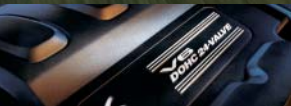


2005

MAZDA *TRIBUTE*

FAST FACTS





The 2005 Mazda Tribute Fast Facts will help Mazda Dealers show customers how to experience the SUV with the soul of a sports car. This sales guide provides information on key features and competitors, and offers guidelines for selling to Mazda Tribute customers. When used with the 2005 Mazda Tribute product brochure, these Fast Facts provide the information needed to make a customer-tailored product demonstration. For complete information about the Mazda Tribute, consult the full Mazda Product & Comparison Guide or www.MazdaState.com.

The Mazda Tribute is targeted at career-minded professionals in their late twenties to early thirties. These college graduates belong to up-and-coming or upper-middle-class groups and are more likely to be married with two children. They are active, enthusiastic, and have a variety of interests.

Most important, they prefer car-like SUVs to truck-based vehicles because they see these SUVs as being more comfortable and refined, as well as more fun to drive.



Key Feature:
Sophisticated Sport Utility Styling

The sophisticated sport utility profile of the Tribute can be seen in its:

- Clean lines
- Sculpted hood
- Short overhangs
- Bold front grille
- Thick bumpers
- Contoured body sides
- Bold wheel lips
- Jeweled taillights





2.3-liter, dual-overhead-cam, 16-valve, 153-hp, I-4 engine (Tribute *i*)

- Features an innovative design that delivers superior horsepower and torque in the rpm ranges that drivers typically use
- Incorporates intake manifold runner control to produce higher engine torque from lower engine speeds for more spirited and sporty performance
- Employs platinum-tipped spark plugs that resist heat to provide longer service life than conventional spark-plug designs
- Includes two weighted balance shafts that reduce engine noise and vibration produced by the crankshaft
- Utilizes a self-lubricating, self-adjusting metal timing chain that helps save the maintenance cost of a rubber timing belt

3.0-liter, dual-overhead-cam, 24-valve, 200-hp, V6 engine (Tribute *s*)

- Provides strong torque at low and midrange speeds for exceptional driving performance
- Features fixed-length tumble-port intake runners that maximize air intake volume for increased low-speed torque, reduced emissions, and high fuel economy
- Incorporates a new powertrain control module that is more than five times faster than previous microprocessors for more confident and refined engine performance
- Employs platinum-tipped spark plugs that resist heat to provide longer service life than conventional spark-plug designs
- Utilizes a self-lubricating, self-adjusting metal timing chain that helps save the maintenance cost of a rubber timing belt

Key Feature:
New I-4 and Refined V6 Engines

Key Feature:

Sporty Manual and Automatic Transmissions



5-speed manual overdrive transmission

- Features short, positive throws and reduced shift efforts for a sports-sedan-like feel

4-speed electronically controlled automatic overdrive transmission with lockup torque converter (Std. Tribute *s*, Opt. Tribute *i*)

- Electronically identifies ideal shift points for smooth operation
- Replaces the steering-column-mounted shifter of previous model years with a new floor-mounted shifter for added driving convenience
- Provides an Overdrive Off button that, when activated, helps eliminate gear hunting for a smoother ride when going up or down a steep grade, driving in stop-and-go traffic, or pulling a heavy load

Electronic 4-wheel drive (Opt.)

- Features an all-new, fully automatic Active Torque Control Coupling (ATCC) that replaces the Rotary Blade Coupling™ (RBC) from previous model years
- Uses inputs from wheel and accelerator sensors to calculate dozens of times per second exactly how much torque to send to the rear wheels to minimize slip
- Requires no driver interaction to provide improved stability and control



Key Feature:
New Electronic 4-Wheel Drive

Rack-and-pinion steering with engine-rpm-sensing variable power assist

- Provides more assist at parking speeds for enhanced maneuverability and less assist at highway speeds for improved stability
- Takes less than three steering-wheel turns to go lock-to-lock for a precise steering response

Tilt steering column

- Allows the driver to position the steering wheel for maximum comfort





Key Feature:
Sports-Sedan-Inspired Suspensions

Independent strut-type front suspension

- Allows each front wheel to track over road imperfections with minimal effect on the opposite wheel
- Incorporates larger-diameter damper pistons and new tuning to improve ride over varying road conditions

Front stabilizer bar

- Helps maintain tire contact with the road to reduce body roll for better handling and control

