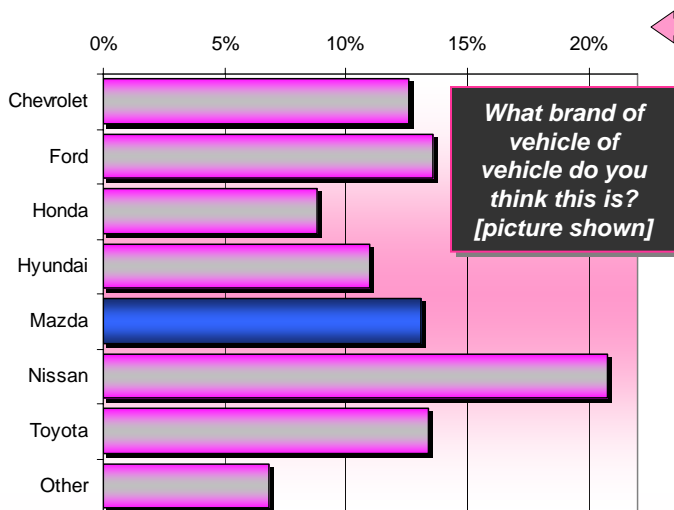


2009 MAZDA6 STYLING AND PRICE

The redone **2009 Mazda6** has more sculptured styling that ideally will help the Mazda6 emulate the **recurring success** of the Mazda3. To evaluate the styling, TNS showed 2,500 consumers a picture of the 2009 Mazda6 with the **badge obscured** and asked them to **identify the brand** and how much they would **expect to pay**.

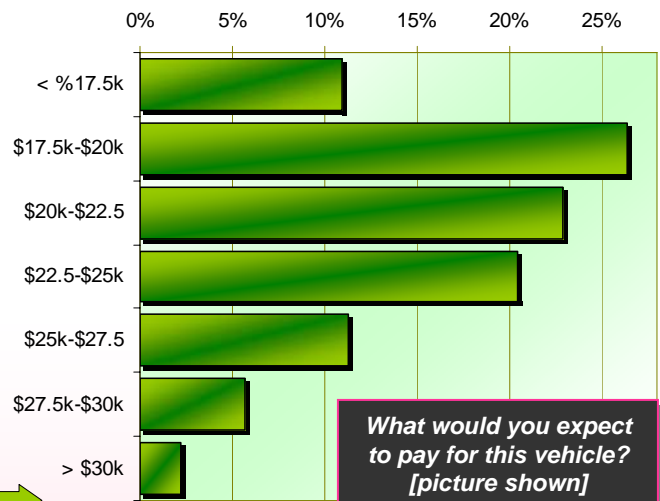


Debadged 2009 Mazda6



What brand of vehicle do you think this is? [picture shown]

More respondents thought the de-badged Mazda6 was a **Nissan** than any other brand. The share that cited "Mazda" was about the same as for Ford, Toyota, and Chevrolet.



What would you expect to pay for this vehicle? [picture shown]

Most respondents expected to pay between **\$17,500 and \$25,000**, again seeing only the de-branded image. The base 2009 Mazda6 trim starts at \$19,220; the top trim at \$28,930.

On looks alone, consumers **do not see the 2009 Mazda conclusively as a Mazda**. This may suggest a **conquest opportunity** for Mazda among Nissan shoppers, but it may also mean **less of an upsell opportunity** among current Mazda3 owners.. To reveal how far Mazda has moved the needle, Mazda can compare these results with like results for a **debadged 2008 Mazda6**.. Mazda may face some pricing challenges given that 1 in 4 respondents expect to pay **less than the base price** of the lowest trim. The depth of this challenge can be **revealed** by providing respondents with **additional information**, including vehicle size, performance, and content levels, and including analyses on **willingness to pay**. Mazda can also ensure that those elements are reinforced in **positioning and messaging**.

TNS is the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. For additional information on these results contact Lincoln Merrihew of TNS Automotive (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com)