System	Direct Injection
Drive Configuration	Active Torque Split All-Wheel Drive
Rear Differential	Tochigi-Fuji Torque-Sensing Limited-Slip Rear Differential
<b>Transmission</b>	
Standard	6-Speed Manual Overdrive
Optional	—
<b>Suspension</b>	
Front	Independent High-Mount Double-Wishbone, Coil Springs with Increased Spring Rates, Gas-Pressurized Twin-Tube Shock Absorbers, and Larger Stabilizer Bar
Rear	Independent E-Type Multilink with Coil Springs with Increased Spring Rates, Gas-Pressurized Monotube Shock Absorbers, and Larger Stabilizer Bar
<b>Steering—Type</b>	Power-Assisted Rack-and-Pinion with Engine-rpm-Sensing Variable Power Assist
Turning Diameter (ft)	36.8
<b>Brakes—Type</b>	Hydraulic, Dual-Circuit, Ventilated Front Disc 12.6 in/Solid Rear Disc 12.4 in
Anti-lock Brake System (ABS)	4-Wheel, 4-Sensor, 4-Channel with Electronic Brakeforce Distribution (EBD) and Brake Assist
Electronic Stability Control	Dynamic Stability Control (DSC) with Traction Control System (TCS)
<b>Tires and Wheels</b>	
Tire Size	Bridgestone Potenza P215/45R18 Y-rated High-Performance Radial
Wheel Size/Type	7.0J x 18/Multispoke Alloy
<b>Capacities—Fuel Tank (gal)</b>	15.9
Coolant (qt)	8.5
Oil (qt)	6.0
<b>Performance</b>	
Bumper Impact Rating	5 mph
EPA Mileage Estimates (cty/hwy)	19/25
<b>Exterior (All dimensions are in inches unless otherwise noted)</b>	
Wheelbase	105.3
Overall Length	186.8
Overall Width	70.1
Overall Height	56.3
Track—Front/Rear	60.6/60.6
Base Curb Weight (lb)	3589
<b>Interior (All dimensions are in inches unless otherwise noted)</b>	
Seating Capacity	5
Headroom—Front/Rear	38.7/37.1 (38.0/37.1 with moonroof)
Shoulder Room—Front/Rear	56.1/54.9
Legroom—Front/Rear	42.3/36.5
Passenger Volume (cu ft)	96.2
Trunk Volume (cu ft)	12.4

# 06 MAZDASPEED6 COLORS

Exterior <sup>(a)</sup>		Trim Level	Interior
	Black Mica (16W)	Sport Grand Touring	Black Cloth Black Leather (std) <sup>(b)</sup> Black/White Leather (opt) <sup>(b)</sup>
	Whitewater Pearl Mica (25D)	Sport Grand Touring	Black Cloth Black Leather (std) <sup>(b)</sup> Black/White Leather (opt) <sup>(b)</sup>
	Velocity Red Mica (27A)	Sport Grand Touring	Black Cloth Black Leather (std) <sup>(b)</sup> Black/White Leather (opt) <sup>(b)</sup>
	Black Cherry Mica (28W)	Sport Grand Touring	Black Cloth Black Leather (std) <sup>(b)</sup> Black/White Leather (opt) <sup>(b)</sup>
	Titanium Gray Metallic (29Y)	Sport Grand Touring	Black Cloth Black Leather (std) <sup>(b)</sup> Black/White Leather (opt) <sup>(b)</sup>
	<b>Liquid Platinum Metallic (30S)</b>	Sport Grand Touring	Black Cloth Black Leather (std) <sup>(b)</sup> Black/White Leather (opt) <sup>(b)</sup>

**Bold type denotes new color for 2006 model year.**

(a) Clearcoat paint for all exterior colors.

(b) Seating surfaces upholstered in leather except for vinyl on seat side panels, rear sides of seatbacks, and other minor areas.

