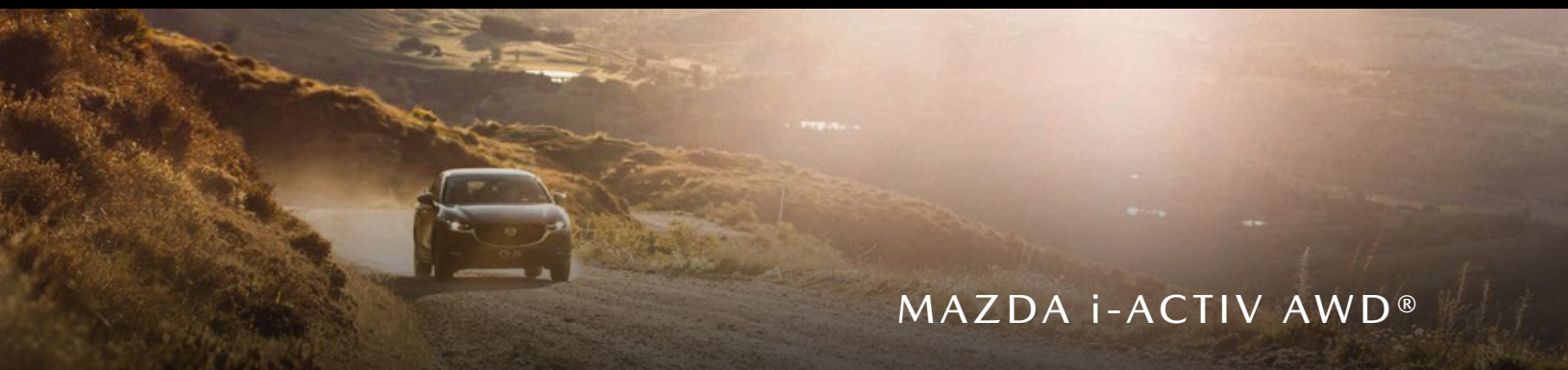




# FOCAL POINT

STORIES TO SHARE WITH MAZDA OWNERS AND CUSTOMERS



MAZDA i-ACTIV AWD®

## ALL-WHEEL DRIVE, A PREMIUM EVOLUTION

At Mazda, the driver is at the heart of everything we do, and *Jinba-Ittai*, the feeling of oneness between car and driver, defines our brand and evolution into the premium space.

This human-centric approach is why all Mazda systems and technologies are meticulously designed to create the most effortless, joyful driving experience possible. The adoption of all-wheel drive (AWD) plays a critical role in this evolution, and the overall driving experience.

In fact, Mazda i-Activ AWD® is a direct extension of the Mazda brand promise, and a feature that consistently creates premium brand impressions among our most loyal demographics. Designed with state-of-the-art technology, i-Activ AWD® is built to Mazda standards for driver control and confidence — in all road conditions, all the time.

It's also important to understand that there are no geographic limitations for Mazda i-Activ AWD®; the system works seamlessly, in the background, constantly monitoring driving conditions — whether you are driving through the desert, or up the mountain on a snowy morning.

## PURCHASE CONSIDERATIONS & BRAND PERCEPTION

Current research shows that most Independent Achievers (IA) view AWD as an important or critical feature. Moreover, these same Independent Achievers associate AWD with premium brand qualities, such as **Driving Performance**, **Responsiveness** and a **Premium Brand Experience** where it counts the most — from the driver's seat.



**CONSUMERS VALUE ALL-WHEEL DRIVE AND ARE CONSIDERING IT FOR THEIR NEXT PURCHASE.**

86% of Independent Achievers and 68% of non-Independent Achievers are likely to consider an AWD vehicle on their next purchase.



**i-ACTIV AWD® CAN ENHANCE CONSUMER PERCEPTION OF THE MAZDA BRAND.**

More than half (52%) of Independent Achievers surveyed said that AWD adds "premiumness" to a vehicle.



**BEYOND FUNCTIONAL BENEFITS, i-ACTIV AWD® CAN HELP ENRICH LIVES.**

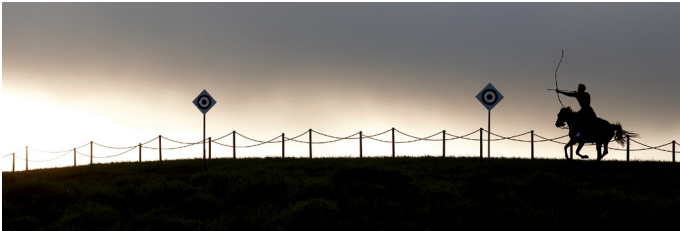
When asked what driving AWD feels like, 30% of Independent Achievers say it makes them feel uplifted, excited or joyful.



