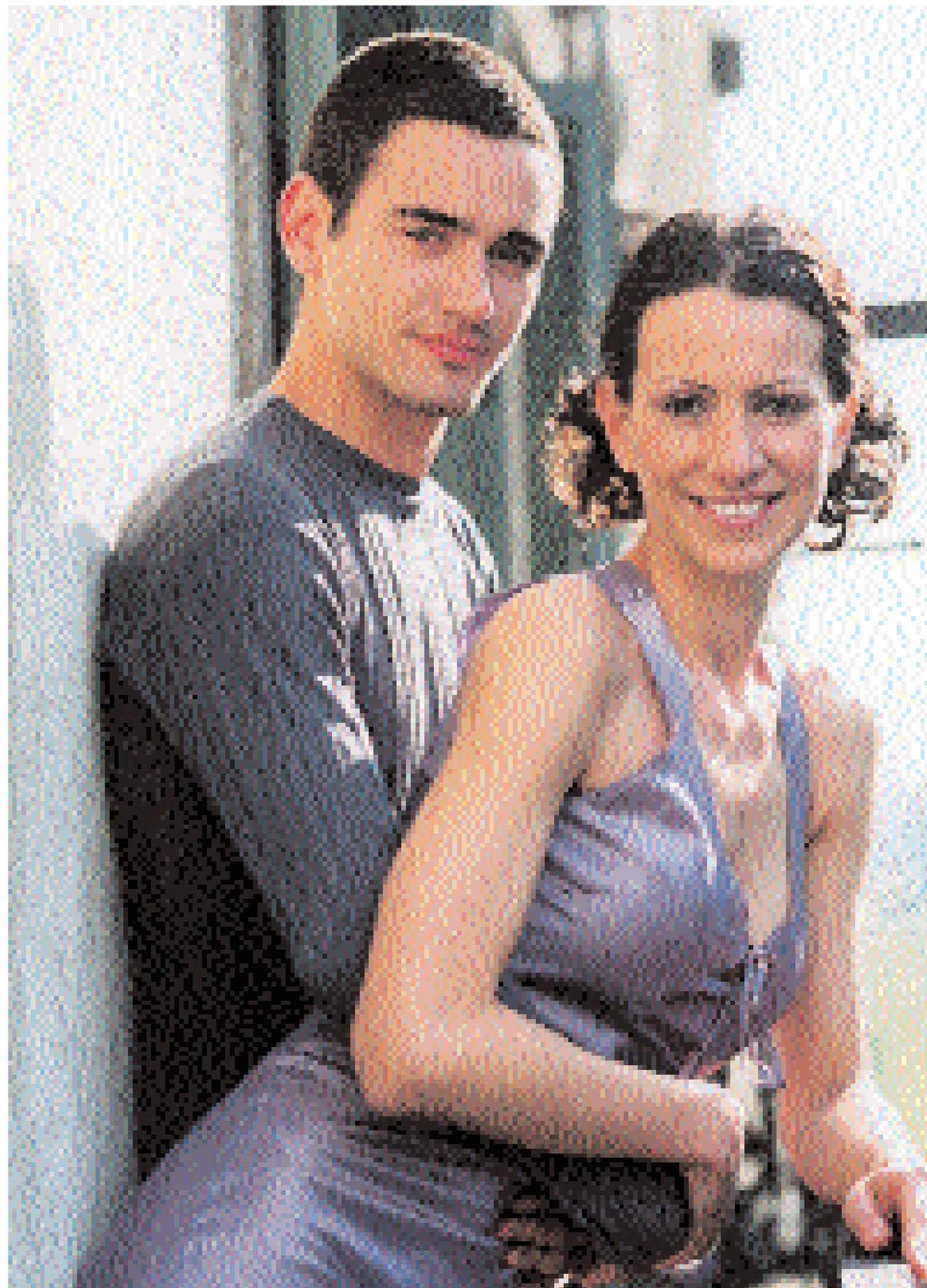


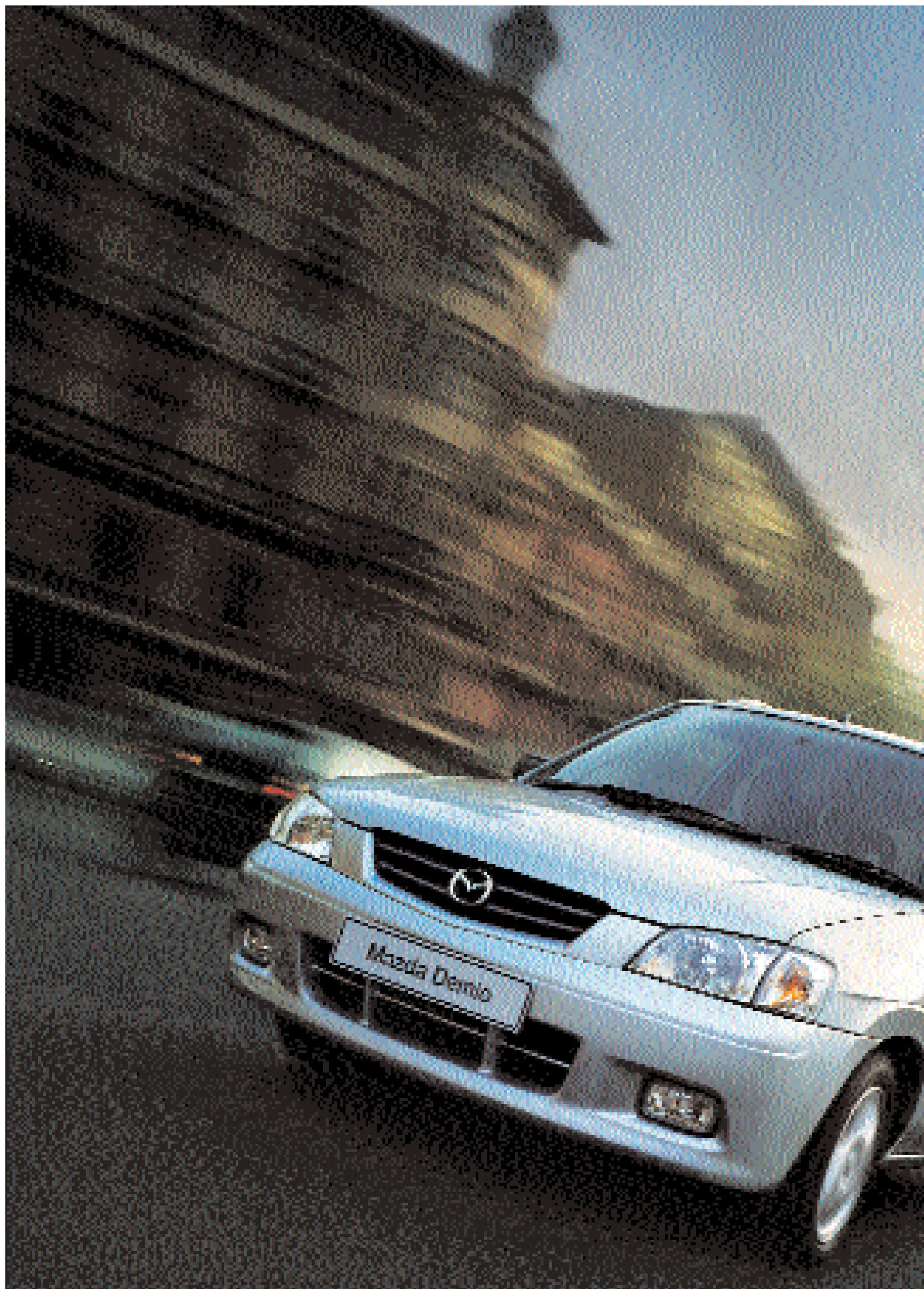
Mazda Demio







Big city, **big** fun, big idea ...



A white Mazda Demio is shown from a low angle, driving on a road and kicking up a large cloud of dust. The car is on the left side of the frame, and the dust cloud is in the center. The background is a clear blue sky.

The Mazda Demio. It's larger than **life.**

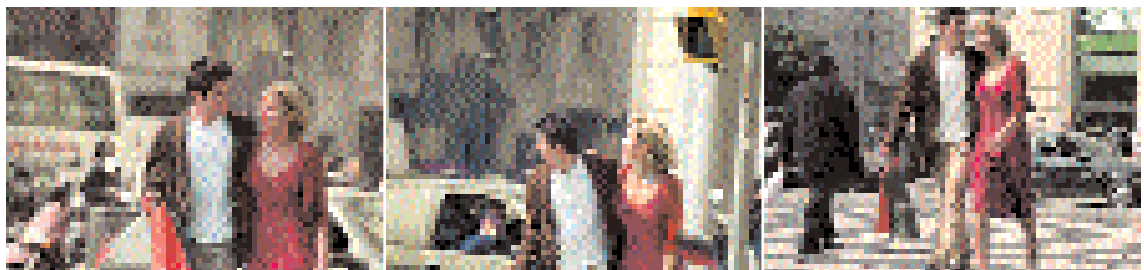
04 | 05

Inside the small, compact Mazda Demio, there's a big car ready to drive away. The Mazda Demio is designed to be surprisingly roomy and flexible when you need to load it up, yet satisfyingly small and agile when you need to squeeze through dense city traffic. With a Mazda Demio on your side, nothing will be too much to handle. Take it anywhere, treat it like one of the gang. Wherever the action is in your life, that's where the Mazda Demio was meant to be.