Independent multilink rear suspension

- Uses links and arms to ensure that the tires maintain optimum contact with the road
- Provides sporty around-town handling with confidence-inspiring off-road capability

Key Feature:
Sports-Sedan-Inspired Brakes

Ventilated front disc brakes

- Provide superior cooling to better resist brake fade and deliver plenty of stopping power
- Incorporate new longer-lasting friction materials that provide reduced brake fade

Power-assisted 4-wheel disc brakes (Tribute s)

- Deliver exceptional stopping power with larger ventilated front discs and solid rear discs

Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist

- ABS automatically modulates hydraulic pressure when braking, reducing the chance of wheel lockup for better steering control in hard braking situations
- EBD electronically proportions braking force for dependable stopping power under various driving and load conditions
- Brake Assist utilizes power-assistance technology to recognize hard braking and help drivers apply maximum braking force more quickly in emergency situations



Driver amenities:

- Include a tilt steering column that allows the driver to position the steering wheel for maximum comfort
- Provide a floor-mounted manual or automatic transmission shifter for added driving convenience
- Feature standard auto-off headlights that help prevent battery drain that can occur if lights are inadvertently left on
- Include retained accessory power that provides power to the windows and moonroof for 10 minutes after the ignition switch is turned off and before either front door is opened
- Feature a battery-saver feature that turns off interior lights that have been inadvertently left on
- Offer available cruise control with steering-wheel-mounted controls that allow the driver to set the vehicle speed, reducing foot and leg fatigue on long trips
- Offer available adjustable driver's seat lumbar support that allows variable seat positioning for lower back comfort
- Offer an available 6-way power driver's seat that provides fully adjustable seating for increased comfort, especially on long trips



Key Feature:
Sophisticated and Spacious Cabin

Key Feature:
Sophisticated and Spacious Cabin



Convenient storage

- Includes a standard lockable glove compartment, center instrument panel storage compartment, center console with storage, front door-trim storage pockets, and front and rear cup holders
- Adds front seatback pockets on the Tribute s
- Offers available overhead consoles with single or dual storage bins

Subtle illumination

- Includes standard center dome light, dual map lights, illuminated driver's and front passenger's power window switches, and cargo area light with on-off switch



60/40 split fold-down rear seatback

- Offers added passenger- and cargo-carrying versatility that can hold two 26-inch bikes with their front wheels removed when the rear seats are folded

Flip-up rear liftgate window

- Provides convenient access to the cargo area and can accommodate 4x8 sheets of plywood with the liftgate window open



Privacy Glass™ on rear and liftgate windows

- Reduces the sun's glare for increased interior comfort



Cargo area amenities

- Include four cargo-floor tie-down hooks for added utility
- Feature a cargo area light with on-off switch for added convenience

Retractable cargo cover (Opt. Tribute s)

- Hides cargo from view for additional security and keeps it cool by shielding it from sunlight

Key Feature:
Versatile and Ample Cargo Room

Dual-stage advanced driver's and passenger's front air bag Supplemental Restraint System (SRS)^(a)

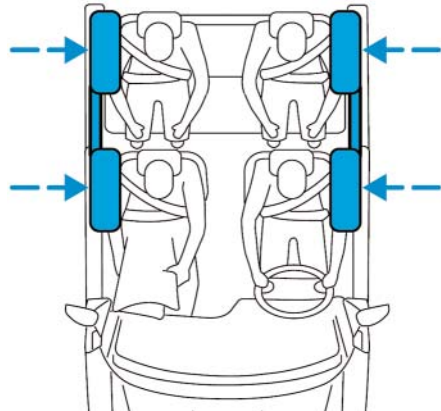
- Uses crash zone, driver's seat-track position, and passenger's seat weight sensors to determine the type and severity of a frontal or near-frontal impact and deploy the front air bags in one of two stages as necessary for optimal occupant protection

Front and rear side air curtains with rollover protection (Opt. Tribute s)^(b)

- Use a sensor in each B-pillar and C-pillar and a rollover sensor in the restraints control module to determine the deployment of side-impact air bag protection
- Deploy from the outboard edge of the headliner to cover the side windows from the A-pillar to the C-pillar and provide supplemental head protection to front-seat and rear-seat occupants in the event of certain side impacts
- Monitors vehicle roll angle and rate and, if the system determines a rollover may be imminent, deploys the air curtains, which remain inflated for several seconds

^(a) Note that the dual-stage advanced driver's and passenger's front air bags and safety-belt pretensioners may be referred to as the Personal Safety System™ in the Owner's Manual.