# MAZDA i-ACTIV AWD®

## A PREMIUM GENERATION

Research also shows that Independent Achievers not only associate AWD with premium features, they are also making the connection between AWD and **Fun to Drive** qualities in both premium and non-premium brands. This awareness and increased demand for AWD is a perfect example of how *Jinba-Ittai*, the connection between vehicle and driver, is a driving force behind the premium evolution of Mazda.



	i-ACTIV AWD®
Mazda3	Optional
CX-30	Standard
CX-5	Standard
CX-9	Standard
MX-5	Not Offered
MX-30	Not Offered

## i-ACTIV AWD® AVAILABILITY (22MY)

For the 2022 model year, all Mazda CX vehicles will include i-Activ AWD® as standard equipment. The MX-30 is front-wheel drive (FWD) only, and of course, the MX-5 remains rear-wheel drive (RWD) only while the Mazda3 will offer AWD as optional equipment on select trims.







## MAZDA i-ACTIV AWD®

### DRIVER-CENTRIC EXPLANATIONS

Mazda i-Activ AWD® provides advantages on all road surfaces and in all weather conditions by sending torque to the wheels with the most grip to help drivers maintain traction.

### i-ACTIV AWD® & G-VECTURING CONTROL (GVC) PLUS: WORKING IN HARMONY

The Mazda i-Activ AWD® system is designed to work seamlessly with G-Vectoring Control (GVC) Plus; both adjust continuously based on driver input and current conditions to help the vehicle feel more natural to drive.

As the second generation of Mazda's vehicle dynamics control technology, G-Vectoring Control (GVC) Plus takes GVC to the next level — and is now standard on all Mazda vehicles.

This system works to enhance handling and steering response — providing predictable, linear feedback and minimizing the need for steering corrections while driving. Simply put, GVC Plus improves the way a Mazda feels — helping the vehicle faithfully respond to the driver's intentions.

Visit Inside Mazda for more on how i-Activ AWD® and GVC Plus work together to deliver a natural driving feel.

### How does i-Activ AWD® work?

Visit Inside Mazda for a closer look at different types of drive systems.



Scan this code to access video of Dave Coleman (Manager, Vehicle Dynamics) discussing vertical loads and the tuning of i-Activ AWD and G-Vectoring Control.

Note: You will be directed to an interactive version of Focal Point. Select the menu icon on the top right to navigate to the video.

### DEEPEN YOUR KNOWLEDGE OF i-ACTIV AWD® & GVC PLUS

For more on these systems and how they work, the i-Activ AWD® resources provide an in-depth look at functionality, benefits and value stories.

[i-ACTIV AWD® BASICS](#)

[WBT \(30087\)](#)

[JOB AID \(PDF\)](#)

[SMART CARDS](#)





# MAZDA i-ACTIV AWD®

## DISPELLING COMMON AWD MYTHS

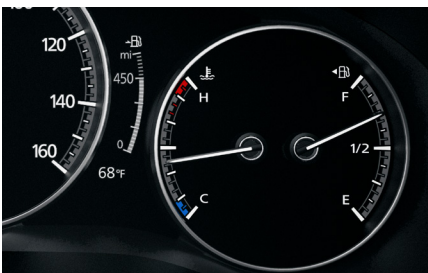
In today's market, AWD is a common offering among most manufacturers — due to increased demand across all regions of the country. While consumers are beginning to understand that modern AWD systems deliver benefits beyond driving on snow or imperfect roads — including added **confidence**, **control** and **fun-to-drive** aspects on all surfaces — a number of misconceptions remain. It's important to understand how to dispel these myths when discussing i-Activ AWD® with your customers.



### 1 CLIMATE

**"It doesn't snow where I live, I don't need AWD."**

Mazda i-Activ AWD® has been designed to enhance driving feel and control in all conditions, regardless of weather or geographic area. System algorithms have been carefully designed to enhance driver control and confidence on dry pavement, as well as in rain or snow.