Vehicle shown features accessory alloy wheels.

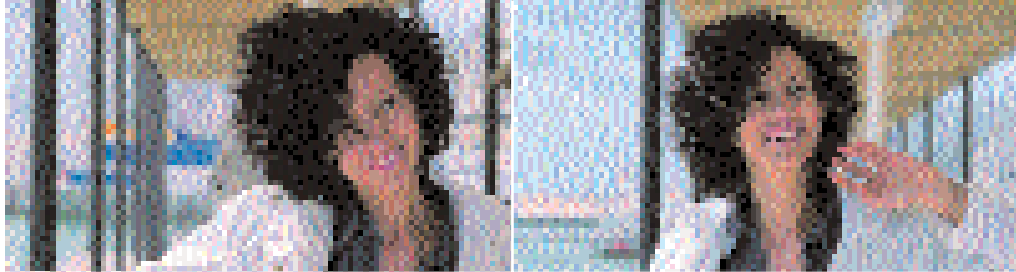




- 08 - 09 Design
- 10 - 13 Interior and flexibility
- 14 - 17 Performance
- 18 - 19 Safety
- 20 - 25 Equipment
- 26 - 27 Product quality and warranties



Small, but **perfectly** formed.



It almost seems as if Mazda Demio were two cars in one. Its extra height is a sign of its healthy appetite for cargo whilst still seating four people in comfort. The generous glass area hints at the commanding view you can expect from the driver's seat. And there's no hiding those avant-garde new headlamps and tail lamps either. They sport the very latest multi reflectors with stylish, clear lenses for enhanced light.

Vehicle shown features accessory alloy wheels and roof spoiler.



Inside, it's a revelation.



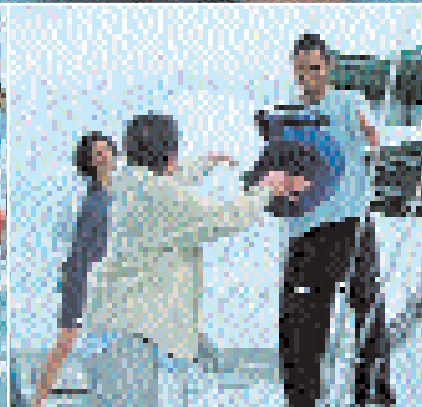
Can this really be a car? It has such wide doors and such a tall load area. Then there's that high-lift tailgate and the extra-low loading height. Even the rear seats can slide forwards or backwards, for extra luggage space or extra leg room whichever you prefer. And there's plentiful headroom for taller passengers. All that extra space also gives a clean, open feel, helped by the new sweeping lines of the dashboard and Mazda Demio's smart, two-tone interior colour scheme.

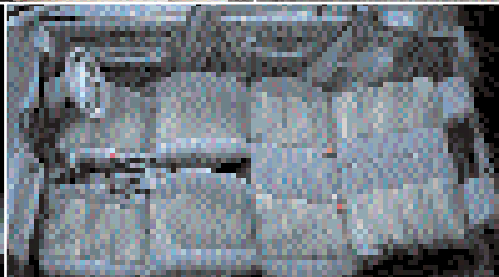




Mazda Demio's clever seat system can accommodate all your needs. The rear seats slide forward to provide extra luggage space and with their 50 : 50 split you can fold either seat down to handle bulkier loads. Fold the rear seats fully forwards for a large, level load space that's easily among the best in its class, or make use of their full recline to form a flat, comfortable surface.