^(b) Note that the front and rear side air curtains with rollover protection may be referred to as the Safety Canopy™ in the Owner's Manual.





Key Feature:
Advanced Safety Systems

Adjustable head restraints for all seating positions

- Provide additional head and neck protection for all five seating positions in the event of a collision

Engine-immobilizer antitheft system

- Helps protect the vehicle from theft by immobilizing the engine if someone attempts to start it without the proper key

Belt Minder™ system

- Uses a warning chime to conveniently remind occupants to fasten their safety belts

Impact-absorbing roof-pillar materials

- Help reduce the risk of injury in the event of a collision

Fuel pump inertia cutoff switch

- Automatically cuts off the power to the electric fuel pump in the event of a collision for added safety

Package 1 (Opt. Tribute s)

- Includes power sliding-glass moonroof with one-touch-open and tilt-up ventilation features and sunshade, overhead console with single storage bin, 6-way power driver's seat, retractable cargo cover, and 190-watt modular audio AM/FM/CD stereo with 6-disc in-dash CD changer, four door-mounted full-range speakers, two front-door-mounted tweeters, and one separately powered subwoofer

Package 2 (Opt. Tribute s)

- Includes Package 1 without power sliding-glass moonroof and adds leather-trimmed upholstery with matching synthetic-leather door trim^(a), leather-wrapped steering wheel, black-maple-look center instrument panel trim, and overhead console with dual storage bins

Package 3 (Opt. Tribute s)

- Includes Package 2 and adds power sliding-glass moonroof with one-touch-open and tilt-up ventilation features and sunshade, heated outside mirrors, heated front seats, and overhead console with single storage bin

(a) Seating surfaces upholstered in leather except for vinyl on seat side panels, rear sides of seatbacks, and other minor areas.





Dealer-installed accessories

- Full- or half-front mask
- Hood bug deflector
- Moonroof wind deflector
- Door edge guards
- Side step tubes
- Rear-bumper step plate
- Rear spoiler
- Windshield sunscreen
- Compass and outside temperature auto-dimming mirror with or without HomeLink®
- Interior dust and pollen filter
- DVD entertainment system
- SIRIUS Satellite Radio receiver
- In-dash 6-disc CD changer
- Cassette player
- MiniDisc player
- Roof cargo box
- Bike attachment (roof-rack or trailer-hitch mount)
- Ski attachment (roof-rack mount)
- Cargo organizer
- Cargo tray
- Cargo net
- Cargo divider
- Car cover
- Car cover cable lock
- First aid kit
- Roadside assistance kit
- Wheel locks
- Engine block heater
- Touch-up paint
- All-weather floor mats
- Roof luggage basket with stretch net

Key Feature:
Dealer-Installed Accessories

Part of the joy of owning a new Mazda Tribute is personalizing it. And the best way to enhance its appearance or function is with Genuine Mazda Accessories. Here are guidelines for selling accessories:

Know what sells in your market

Accessory sales often vary from market to market, so it is important to know what sells in your market. Find out by talking with the people in your dealership's Parts Department.

Introduce accessories early in the conversation

Lay a foundation for later sales by mentioning the availability of accessories early in the conversation. Say something like, "As part of the full service that our dealership offers, we can help you to customize your new Tribute with a wide range of Genuine Mazda Accessories."

Listen for customer needs

During the sales conversation, listen and look for customer needs that could be met with accessories. For example, a customer who comments on the fine finish of the Mazda Tribute might be interested in protecting that finish with a car cover, front mask, or car care products. A customer with children may appreciate a cargo net, organizer, or tray or side step tubes. One with a dog might need a cargo divider.

Show customers how they can afford accessories

Accessory sales can be more successful when they are made as part of the overall purchase decision rather than added on to an already-agreed purchase price. Break down the total cost of an accessory into a per-month cost based on the length of vehicle loan or lease. Customers may be more willing to purchase a particular accessory when they see how few dollars per month the accessory would cost.

Use your accessory selling guides

Like all Mazda cars and trucks, the Mazda Tribute has its own laminated accessory selling guides that list available accessories and shows photographs of many of those accessories. Use these guides to structure your sales conversation with customers.