### 2 FUEL ECONOMY

**"Driving all four wheels, all the time, compromises fuel economy."**

There was a time when this statement was true, but with modern technology, vehicles with i-Activ AWD® deliver nearly the same MPG as FWD vehicles:

- 2021 CX-5 Touring (FWD) **25 CITY/31 HWY**
- 2021 CX-5 Touring (AWD) **24 CITY/30 HWY**



### 3 PRICE, VALUE & SAFETY

**"This is just another expensive add-on that I don't need."**

Mazda i-Activ AWD® delivers premium features, enhanced performance and a connected experience – all with a minimal price walk:

- 2021 CX-5 Select (FWD) vs. 2021 CX-5 Touring (AWD); less than \$500 price walk for i-Activ AWD

Plus, better traction means better control and enhanced safety.

## SHARPEN YOUR OBJECTION-HANDLING SKILLS

*To explore techniques and best practices for responding confidently to customer objections of all kinds, check out the variety of Mazda resources available for reference and practice.*

**OVERCOMING CUSTOMER  
OBJECTIONS**

[WBT \(30090\)](#)

[JOB AID \(PDF\)](#)

[SMART CARDS](#)





## MAZDA i-ACTIV AWD®

### ALL ROAD CONDITIONS, ALL THE TIME

A primary benefit is that i-Activ AWD® ties directly into *Jinba-Ittai*, the connection between driver and vehicle, and the all-important Fun-to-Drive factor. Originally used to describe the relationship between horse and rider, *Jinba-Ittai* is also a perfect description of every Mazda test drive, and a powerful opportunity to help customers understand i-Activ AWD® benefits as they experience them for themselves, in real-time, in the real world:



Scan this code to access video of Dave Coleman (Manager, Vehicle Dynamics) discussing the difference between on and off-road AWD philosophies.

Note: You will be directed to an interactive version of Focal Point. Select the menu icon on the top right to navigate to the video.



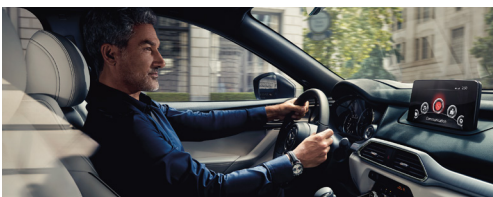
#### CONFIDENCE

When accelerating from a full stop, emphasize how the tires maintain grip on the road and relate that to the driver's feeling of confidence and control



#### CONNECTION

When entering a freeway on-ramp, or driving in a curve, point out how the vehicle stabilizes in a curve, diverting power to the rear wheels on exit, before you even notice



#### EFFICIENCY

While cruising on the highway or navigating city streets, call attention to fuel economy, comparing the MPG to that of a comparable front-wheel-drive vehicle



# MAZDA i-ACTIV AWD®

## ADAPTING i-ACTIV AWD® BENEFITS

While the i-Activ AWD® value story applies to all Mazda drivers, the focus can be personalized and adapted to resonate with specific scenarios and customer lifestyles.



### DRY PAVEMENT

*For those who live in metropolitan areas or do most of their driving on city streets and freeways.*

In normal, everyday driving scenarios, i-Activ AWD® delivers a **controlled and refined driving experience** and the **added confidence** of being ready for the unexpected. And, because it works like a front-wheel-drive vehicle when cruising, it does it all with **minimal impact on fuel efficiency**.



### SNOW-COVERED ROADS

*For those who live in cold, wintery climates or enjoy road trips to the mountains.*

i-Activ AWD® offers **excellent traction on snow-covered surfaces**. It also provides additional capability when needed, such as a snowy incline or deep snowbank.



### WET & RAINY ROADS

*For those who live where rainfall is the norm or who want to be ready in case the weather changes.*

With its **all-weather performance**, i-Activ AWD® is well-equipped to seamlessly respond to sudden downpours or wet, slippery pavement from a recent rainfall — helping drivers feel **more secure and confident accelerating and cornering** on low-grip surfaces.



### GRAVEL & LOOSE SURFACES

*For those who live where roads, driveways and paths are often unpaved and unpredictable.*

By monitoring changing conditions, i-Activ AWD® is **constantly adapting** to maintain traction on uneven terrain, which means **more secure takeoffs, smoother acceleration** and **greater confidence** when driving on gravel, dirt, sand and other loose or imperfect road surfaces.