Due to variations in the printing process, there may be subtle differences between the colors shown above and the actual vehicle colors. Colors/materials were current at the time of publication. Mazda may make color/materials changes at any time without notice

# 06 MAZDASPEED6 WALKAROUND GUIDE

The following product features are to be used as a guide in presenting the MAZDASPEED6 over the V6-powered MAZDA6 s Sedan. Use this information to help build an organized and focused product presentation on the features and benefits that appeal most to your customer. A walkaround presentation of these features is especially persuasive when it follows a test drive of the MAZDASPEED6.

## DRIVER'S SIDE

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### Distinctive exterior colors

- Encompass all six exterior colors, none of which is shared with the MAZDA6 Sedan
- Include Black Mica, Whitewater Pearl, Velocity Red Mica, Black Cherry Mica, Titanium Gray Metallic, and Liquid Platinum Metallic

### Structural reinforcements

- Utilize strengthened engine and suspension mounts, refined front cowl reinforcements, cabin floor crossmembers, roof rail and header section gussets, rear diagonal braces, increased instrument panel joints, and larger bumper reinforcements
- Increase torsional rigidity (resistance to twisting) by almost 50 percent compared to the MAZDA6, resulting in improved suspension grip and a sharper steering feel

### 18-inch alloy wheels and Bridgestone Potenza tires

- Feature unique-design 18-inch multispoke alloy wheels with Bridgestone Potenza P215/45R18 Y-rated high-performance radial tires
- Provide a large contact patch with the road for better handling and stability

### Larger power-assisted 4-wheel disc brakes

- Deliver exceptional stopping power with 12.6-inch ventilated front and 12.4-inch solid rear disc brakes
- Feature fully ventilated front discs that provide superior cooling to better resist brake fade

### Brake Assist

- Recognizes hard braking and helps drivers apply maximum braking force more quickly in emergency situations
- Complements the standard Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)

## DRIVER'S SIDE (continued)

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### Dynamic Stability Control (DSC) with Traction Control System (TCS)

- Integrates the functions of ABS and electronic traction control, managing engine power output and optimal brake control on all four wheels
- Aids vehicle stability when cornering on slippery road surfaces or during emergency avoidance maneuvers
- Features an off button that allows for full driver control during advanced driving techniques such as drift maneuvers on a racing circuit

### Mazda Advanced Keyless Entry & Start System (standard Grand Touring)

- Features a credit-card-sized "smart" card with integrated spare key that enables drivers to lock, unlock, enter, and start the vehicle without using a key

### DVD-based navigation system (optional) <sup>(a)</sup>

- Includes retractable 7-inch instrument-panel-mounted video screen, center-console-docked remote control with pointing device operation, and under-rear-shelf-mounted DVD drive control unit
- Features enhanced routing capabilities; moving map with voice guidance in either English, French, or Spanish; and local points-of-interest database for exceptional functionality and convenience
- Uses a single DVD that offers owners the ability to update their navigation database

## FRONT END

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### Front sport appearance features

- Include a unique-design front grille, hood, and front fenders
- Incorporate a unique-design front bumper with built-in clear-lens halogen fog lights

# 06

## MAZDASPEED6 WALKAROUND GUIDE (continued)

### FRONT END (continued)

#### Manual-leveling Xenon High-Intensity-Discharge (HID) low-beam headlights

- Replace the filament of each low-beam light bulb with a capsule of Xenon gas that produces an arc of light when voltage is applied to provide one of the brightest and most uniform light patterns on the road
- More closely approximate the color of natural daylight, appearing as a distinctive bright white light with a slight blue tint while using less power and lasting three to five times longer than conventional halogen headlights
- Feature manual headlight leveling to avoid undue glare to oncoming traffic

#### Vehicle-speed-sensing windshield wipers

- Increase wiper speed as vehicle speed increases, clearing water from the windshield quickly for added safety