Give each customer an accessory brochure

Each Mazda car and truck also has its own pocket-sized brochure with photographs and descriptions of the most popular Mazda accessories. Hand each Mazda Tribute customer a copy of the appropriate brochure during the sales conversation. That way, your customer can consider what to buy now and what to add on in the future.

Show accessories that are already installed

Customers often do not value certain accessories until they see them on a model that is similar to the one they wish to purchase. Display a Mazda Tribute with installed accessories and make a point of showing it to your customers.

Build value with Genuine Mazda Accessories

Engineered specifically for Mazda vehicles and manufactured to Mazda's highest quality standards for a precise fit, Genuine Mazda Accessories are available with the same 48-month/50,000-mile new vehicle limited warranty. Refer to the Mazda Parts & Accessory Limited Warranty brochure for details.



When delivering a Tribute to a new owner, consult the 2005 Mazda Tribute section of the Mazda Product & Comparison Guide for complete delivery tip information. Use the New Vehicle Sales Delivery Checklist and remember to address the following items:

- Remote Keyless Illuminated Entry System
- Engine-Immobilizer Antitheft System
- Driver's and Front Passenger's Seat Operation
- Anti-lock Brake System (ABS)
- 60/40 Split Fold-Down Rear Seatback
- Liftgate Operation
- Electronic 4-Wheel-Drive Operation (Opt.)
- Fuel Pump Inertia Cutoff Switch
- Child-Safety-Seat Anchors
- Power Sliding-Glass Moonroof (Opt. Tribute s)^(a)
- Mazda Driver's Assurance Plan

^(a) Included in Packages 1 and 3 for Tribute s.

You can foster repeat and referral business for your dealership by taking these actions to increase Mazda Tribute owner retention.

During delivery...

- Set a delivery appointment or prepare for a "spot" delivery
- Check the vehicle prior to delivery
- Review the Owner's Portfolio with the new owner
- Escort the new owner to the delivery area
- Explain the operation of key vehicle features
- Ensure a successful Sales-to-Service Department hand-off:
 - Tour the Service and Parts Departments and explain business hours and special services
 - Introduce the new owner to a Service Consultant and a Parts Consultant and offer their business cards
 - Explain the free Mazda Full Circle Service Inspection Process and Report Card
 - Schedule the first maintenance service and provide a completed appointment card
 - Set up and follow an after-hours procedure when you cannot give a tour

- Review and sign the New Vehicle Sales Delivery Checklist
- Make every customer send-off a special event

After delivery...

- Call the Mazda Tribute owner within three days of delivery
- Check owner satisfaction, answer questions, offer assistance, and ask for referrals
- Maintain regular, scheduled contact during ownership
- Stay in contact via telephone or with notes and postcards

Mazda research has identified five customer purchase motivations:

- Performance and Handling
- Quality, Durability, and Reliability
- Safety
- Comfort and Convenience
- Value for the Money

Each vehicle section in the Mazda Product & Comparison Guide contains a Purchase Motivation Walkaround Guide for each of the five purchase motivations. Each guide is organized along the five points of a walkaround presentation:

1. Driver's Side
2. Front End
3. Interior
4. Trunk/Rear Area
5. MSRP Window Sticker

Use these guides to help build an organized and focused product presentation on the features and benefits that appeal most to your Mazda Tribute customer. This may mean that you do not cover all five points of a walkaround presentation, or that you cover them in a different order from that found in the Purchase Motivation Walkaround Guide.



When a customer offers an objection or challenges you with competitive information, you can revive many sales with the CPR method—Clarify, Paraphrase, and Respond.

First, ask questions to clarify the customer's specific concern. Next, paraphrase the concern to show that you understand. Then, respond by focusing on relevant features and benefits of the Mazda Tribute.

For example...

Customer: *I'm leaning toward the Hyundai Santa Fe.*

Consultant: *What is it about the Santa Fe that you like?*

Customer: *Hyundai says they have "America's Best Warranty" and I don't want to be without my vehicle.*

Consultant: *So dependability and convenience are very important to you.*

Customer: *Yes, they are.*

Consultant: *While the 60-month/60,000-mile basic warranty of the Korean-made Santa Fe provides some additional coverage over the 48-month/50,000-mile basic warranty of the Tribute, both the Tribute and its cousin the Ford Escape are built at Ford's Kansas City Assembly Plant. No other manufacturer has as much experience at building SUVs as Ford. And the Mazda Tribute comes with a free loaner vehicle during warranty service.*