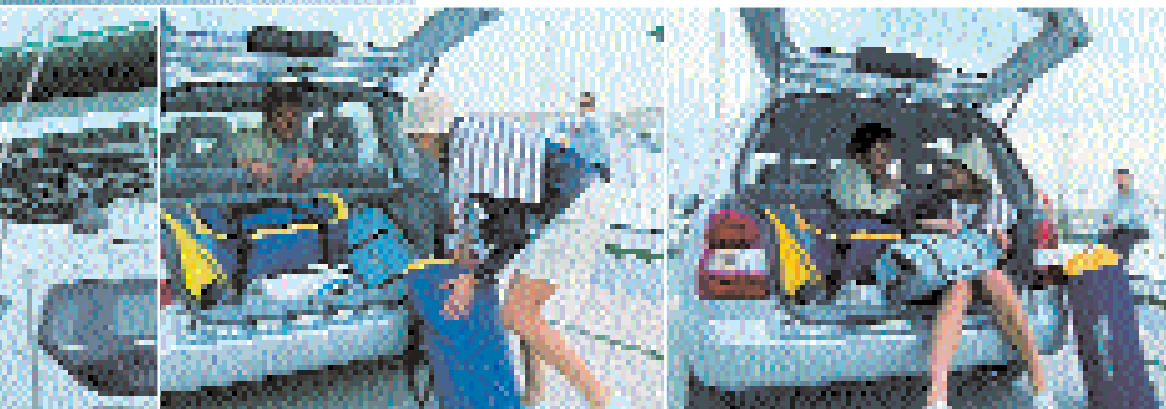
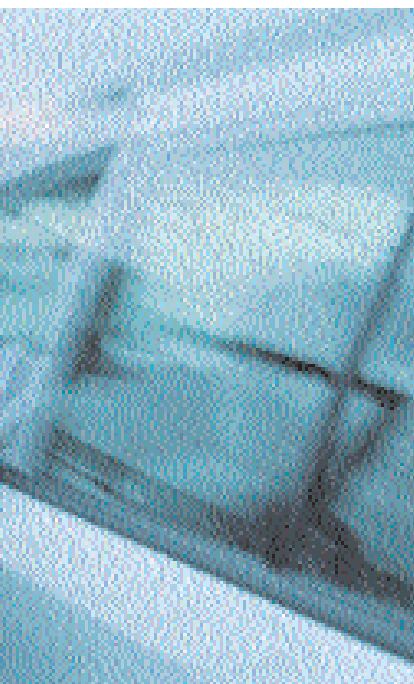
Vehicle shown features accessory alloy wheels.





When life gets **interesting.**

You may not appreciate the advantages of Mazda Demio's low loading height or its high-lift tailgate until you're standing in a car park and manage to manoeuvre an awkwardly-shaped object aboard. Then you'll also appreciate how Mazda Demio's rear seats can slide up to 120 mm forwards and backwards, allowing as much as 365 litres of cargo space without folding any seats down. The elevated seat position gives rear passengers a clear view of the road ahead and makes it much easier to get in and out.







Work hard. **Play** hard.

When you've finished zipping around town in your Mazda Demio, zip out to the country and let it stretch its legs. Its suspension has been designed to give sure-footed handling even with heavy loads, its engine has bags of torque at lower revs – great for overtaking in top gear without frantic gear changing – and its engine speed-sensing power steering provides perfect feedback, whether you're travelling along a motorway or heading down a twisting road. And wherever you're driving you'll appreciate Mazda Demio's quiet-running engine, thanks to its advanced alternator design and virtually-silent cooling fan.

14 | 15

Vehicle shown features accessory alloy wheels.

