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Mazda at the 42nd Tokyo Motor Show: Pushing the Boundaries of the Emotion of Motion by [Anthony Blascara](#)

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The Tokyo Motor Show is the stage from which Mazda will be announcing new beginnings to Japan and the world.

In March 2007 Mazda began working under its long-term technology development vision â€”Sustainable Zoom-Zoom.â€™™ This was aimed at providing customers with automobiles that harmonise driving pleasure with superior environmental and safety performance at an affordable price.

The result was a series of technological breakthroughs, now gathered together under the banner of SKYACTIV Technology. These innovations in new-generation technology bring driving pleasure and environmental and safety performance closer together than ever before.

In accordance with our Building Block Strategy, June 2011 saw the Japanese launch of the upgraded Mazda2 (Mazda Demio in Japan), followed by the global introduction of the Mazda3 (Mazda Axela in Japan) in October 2011. By 2015, about 80 percent of Mazda passenger vehicles will employ SKYACTIV Technology.

The new â€”KODO â€” Soul of Motionâ€™™ design theme is a further innovation on the physical expression of motion that we constantly pursue. Thanks to this concept, future generations of Mazda cars will have a unique visual impact that moves the soul.

SKYACTIV Technology and KODO design are fully integrated into the Mazda TAKERI, a new-generation mid-sized saloon concept shown for the first time at this yearâ€™™s Tokyo Motor Show. The highlights include styling that inherits the vision of the Mazda SHINARI, the embodiment of the essence of KODO design; the new-generation SKYACTIV-D, clean diesel engine which completely overturns conventions with its driving pleasure and environmental performance; and Mazdaâ€™™s new proprietary regenerative braking system, 'i-ELOOP', designed to maximise energy efficiency.

Mazda TAKERI sits at the heart of Mazdaâ€™™s new beginnings, pointing the way for a new-generation mid-sized saloon which embraces strong design, driving pleasure and impressive environmental performance.

The new-generation Mazda CX-5 compact SUV will also be making its Japanese debut. This is the first commercially available model to employ SKYACTIV Technology throughout â€” from the powertrain to the bodyshell â€” while also fully embracing KODO design. The Mazda CX-5 is due to be introduced in Spring 2012 as a new model in the Mazda model line-up.

By creating an ongoing series of fresh and innovative products, we have taken our first steps as the new Mazda. We invite you to look to us with high expectations as we take a fresh approach to all aspects of car-building, bringing about new levels of driving pleasure and environmental and safety performance for all our customers.

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Anthony Blascara is a writer and fan of the a [Mazda CX-5](#).

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