The Ford Escape is available in three trim levels:

- **XLS** comes with a 153-hp 2.3-liter 4-cylinder engine, 5-speed manual overdrive transmission, independent strut-type front suspension, independent multilink rear suspension, variable-assist rack-and-pinion steering, power-assisted ventilated front disc/rear drum brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist, engine-immobilizer antitheft system, 15-inch steel wheels and P225/75R15 all-season radial tires, molded-in-color bumpers and lower body-side and wheel-arch trim, and roof rack. It features air conditioning, power windows and door locks, power mirrors, flip-up liftgate window, AM/FM/CD stereo, remote keyless entry system, 60/40 split fold-down rear seatback, and adjustable head restraints for all seating positions.
- **XLT** adds a 200-hp 3.0-liter V6 engine, 4-speed automatic overdrive transmission, larger ventilated front disc brakes and solid rear disc brakes, 16-inch alloy wheels and P235/70R16 all-season radial tires, clear-lens halogen fog lights, and painted bumpers and lower body-side and wheel-arch trim. It includes upgraded cloth-trimmed upholstery, 6-way power driver's seat, cruise control with steering-wheel-mounted controls, rear-area Privacy Glass™, and 6-disc in-dash CD changer.
- **Limited** adds automatic headlights, auto-dimming mirror, leather-trimmed upholstery, leather-wrapped steering wheel, adjustable driver's seat lumbar support, overhead console storage, and retractable cargo cover.

Ford's Intelligent 4WD System is available on all three Escape trim levels. It is identical to the electronic 4WD system that is available on the 2005 Mazda Tribute.

Competitive advantages of Mazda Tribute over Ford Escape:

- Unique exterior styling and colors
- Standard 16-inch wheels and tires
- Standard alloy wheels
- Side turn-signal repeater lights
- Larger flip-up rear liftgate window
- Standard rear-area Privacy Glass™
- Standard roof rack
- Exclusive interior styling
- Longer warranty coverage
- Longer emergency roadside assistance coverage
- Free loaner car during warranty service



The Honda CR-V is available in three trim levels:

- **LX 2WD** comes with a 160-hp 2.4-liter 4-cylinder engine, 4-speed automatic overdrive transmission, independent strut-type front suspension, independent double-wishbone rear suspension, variable-assist rack-and-pinion steering, ventilated front and solid rear disc brakes, engine-immobilizer antitheft system, and 15-inch steel wheels and P205/70R15 all-season radial tires. It features air conditioning, power windows and door locks, power mirrors, swing-out rear door with flip-up window, AM/FM/CD stereo, cruise control with steering-wheel-mounted controls, 60/40 split fold-down rear seatback, and adjustable head restraints for all seating positions.
- **LX 4WD** adds a 5-speed manual overdrive transmission and on-demand 4-wheel drive.
- **EX 4WD** adds an Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD), remote keyless entry system, alloy wheels, rear-area Privacy Glass™, power sliding-glass moonroof, and 6-disc in-dash CD changer.

Honda's Real Time™ 4WD is standard on the CR-V LX 4WD and EX 4WD trim levels. It is similar to the automatic on-demand 4WD system used in the 2004 and earlier Mazda Tribute.

Competitive advantages of Mazda Tribute over Honda CR-V:

- Available V6 engine
- Multilink rear suspension
- Standard Anti-lock Brake System (ABS)
- Standard Electronic Brakeforce Distribution (EBD)
- Brake Assist
- Standard remote keyless entry system
- Fuel pump inertia cutoff switch
- Under-vehicle-mounted spare tire
- 2000-lb-greater maximum towing capacity
- 16-inch wheels and tires
- Standard alloy wheels
- Auto-off headlights
- Side turn-signal repeater lights
- Flip-up rear liftgate
- Available heated outside mirrors
- Standard rear-area Privacy Glass™
- Standard roof rack
- Available leather-trimmed upholstery
- Available heated front seats
- Available adjustable driver's seat lumbar support
- Available 6-way power driver's seat
- Satellite-radio-ready audio unit
- Retained accessory power
- Battery-saver feature
- Available front and rear side air curtains with rollover protection
- Longer warranty coverage
- No-cost emergency roadside assistance
- Free loaner car during warranty service



The Hyundai Santa Fe is available in three trim levels:

Base comes with a 138-hp 2.4-liter 4-cylinder engine, 5-speed manual overdrive transmission, independent strut-type front suspension, independent multilink rear suspension, variable-assist rack-and-pinion steering, power-assisted ventilated front and solid rear disc brakes, and 16-inch alloy wheels and P225/70R16 all-season radial tires. It features air conditioning, power windows and door locks, heated power mirrors, flip-up liftgate window, rear-area Privacy Glass™, AM/FM/CD stereo, 60/40 split fold-down rear seatback, and adjustable head restraints for outboard seating positions.