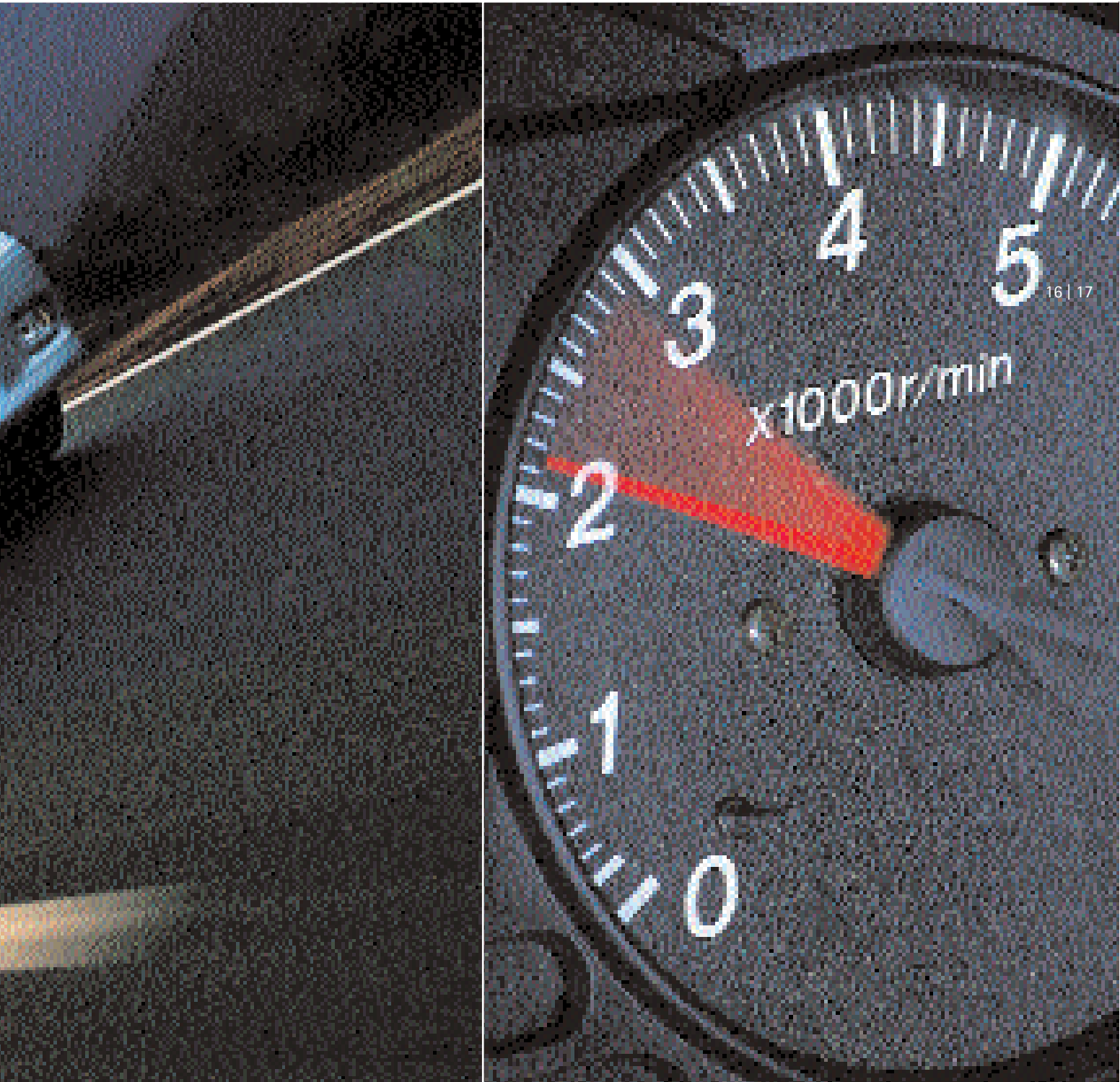


Flexible, frugal and fun.

Just because it's such a practical car around town doesn't mean that driving Mazda Demio can't be fun too. There's a choice of free revving 63 PS or high-performance 75 PS engines that keep Mazda Demio light on its feet. And it's light on its fuel too, sipping just 47 mpg (63 PS engine) on the official extra urban cycle. For easy and luxurious motoring, try the new, 4-speed, electronically-controlled automatic transmission. You can almost sit back and let Mazda Demio do the driving.



Model		1.3 LXi	1.3 GXi	1.5 GSi	1.5 GSi Auto
Displacement	cc	1324		1498	
Max Power	PS (kW)@rpm	63 (46)@5000		75 (55)@5000	
Max Torque	lbft (Nm)@rpm	76 (103)@3000		85 (116)@2500	
Max Speed	mph (km/h)	93 (151)		99 (160)	93 (150)
0-62mph	secs	14.0		13.0	16.1
Urban	mpg (l/100km)	32.5 (8.7)		30.7 (9.2)	27.7 (10.2)
Extra Urban	mpg (l/100km)	47.1 (6.0)		45.6 (6.2)	42.8 (6.6)
Combined	mpg (l/100km)	40.3 (7.0)		38.7 (7.3)	35.8 (7.9)
CO ₂ Emissions	g/km	169		176	190

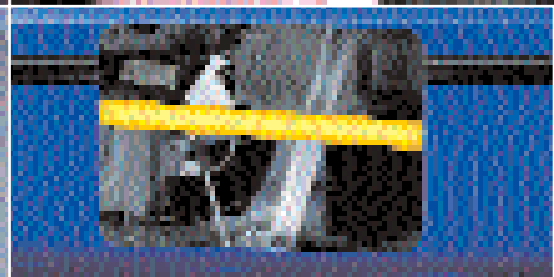




The driver's electric window has a sensitive auto stop to protect hands and fingers. (GXi and GSi models)



Mazda Demio's height-adjustable front seatbelts combine safety with comfort.



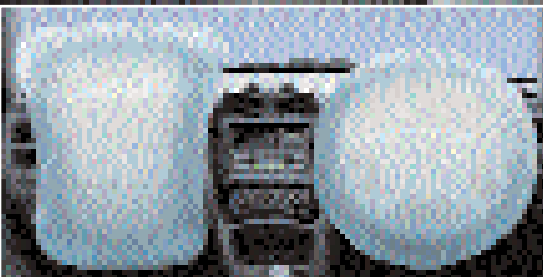
Reinforced door beams protect you and your passengers against side impacts.



Enjoy yourself, in **safety.**

Naturally, in a car as thoughtfully designed as Mazda Demio, much thought has been given to its safety features. Twin airbags are fitted, with the passenger airbag automatically deactivated when no front passenger is present or a Mazda approved child seat is installed. 1.5 GSi models feature ABS with Electronic Brake-force Distribution (EBD) for precise braking in all situations. High-mounted brake lights and seatbelt pre-tensioners also feature throughout the range. Crumple zones are built in to help disperse energy in a crash, and strengthened steel beams are incorporated in chassis, floor, roof and doors to provide a “survival cell” for the car’s occupants.

