



FEATURES AND BENEFITS OF MAZDA CABIN AIR FILTERS

Clean cabin air filter



Media
Excellent dirt-holding properties

Seals
Tight leak-proof seals offer superior fit and performance

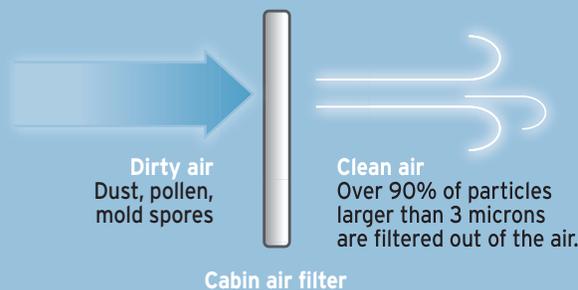
Dirty cabin air filter



A dirty and clogged cabin air filter cannot effectively remove pollutants

HOW DOES A CABIN AIR FILTER WORK?

The cabin air filter system filters the outside air that passes through the vehicle's heating and ventilation and air conditioning systems as they work to heat or cool the cabin. The air drawn into a vehicle can contain millions of microscopic particles - dust, pollen, and mold spores, for example. These particles can greatly compromise the quality of air the passengers and drivers breathe. They can also clog a vehicle's heating and cooling system, reducing performance. Periodic replacement of a cabin air filter is a quick and inexpensive way to protect the inside of a vehicle from unwanted airborne particles.



PRODUCT KNOWLEDGE CABIN AIR FILTERS

Many vehicle owners don't even realize that they have a cabin air filter much less if it ever needs to be replaced. However, cabin air filters provide a very important service to drivers and passengers in this age of increasing global pollution. A cabin air filter is an integral part of your car's ventilation system that removes pollutants from the air before they get inside the passenger compartment. They were first designed to remove solid particles like dust and soot from entering a vehicle, but can now also absorb gases and odors.

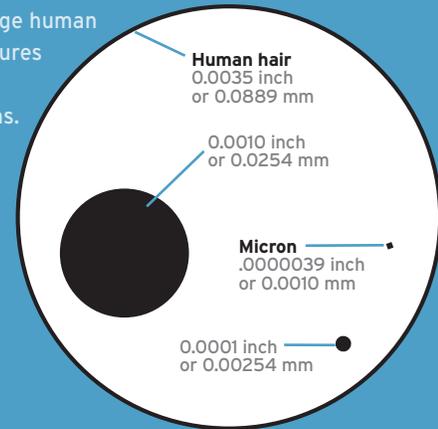


THE POWER OF A CLEAN CABIN AIR FILTER

Cabin air filters stop over 90% of pollen and road dust larger than 3 microns from entering into the passenger compartment of a vehicle.

How big is a micron?

The average human hair measures almost 90 microns.



Human hair shown at 2,000 times its circumference



KEEPING
THE EMOTION
IN MOTION.

PURE

Improve the quality of
the air you breathe.
Remove harmful pollen
and dust spores.
Keep odours and harmful
exhaust fumes away.
Mazda cabin air filters
are available for most
Mazda vehicles and
offer a perfect fit.

MAZDA VEHICLES EQUIPPED WITH CABIN AIR FILTER SYSTEMS

Less than half of all owners even know if their vehicle is equipped with a system. This chart shows a list of Mazda vehicles equipped with cabin air filter systems.

| Model | Model Years |
|-------------|-------------|
| CX-7 | 2007 - |
| CX-9 | 2007 - |
| Mazda3* | 2004 - |
| Mazda5 | 2006 - |
| Mazda6 | 2004 - |
| MAZDASPEED6 | 2006 - |
| Millenia | 2001-02 |
| MPV | 2000-06 |
| RX-8 | 2004 - |
| Tribute | 2001-08 |

* Depending on trim level.

SCHEDULED SERVICE MENU



CHECK IT DURING A MAINTENANCE SERVICE VISIT

Clogged filters cannot effectively remove pollutants. Cabin air filters should be replaced every 40,000 km or 24 months but replacement may be more frequent if the vehicle is driven in high dust or dirt conditions (such as regular driving on dirt roads or frequent city driving). It is recommended that customers have their cabin air filters inspected by Mazda Technicians every 20,000 km, and replaced if required.



KEEPING
THE EMOTION
IN MOTION.