#### 2.3-liter, dual-overhead-cam, 16-valve, 274-hp I-4 engine with turbocharger, intercooler, and variable valve timing

- Retains the variable valve timing of the normally aspirated MAZDA6 engine while producing nearly 30 percent more horsepower and 40 percent more torque than the V6 engine in the MAZDA6 s
- Utilizes a Hitachi-Warner single-scroll turbocharger that spools quickly and delivers a 15.5 psi maximum intake-air boost for superior engine performance
- Incorporates direct injection spark ignition (DISI) to inject high-pressure fuel directly into the combustion chambers, which produces an internal cooling effect that results in increased low- to mid-range torque, linear acceleration, higher fuel economy, and lower emissions
- Features one of the first uses of a gasoline-direct-injected turbocharged engine in the U.S. to deliver 274 horsepower at 5500 rpm and 280 lb-ft of torque at 3000 rpm for the true performance enthusiast

#### Short-throw 6-speed manual overdrive transmission

- Features a new compact design that uses wide gear ratios to fully exploit the high power of the direct-injected turbocharged engine at all road speeds for better acceleration and performance
- Incorporates triple-cone synchronizers for 1st, 2nd, and 3rd gears and a double-cone synchronizer for 4th gear to reduce shift effort and meshing time for a more direct shift feel

### FRONT END (continued)

#### Sport-tuned independent high-mount double-wishbone front suspension

- Incorporates coil springs with increased spring rates, high-performance twin-tube shock absorbers, and a larger front stabilizer bar for enhanced cornering performance, handling stability, and ride comfort

### INTERIOR

#### Performance-sedan appointments

- Incorporate sport-type black cloth front seats and adjustable rear-seat head restraints
- Feature electroluminescent gauges with red nighttime instrument-panel illumination, and dark silver satin center instrument panel trim, center console panel, and transmission shift panel
- Include aluminum accelerator, brake, and clutch pedals plus stainless steel scuff-plate inserts
- Offer sporty and stylish accents throughout the cabin

#### Sport-type leather-trimmed seats (Grand Touring)

- Offers the rich feel and refined look of standard black leather or optional black-and-white leather
- Includes heated front seats for increased comfort in cold-weather driving conditions

#### Bose® Audio System

- Incorporates the standard satellite-radio-ready modular audio AM/FM stereo into a 200-watt, seven-speaker Bose®-designed system that includes an in-dash 6-disc CD changer, two mirror-garnish-mounted 1.5-inch tweeters, two front-door-mounted 6.5-inch wide-range speakers, two rear-door-mounted 5.25-inch wide-range speakers, and one separately powered rear-shelf-mounted 9-inch Nd® woofer
- Delivers heightened sound quality while offering owners the ability to add a Mazda dealer-installed in-dash 6-disc MP3 CD changer, cassette player, or SIRIUS Satellite Radio receiver
- Accommodates SIRIUS Satellite Radio, which includes over 120 digital channels of commercial-free music, sports, news, and entertainment beamed down by three satellites for coast-to-coast coverage <sup>(b)</sup>

# 06

## MAZDASPEED6 WALKAROUND GUIDE (continued)

### INTERIOR (continued)

#### Advanced front and rear power windows

- Include front and rear switches with one-touch-up/down and two-step-down features and pinch protection for added convenience
- Incorporates a power window remote auto-open feature into the standard remote keyless illuminated entry system transmitter and drivers door key cylinder

#### MAZDASPEED branding

- Adds logos to carpeted floor mats and stainless steel scuff-plate inserts to identify the vehicle as uniquely MAZDASPEED

### TRUNK/REAR AREA

#### Rear sport appearance features

- Complement the unique-design side sill garnish with a unique-design rear bumper with integrated exhaust outlets
- Include a rear deck spoiler with an aerodynamic design that adds a distinctive flair to the back end

#### Unique-design rear combination lights

- Include taillights, brake lights, rear-turn signal lights, and back-up lights
- Add a unique nighttime flair to the back end