18 | 19



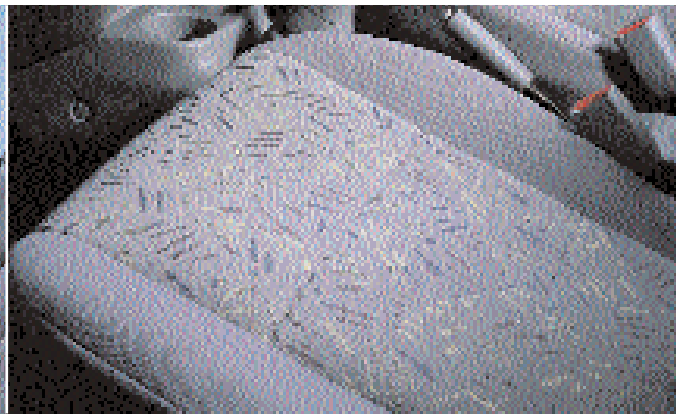
The passenger airbag is automatically deactivated when no passenger is present in the front seat.



The Mazda approved child seat automatically communicates with sensors in the car to deactivate the passenger airbag.



The Mazda Demio GSi models include the reassurance of ABS anti-lock braking.

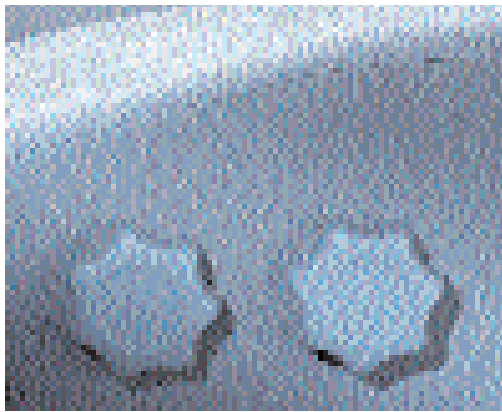


Good things come in small **packages.**

Mazda Demio is designed to be a pleasure to use in any situation. That's why it's packed with so many useful, thoughtful touches. For instance, we've built in a host of small storage areas, including three handy cupholders, a cargo-area lamp for those night-time trips and an extending tonneau cover to keep prying eyes away from your luggage during the day. Mazda Demio's dashboard instruments echo these thoughtful touches with clearer, larger graphics, transparent lighting and illuminated pointers.

Vehicle shown features a non-UK specification audio.





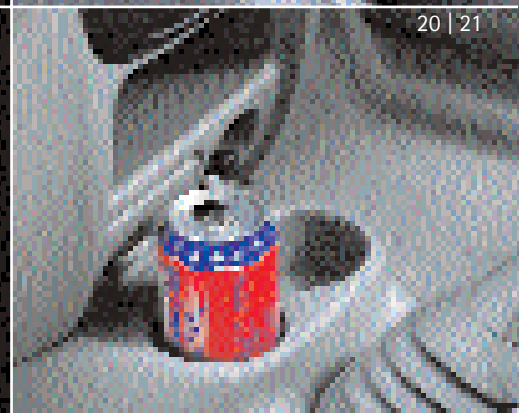
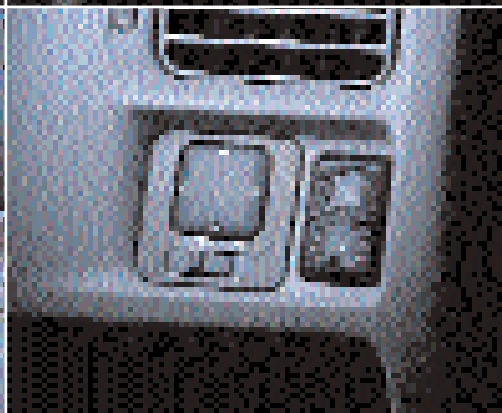
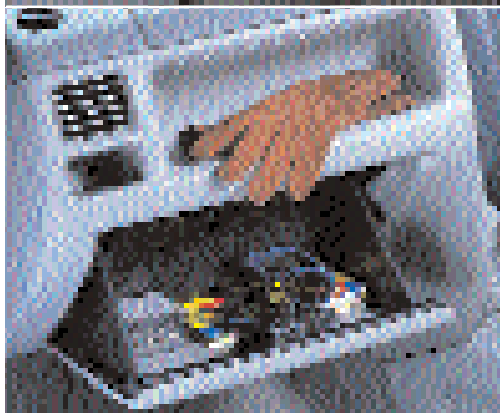
The driver's seat adjusts to suit your height.

