

All New Mazda6 Ultra- Bigger, Faster, Smarter

KUWAIT – Nov 25, 2008 - The 2009 Mazda6 Ultra was launched by KAICO (Al Shaya & Al Sagar) at its showroom in Al Rai and at Kuwait Finance House, Shuweikh.



The All NEW Mazda6 ULTRA is a BIGGER, FASTER and SMARTER sedan that was exclusively designed, engineered and developed for the US and GCC markets.

The development concept of the All New Mazda6 Ultra is the same as for the Mazda6 which was launched in 2002 – “Zoom Zoom evolution”. The Ultra has the same genes as the MX-5, RX-7, RX-8, Mazda3, CX-9 which are the world’s most enjoyable cars to drive. The dynamic benefits of the Mazda heritage are maximized by advances in the power train and the chassis. They are complemented by distinctive looks, superior packaging and other features that reflect the desires of today’s motorists.



The year 2002 was a major turning point for the Mazda brand and sparked a still continuing era of sales growth worldwide. For example, in Europe nearly 500,000 units have been sold, helping Mazda to double its sales. Meanwhile, Mazda6 has won over 130 industry awards, including Car

of the year 2002 (Japan), Car of the year 2003 (New Zealand), Car of the year 2003 (China), a total of 7 important awards in the USA and 59 awards in 28 countries.

The new Mazda6 Ultra concept has 3 elements – Zoom Zoom spirit, authentic cool and exotic avantgarde. Comparatively, the Mazda`s wheel base is 65mm longer and its nearly 5m overall length is greater by 185mm, wider by 45mm and higher by 30mm compared to the Mazda6.

The MZI 3.7 L V6 engine produces 273 HP and a huge torque of 365 Nm. More than 90% of the maximum torque is available to the driver at low and high ranges of 2800 -5800 rpm. Mazda6 Ultra has the best-in-class acceleration and accelerates from 0 to 100 kmph in 6.8 sec. The Ultra powers you from city streets to highways with relative ease.



The Mazda6 Ultra is also available with a 2.5 in-line 4 cylinder engine generating 170 HP and whooping torque of 226 Nm which is 10% higher than that of the 2.3 L engine. The engine is also equipped with a variable intake system (VIS) and sequential valve timing (S-VT) for smooth, quiet and refined power delivery.



Mazda`s huge engine power is mated with a 6-speed activematic transmission with an active adaptive (AAS) shift control which basically means that the transmission adapts itself to the road and driving conditions. The shift lever is 34mm higher and 23 mm closer to the driver than the first generation Mazda6.

This gear position was inspired by Mazda's sports cars that allow smooth gear shifts. The high mount, double wishbone front and E-type multi-link rear suspension systems have the sporty feel that is a hallmark of Mazda cars.



The steering is precise, linear and stable. The Mazda6 Ultra has a minimum turning radius of just 5.4m, one of the smallest in class.

The Mazda6 Ultra has outstanding aerodynamic efficiency with a best-in-class drag coefficient of 0.27. The Mazda6 Ultra has a unique flowing coupe-like rear design. It conveys strength and effortlessness, highlighting the detailed craftsmanship through the dual-tail pipe exhaust.

The 3.7 L model is equipped with a smart keyless entry and smart system. The power driver seat is 8-way adjustable so drivers virtually command the road. The Mazda6 Ultra has blackout meters designed for a look of exquisiteness and precision.



The amber red dial illumination promotes a sense of Zoom Zoom excitement. Information on the audio, climate control and other aspects of vehicle operation are prominently displayed.

Air Conditioning is vastly improved by 2°C lower temperature and air flow has been increased by 11% from 498 to 550 cubic m per hour. It is equipped with independent AC vents in the rear.



At 556 L, the Mazda6 Ultra has the biggest boot in class and can accommodate 4 Samsonite (model 67) suitcases.

Space has been greatly enhanced by 45mm extra shoulder room, 19mm more rear leg room, 39mm more rear knee clearance.

The multi-channel BOSE premium sound system with 8 speakers and an 8.5 L glove box packages the Mazda6 Ultra as Mazda`s flagship saloon.

The standard 17” and 18” alloy wheels combine sportiness, class and sophistication.

There are 9 new exterior colours being introduced with this model.

Braking performance of Mazda6 Ultra is distinctively class leading. It decelerates from 100 to 0 kmph in 39m. The Ultra comes equipped with Dynamic stability control (DSC), ABS, EBD and traction control (TCS). Body rigidity has been increased by 10% which offers you some of the highest levels of protection in the event of a collision.

Mr. Fumio Tone invited all the journalists and potential customers to test drive the new flagship saloon from Mazda by contacting the Showroom Manager.(Mr Ibrahim – 66756931)

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