#### Active torque split all-wheel-drive system

- Uses real-time inputs for wheel speed, steering angle, yaw rate, lateral G-force, and engine status to calculate dozens of times per second exactly how much torque to send to the rear wheels through the active torque coupling to maximize traction
- Requires no driver interaction to provide improved stability and control under normal, sports, or slippery driving conditions

#### Tochigi-Fuji torque-sensing limited-slip rear differential

- Works with the all-wheel-drive system to transfer torque smoothly to the driving wheel with the most traction or, when traction is stable, equally divides power between the driving wheels
- Features a low torque bias ratio of 2.0, delivering predictably smooth performance during fast cornering and on low-friction road surfaces while providing improved stability during off-the-line acceleration and when driving at speed

### TRUNK/REAR AREA (continued)

#### Sport-tuned independent advanced multilink rear suspension

- Incorporates coil springs with increased spring rates, high-performance monotube shock absorbers, and a larger rear stabilizer bar for enhanced cornering performance, handling stability, and ride comfort

#### Sport-tuned exhaust system

- Utilizes a revised main silencer and exhaust pipe structures to provide the MAZDASPEED6 with a distinctive performance-sedan exhaust note

#### MAZDASPEED6 badging

- Includes MAZDASPEED6 badge on the trunk lid to identify the vehicle as uniquely MAZDASPEED

### MSRP WINDOW STICKER

#### 48-month/50,000-mile basic warranty

- Reflects manufacturer's confidence in reliability and may lower cost of ownership

#### Roadside Assistance

- Provides help in emergency situations during the basic warranty period for added peace of mind

#### Service Transportation Solution

- Reduces inconvenience by providing a loaner car at no cost when the owner's vehicle is receiving warranty service

#### Complimentary full tank of gas at delivery

- Allows owners to experience the fun of driving a Mazda right away

(a) Do not program the navigation system while driving. Obey traffic regulations. Read the 2006 MAZDASPEED6 Owner's Manual for complete instructions.

(b) To obtain the SIRIUS Satellite Radio service, a tuner and antenna must be installed by an Authorized Mazda Dealer, and a subscription to SIRIUS must be purchased. Not available in Alaska and Hawaii.

# 06

## MAZDASPEED6 DELIVERY TIPS

A thorough delivery signifies the beginning of your customer's ownership experience and lays the foundation for referral and repeat business. The New Vehicle Sales Delivery Checklist can help you make a thorough delivery and have a significant impact on customer satisfaction. For example, as much as a 20-point increase can be seen in the average nationwide month-to-month CARE Scores of Sales Consultants who complete the Delivery Checklist with their customers compared to those who do not.

When delivering a MAZDASPEED6 to a new owner, use the Delivery Checklist and remember to address the following items.

### Remote Keyless Illuminated Entry System

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#### Demonstrate the operation of the remote keyless entry system transmitter:

- To lock the doors, press the LOCK button on the transmitter. To confirm that the doors have been locked, press the LOCK button again within five seconds. If they are locked, the horn will sound.
- To unlock the driver's door, press the UNLOCK button. To unlock all the doors, press the UNLOCK button again within five seconds.
- To open the trunk, press and hold the button with the image of the trunk on it.
- To signal for attention in an emergency, press the panic (!) button once. The horn will sound intermittently and the hazard warning lights will flash. To turn off this alarm, press any button on the transmitter.
- When the UNLOCK button is pressed, the interior light will illuminate for 30 seconds, then go out.
- To unfold the retractable key, press the release button. To fold the key, press the release button and rotate the key into the holder.

For additional details and warnings—including remote power window operation and operation of the available Mazda Advanced Keyless Entry & Start System—refer to the 2006 MAZDASPEED6 Owner's Manual.

### Engine-Immobilizer Antitheft System

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#### Explain the operation of the engine immobilizer:

- The engine-immobilizer antitheft system allows the engine to start only with a properly encoded transponder-equipped key.
- The security indicator light will come on when the ignition switch is turned to the ON position. The light will go out after about three seconds.
- If the engine does not start with the correct ignition key, and the security indicator light keeps illuminating or flashing, the system may have a malfunction. If this occurs, contact a Mazda Dealer.