Whether you're entering or leaving, with central door locking one press looks after everything. (GSi models)

See in the dark with this cargo-area lamp.

Engine speed-sensing power steering makes manoeuvring easy.

Front and rear electric windows give you fresh air at the press of a button.*



20 | 21

Even Mazda Demio's glovebox holds more than you'd expect.

Electric mirrors put a clear rear view at the tip of your finger.*

Thoughtful touches like convenient cupholders.

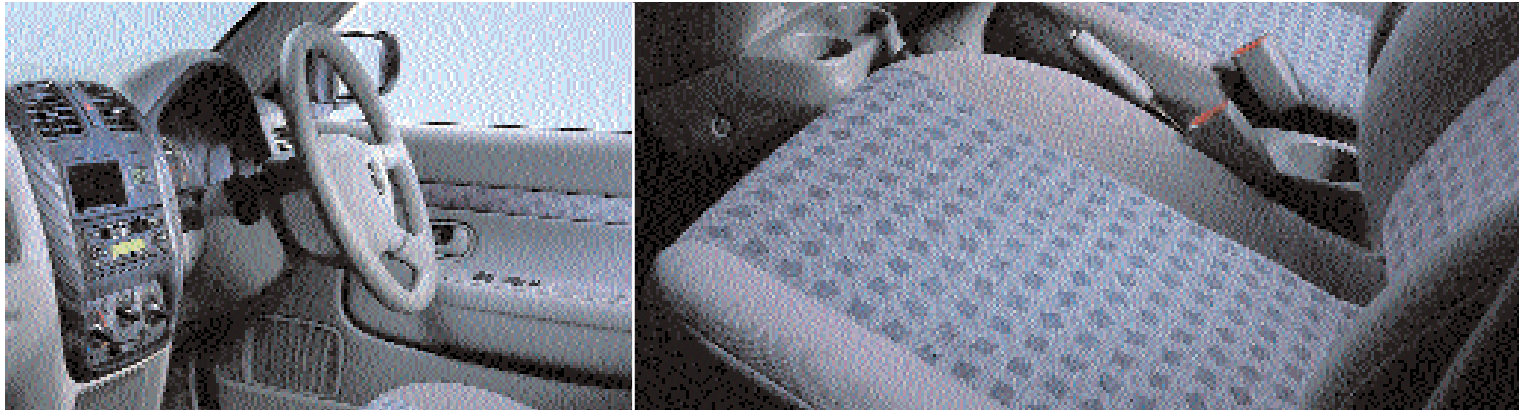
* GXi and GSi models only

The steering wheel can be tilted to suit your individual driving position.

Swap extra leg room for extra cargo room with these smart, slideable rear seats.



Mazda Demio **High** Grade. It packs a lot of **luxury.**



This is the Mazda Demio for those people who like to have everything. GSi models boast remote-control door locking whilst GXi and GSi models feature electric mirrors and electric windows all round. In addition, all Demio models have high-quality, velour seats for luxury and improved comfort.



Create the ideal atmosphere with fully adjustable heater and 4-speed fan controls.



Stylish, inset fog lamps for optimum visibility. (GSi models)



You'll always have a clear view with electric mirrors. (GXi and GSi models)

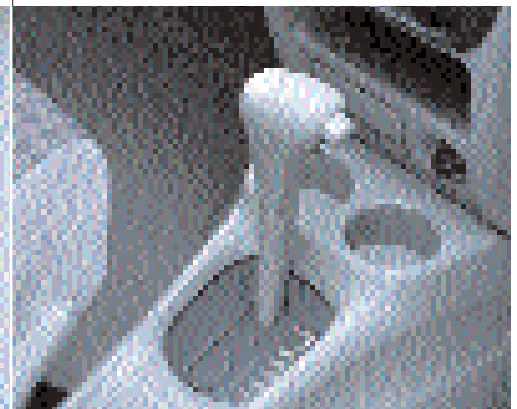
Open the rear windows at the touch of a button. (GXi and GSi models)



Remote-control door locking – the ultimate convenience for the busy driver. (GSi models)



Opt for a four-speed automatic transmission and a luxurious drive. (GSi models)