## THE UNIFYING THEME: A FEELING OF CONFIDENCE

No matter the road condition or scenario, the feeling of confidence that i-Activ AWD® creates — **for all drivers** — is deeply tied to the Mazda brand. It illustrates Mazda's steadfast commitment to supporting the driver and ensuring that the driving experience is effortless and joyful all around.

A freeway commuter and all-weather adventurer alike can benefit from the confidence that i-Activ AWD® inspires. Sharing that message of confidence and personalizing it to the driver's lifestyle is key to building appreciation for i-Activ AWD®.



# MAZDA i-ACTIV AWD® TEST DRIVE

## ALL-WHEEL-DRIVE DEMONSTRATION

During a test drive with an i-Activ AWD® equipped vehicle, it's important to establish the fact that the benefits of Mazda i-Activ AWD® are not limited to bad weather or certain geographic regions; these benefits are delivered all the time, with every drive, in all conditions.

For Mazda, the benefits of AWD are directly connected to our brand promise to create a joyful, effortless driving experience. This is the power ***Jinba-Ittai***, the connection between vehicle and driver — and this is precisely what customers will identify as fun-to-drive, controllable and confident driving experience.



### SEAMLESS OPERATION

Whether accelerating from a stop, or cornering through a curve, the Mazda i-Activ AWD® system is constantly analyzing driving style and road conditions, to deliver the proper balance of front and rear torque, instantly and seamlessly.

### CORNERING AND HANDLING

Confident handling is a matter of balance and feel. Mazda i-Activ AWD® works to anticipate corners, balancing the vehicle as you enter, and you can feel the system divert power to the rear wheels as you exit a corner, under throttle.

### BRAKING CONTROL

Even when you apply the brakes, the system is constantly analyzing the traction and loading at each wheel, which delivers a controlled, confident braking experience.

## AWD BENEFITS, IN ALL DRIVING CONDITIONS

The key benefits of Mazda i-Activ AWD® focus on enhanced driving dynamics, better handling and more confidence and control – in all driving conditions, all the time.

This is not a geographical or seasonal feature; Mazda i-Activ AWD® is a premium feature, a reflection of our commitment to ***Jinba-Ittai***, and one more example of the Mazda, driver-centric approach.

### MAZDA i-ACTIV AWD® ...

- Inspires confidence and driving pleasure in all driving conditions
- Will help conquest new customers seeking a better driving experience
- Delivers nearly the same MPG as front-drive models (within one mpg)
- Represents a minimal price walk with maximum value and competitive advantages



## MAZDA i-ACTIV AWD®

### UNDERSTANDING KEY COMPETITIVE SYSTEMS

#### MAZDA & SUBARU

Customers looking for a vehicle that can handle a variety of driving conditions are often enticed by Subaru's rugged, adventurous brand image and full lineup featuring its capable all-wheel-drive system.

**AWD Availability:** Symmetrical All-Wheel Drive (all Subaru models except BR-Z)



#### MAZDA ADVANTAGES

- While capable, Subaru's AWD system can feel unrefined at times, especially during everyday, city road driving. i-Activ AWD® is more versatile, offering a refined, engaging daily driving experience plus the added confidence to navigate unexpected obstacles
- Subaru's AWD system will take over the brakes at times, even when the driver may not intend to stop. i-Activ AWD® follows the driver's intentions, which leads to more seamless, natural and connected driving experience

#### BOTTOM LINE

Subaru's Symmetrical All-Wheel-Drive system is capable and rugged but not as suited for daily driving.

#### MAZDA & HONDA

Honda is a longstanding brand with a quality lineup of reliable and efficient vehicles, drawing in customers looking for a practical option that can get them where they need to go.

**AWD Availability:** Honda Real Time AWD™ (CR-V, HR-V); i-VTM4® (Pilot, Passport, Ridgeline)



#### MAZDA ADVANTAGES

- Honda's Real Time AWD™ system is mostly designed for light uses, such as driving in rain or light snow. i-Activ AWD® offers excellent traction for everyday use, plus added confidence when navigating uneven terrain, courtesy of Off-Road Traction Assist capability
- Honda's Real Time AWD™ system can sometimes struggle and slip upon acceleration off the line. i-Activ AWD® can detect front-wheel slip and adjust to ensure acceleration feels controlled and refined

#### BOTTOM LINE

Honda's Real Time AWD™ system is practical for mild uses but is not as able to adapt to a wide range of driving conditions and terrain.