For additional details and warnings, refer to the 2006 MAZDASPEED6 Owner's Manual.

### Antitheft Alarm System

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#### Demonstrate the operation of the antitheft alarm system:

- To arm the antitheft alarm, press the LOCK button on the remote keyless entry system transmitter. A security indicator light will illuminate on the instrument panel and then begin to flash intermittently to indicate that the system is armed.
- To disarm the antitheft alarm, press the UNLOCK button on the transmitter.
- The trunk lid can be opened with the key or the transmitter even when the antitheft alarm is armed. The alarm will not come on and the system will remain armed.
- To stop a triggered alarm, press the UNLOCK button on the transmitter.

For additional details and warnings, refer to the 2006 MAZDASPEED6 Owner's Manual. Note that the antitheft alarm system may be referred to as a theft-deterrent system in the Owner's Manual.

# 06

## MAZDASPEED6 DELIVERY TIPS (continued)

### Driver's and Front Passenger's Seat Operation

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#### Show your customer the operation of the driver's and front passenger's seats:

- To move a seat forward or backward, raise the lever under the front of the seat, slide the seat to the desired position, and release the lever. Make sure that the lever returns to its original position and the seat is locked in place by attempting to push it forward and backward.
- To change the seatback angle, lean forward slightly while raising the lever on the outboard side of the seat. Then lean back to the desired position and release the lever. Make sure that the lever returns to its original position and the seat is locked in place by attempting to push it forward and backward.
- To raise a head restraint, pull it up to the desired position. To lower the head restraint, press the stop-catch release on the restraint pillar and then push the head restraint down. Adjust the head restraint so that the top of the restraint is even with the top of the occupant's ears, never the occupant's neck.
- To raise the driver's seat, pull up on the lever on the outboard side of the seat. Release the lever at the desired position. To lower the driver's seat, push down on the lever on the outboard side of the seat. Release the lever at the desired position.

For additional details and warnings—including operation of the available 8-way power driver's seat—refer to the 2006 MAZDASPEED6 Owner's Manual.

### Turbocharged Engine

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#### Tell your customer about these operating recommendations for the MAZDASPEED6 turbocharged engine:

- The turbocharged engine is designed for optimal operation with premium unleaded fuel with an octane rating of 93. Do not use fuel with an octane rating lower than 91. Additional fuel additives are not recommended.
- Change the engine oil and filter according to the Scheduled Maintenance Charts for the MAZDASPEED6. Additional oil additives are not recommended.
- Do not race or over-rev the engine when starting. While this should not be done with any engine, it is especially important not to do this with a turbocharged engine.
- After driving at freeway speeds or up a long hill, idle the engine for at least 30 seconds before turning off the ignition in order to cool the turbocharger. Avoid shutting the engine off abruptly after a hard or long drive as this may damage the turbocharger.
- Do not add any aftermarket devices to alter the engine's ignition timing, fuel delivery, or turbocharger boost pressure. This may result in serious engine damage that can void your warranty.

For additional details and warnings, refer to the 2006 MAZDASPEED6 Owner's Manual.

### Active Torque Split All-Wheel-Drive Operation

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Standard active torque split all-wheel drive (AWD) continuously monitors vehicle conditions and automatically adjusts power distribution between the front and rear wheels. The AWD system is always active and requires no driver input to provide improved stability and control under normal, sports, or slippery driving conditions.

For additional details and warnings, refer to the 2006 MAZDASPEED6 Owner's Manual.

### Anti-lock Brake System (ABS)

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The ABS control unit continuously monitors the speed of each wheel. If a wheel is about to lock up, the ABS responds by automatically releasing and reapplying that wheel's brake up to 20 times a second. The driver will feel a slight vibration in the brake pedal and may hear a chattering noise from the brake system. This is normal when the ABS operates. Do not pump the brakes, but continue to press down on the brake pedal. In panic stops with ABS, drivers should use the "stomp and steer" technique, maintaining constant pressure on the brake pedal while steering around objects or following through on a turn.