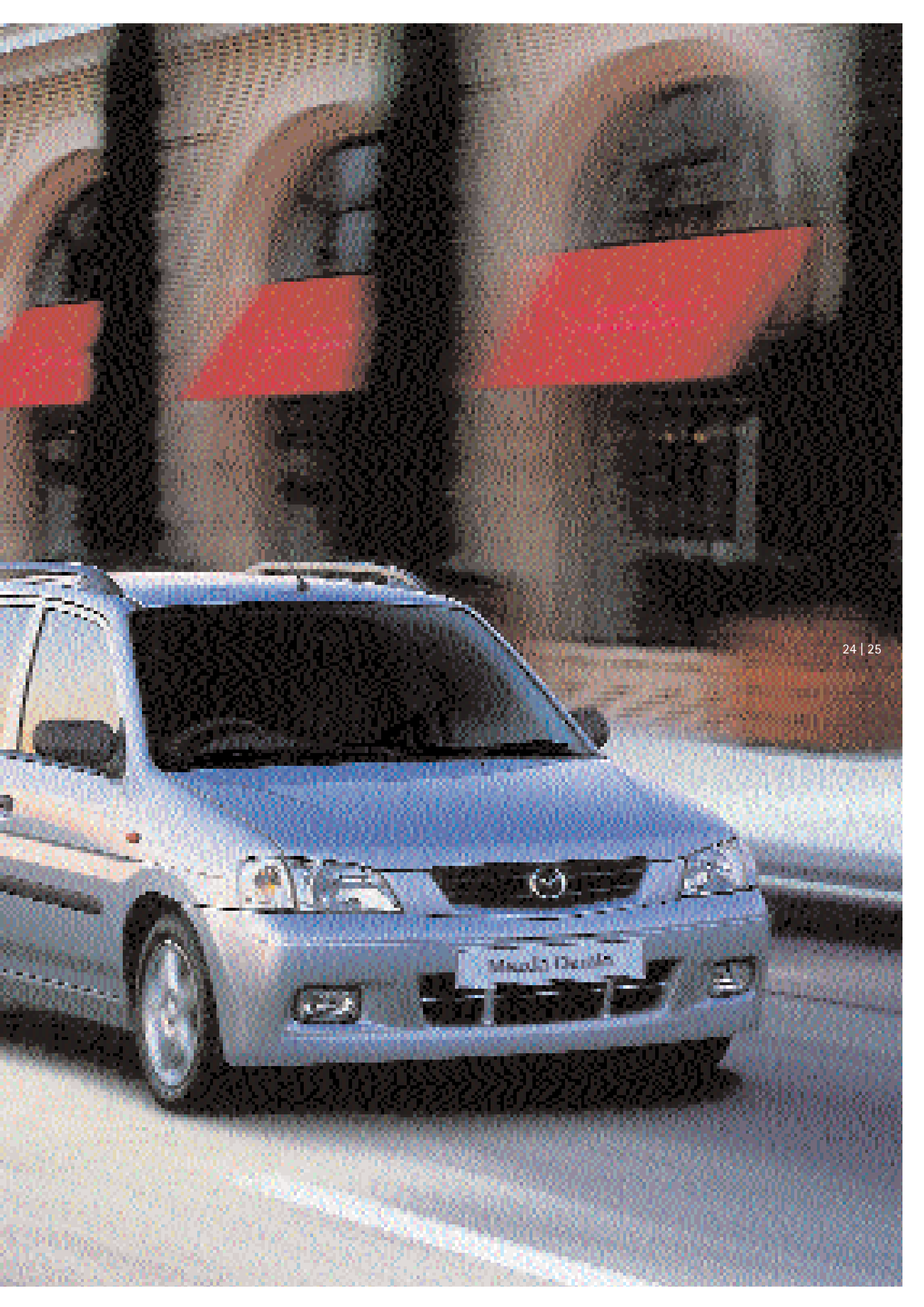


Vehicle shown features accessory alloy wheels.





Vehicle shown features accessory alloy wheels and fog lamps.



The **future** starts here.



Responsibility for the future has a lot to do with selecting the proper car. As an accountable automobile manufacturer, from the design phase, the wise use of natural resources has been a primary objective for Mazda. But as important as ecology is, we're interested in more than maintaining a clean environment.

We're also focused on the longevity of our cars. That's why we employ the highest manufacturing standards and specifications. No wonder Mazda has a reputation for absolute reliability. It's well deserved. The Mazda Demio boasts one of the most comprehensive warranties to found in the UK.

1. A three year/60,000 mile new vehicle warranty*
2. A three year unlimited mileage paint and surface corrosion warranty
3. A six year unlimited mileage anti-perforation warranty
4. A three year European roadside assistance package

*Unlimited mileage during the first year.





Your Mazda dealer:

Vehicle shown features accessory alloy wheels.

For further information please see your Mazda dealer. Mazda Cars (UK) Limited reserves the right to introduce at any time alterations in design or construction, changes of detail, equipment and accessories. To avoid any misunderstanding any person interested in purchasing a vehicle should enquire of a Mazda dealer as to whether there have been any material alterations since the date of issue of this brochure, June 2000.

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Printed on environmentally friendly paper.