For additional details and warnings, refer to the 2006 MAZDASPEED6 Owner's Manual.

# 06

## **MAZDASPEED6 DELIVERY TIPS** (continued)

### **Dynamic Stability Control (DSC) with Traction Control System (TCS)**

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Standard Dynamic Stability Control (DSC) works in conjunction with the Anti-lock Brake System (ABS) and Traction Control System (TCS) to control side slip when driving on slippery surfaces or during sudden or evasive maneuvering.

Dynamic Stability Control (DSC) remains on unless deactivated via the DSC OFF button located on the instrument panel. The DSC OFF button allows for full driver control during advanced driving techniques such as drift maneuvers on a racing circuit. When DSC is deactivated, the DSC OFF indicator light will illuminate on the instrument panel.

For additional details and warnings, refer to the 2006 *MAZDASPEED6* Owner's Manual.

### **Child-Safety-Seat Anchors**

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Show your customer the locations of the child-safety-seat anchors. Explain that the *MAZDASPEED6* is equipped with federally mandated LATCH (Lower Anchors and Tethers for Children) anchors for attachment of specially designed LATCH child-restraint systems. Both anchors must be used; otherwise the seat will bounce around and put the child in danger. Some LATCH child-restraint systems also must be used in conjunction with a tether to be effective. If they have a tether, it must be used to ensure a child's safety.

If asked, explain that the proper attachment procedures are provided in their 2006 *MAZDASPEED6* Owner's Manual, as well as in the instructions provided by the manufacturer of the particular LATCH child-restraint system.

For additional details and warnings, refer to the 2006 *MAZDASPEED6* Owner's Manual.

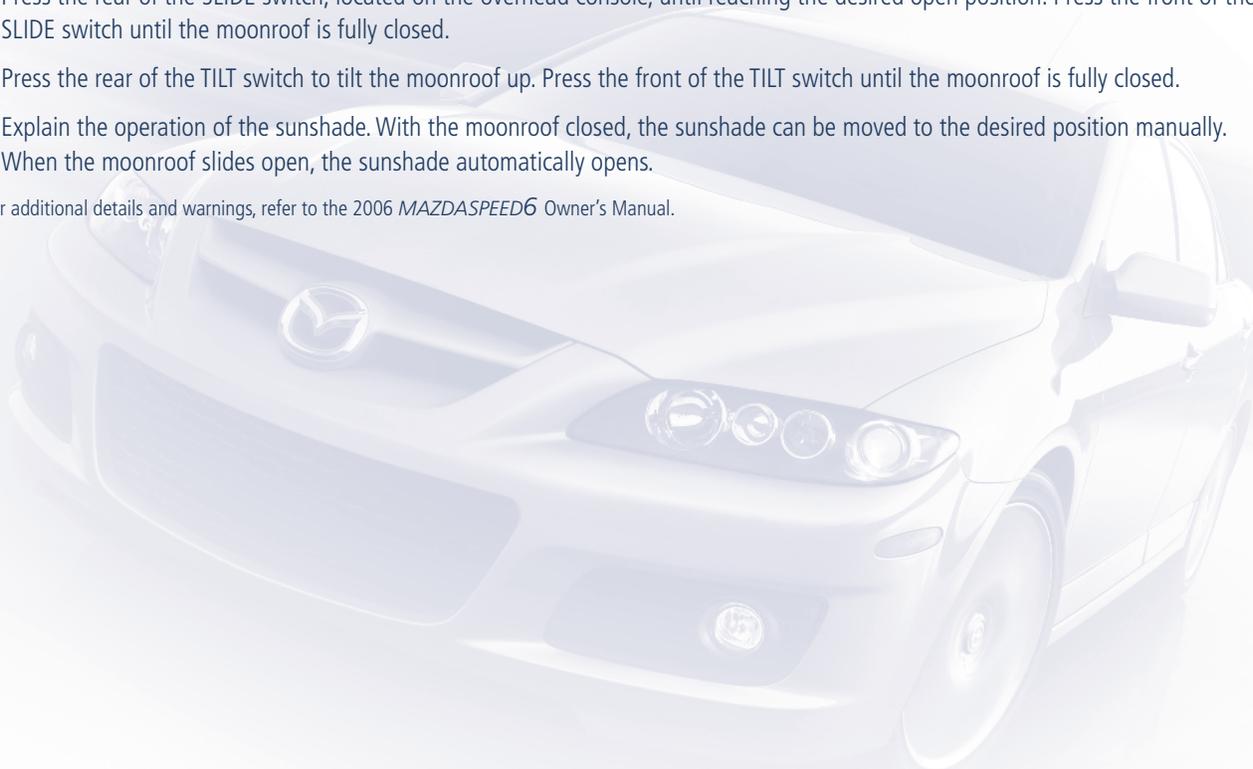
### **Power Sliding-Glass Moonroof (Optional)**

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#### **Show your customer the operation of the power sliding-glass moonroof:**

- Turn the ignition switch to the ON position.
- Press the rear of the SLIDE switch, located on the overhead console, until reaching the desired open position. Press the front of the SLIDE switch until the moonroof is fully closed.
- Press the rear of the TILT switch to tilt the moonroof up. Press the front of the TILT switch until the moonroof is fully closed.
- Explain the operation of the sunshade. With the moonroof closed, the sunshade can be moved to the desired position manually. When the moonroof slides open, the sunshade automatically opens.

For additional details and warnings, refer to the 2006 *MAZDASPEED6* Owner's Manual.



# 06

## MAZDASPEED6 DELIVERY TIPS (continued)

### Manual-Leveling Xenon High-Intensity-Discharge (HID) Low-Beam Headlights

With HID headlights, the filament of each low-beam light bulb is replaced with a capsule of Xenon gas that produces an arc of light when voltage is applied. These headlights provide one of the brightest and most uniform light patterns on the road and more closely approximate the color of natural daylight, appearing as a distinctive bright white light with a slight blue tint. They use less power and last three to five times longer than conventional halogen headlights.

In the MAZDASPEED6, HID headlights feature manual headlight leveling to avoid undue glare to oncoming traffic. The number of occupants and weight of cargo change the angle of the headlights. The headlight leveling switch adjusts this angle and is located on the lower left-hand side of the instrument panel. Select the proper setting from the following chart.

Front Seat		Rear Seat Passenger	Trunk/Cargo Area Load	Switch Position
Driver	Passenger			
X				0
X	X			0
X	X	X		1
X	X	X	X	2
X			X	3

For additional details and warnings, refer to the 2006 MAZDASPEED6 Owner's Manual.

### DVD-Based Navigation System (Optional)

The available navigation system for the MAZDASPEED6 includes a retractable 7-inch instrument-panel-mounted video screen, center-console-docked remote control with pointing device operation, and under-rear-shelf-mounted DVD drive control unit. The system features enhanced routing capabilities; moving map with voice guidance in English, French, or Spanish; and local points-of-interest database. It uses a single DVD that offers owners the ability to update their navigation database.

Navigation system features and functions will require additional explanation and demonstration during a thorough delivery. Every MAZDASPEED6 equipped with a Mazda navigation system comes with a Mazda Navigation System Quick Start Guide. In addition, the 2006 MAZDASPEED6 Owner's Manual includes a navigation system section. Use these materials to show your customer how to operate the system, while following these additional tips:

- Select the correct map area for your driving location. There are 11 search areas including Canada. Alaska, Hawaii, and Mexico are not available.
- Make sure that the DVD is inserted correctly into the DVD drive. The drive will only support map discs from NAVTEQ, whose data is used by all vehicle navigation systems in North America. The DVD drive will not read other types of DVDs or CDs.
- Program your customer's home address and your dealership's address into the system either before or during delivery. Choose locations close to your dealership to test the system with your customer.
- Ensure that you can see the sky in order to establish the vehicle's position. The signal from Global Positioning System (GPS) satellites may be temporarily lost inside parking structures, in tunnels, among high-rise buildings, under elevated roads, and in wooded areas.

Do not program the navigation system while driving. Obey traffic regulations. For additional details and warnings, refer to the Mazda Navigation System Quick Start Guide or the Mazda Navigation System section of the 2006 MAZDASPEED6 Owner's Manual.

### Mazda Driver's Assurance Plan

The Mazda Driver's Assurance Plan helps deliver a worry-free ownership experience with Mazda's New Vehicle Limited Warranty, Roadside Assistance Program, and Service Transportation Solution. Remember to use the Driver's Assurance Plan brochure and Warranty Information Booklet to explain the specific features and benefits of the plan to your customers.

# 06

## MAZDASPEED6 TOP CROSS-SHOPPED COMPETITORS\*



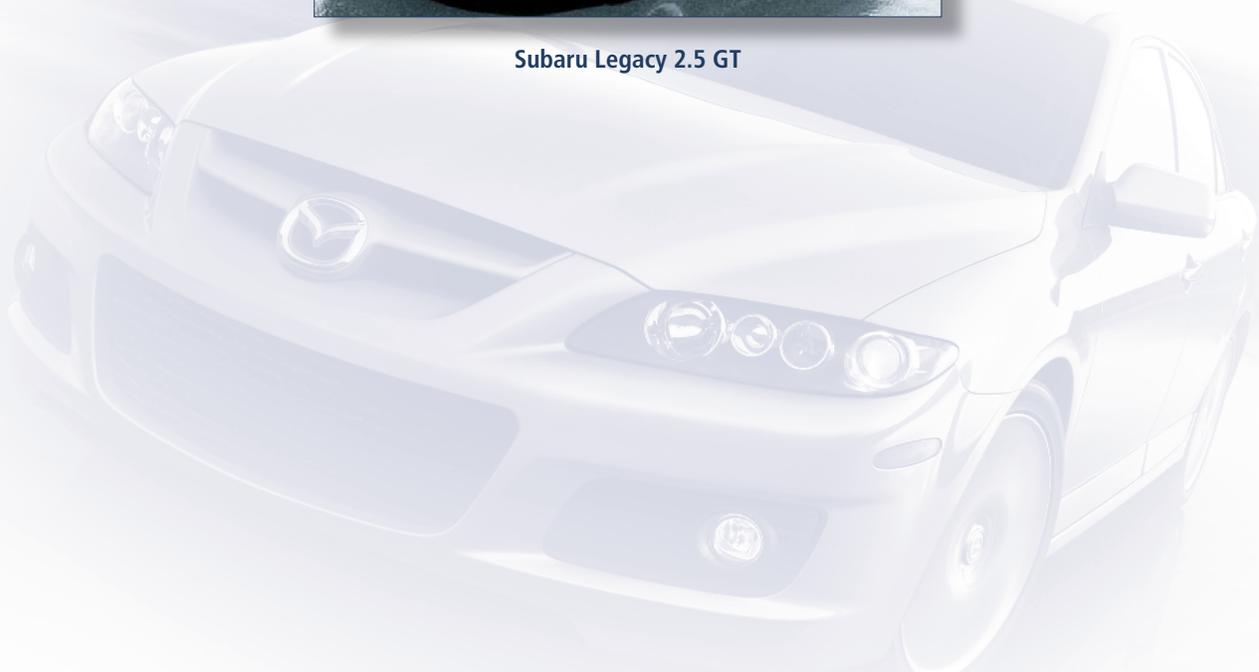
Audi A4 Sedan



BMW 3 Series Sedan



Subaru Legacy 2.5 GT



\*Some vehicles shown are 2005 models