GLS adds either a 173-hp 2.7-liter or 200-hp 3.5-liter V6, 4-speed dual-mode automatic overdrive transmission, remote keyless entry system, clear-lens halogen fog lights, upgraded cloth-trimmed upholstery, leather-wrapped steering wheel, cruise control with steering-wheel-mounted controls, and retractable cargo cover.

LX adds an Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD), leather-trimmed upholstery, heated front seats, and 6-disc in-dash CD changer.

Hyundai's Full-Time 4WD system is optional on the Santa Fe GLS with the 2.7-liter V6 engine. All four wheels are driving the vehicle at all times. Hyundai's Electronic InterActive Torque Management 4WD system is optional on the Santa Fe GLS and LX with the 3.5-liter V6 engine. It is similar to the electronic 4WD system that is available on the 2005 Mazda Tribute.

Competitive advantages of Mazda Tribute over Hyundai Santa Fe:

- Available on-demand 4-wheel drive
- Standard Anti-lock Brake System (ABS)
- Standard Electronic Brakeforce Distribution (EBD)
- Brake Assist
- Standard remote keyless entry system
- Engine-immobilizer antitheft system
- Fuel pump inertia cutoff switch
- 700-lb-greater maximum towing capacity
- Auto-off headlights
- Side turn-signal repeater lights
- Available 6-way power driver's seat
- Satellite-radio-ready audio unit
- Retained accessory power
- Battery-saver feature
- Dual-stage advanced front air bags
- Available front and rear side air curtains with rollover protection
- Free loaner car during warranty service



The Toyota RAV4 is available in a single trim level:

- **RAV4** comes with a 160-hp 2.4-liter 4-cylinder engine, 5-speed manual overdrive transmission, independent strut-type front suspension, independent double-wishbone rear suspension, variable-assist rack-and-pinion steering, power-assisted ventilated front and solid rear disc brakes, Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist, and 16-inch steel wheels and P215/70R16 all-season radial tires. It features air conditioning, power windows and door locks, power mirrors, swing-out rear door with integrated glass window, AM/FM/CD stereo, 50/50 split fold-down rear seatback, and adjustable head restraints for outboard seating positions.

Toyota's Full-Time 4WD system is optional on the RAV4. All four wheels are driving the vehicle at all times.



Competitive advantages of Mazda Tribute over Toyota RAV4:

- 5-inch-longer wheelbase
- Available V6 engine
- Available on-demand 4-wheel drive
- Multilink rear suspension
- Standard remote keyless entry system
- Standard engine-immobilizer antitheft system
- Fuel pump inertia cutoff switch
- Under-vehicle-mounted spare tire
- 2000-lb-greater maximum towing capacity
- Standard alloy wheels
- Auto-off headlights
- Side turn-signal repeater lights
- Flip-up rear liftgate
- Flip-up rear liftgate window
- Standard rear-area Privacy Glass™
- Standard roof rack
- 3.7-inch-greater rear seat legroom
- Available heated front seats
- Available adjustable driver's seat lumbar support
- Available 6-way power driver's seat
- 60/40 split fold-down rear seatback
- Available steering-wheel-mounted cruise controls
- Satellite-radio-ready audio unit
- Retained accessory power
- Battery-saver feature
- Rollover protection with available front and rear side air curtains
- Longer warranty coverage
- No-cost emergency roadside assistance

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Functional					
Unibody Construction	S/S	S/S/S	S/S/S	S/S/S	S
V6 Engine	-/S	-/S/S	-/-/-	-/S/S	-
Manual Transmission	S/-	S/-/-	-/S/S	S/-/-	S
Automatic Transmission	O/S	O/S/S	-/O/O	O/S/S	O
4-Wheel Drive	O/O	O/O/O	-/S/S	-/O/O	O
Independent Rear Suspension	S/S	S/S/S	S/S/S	S/S/S	S
Variable-Assist Power Steering	S/S	S/S/S	S/S/S	S/S/S	S
Rear Disc Brakes	-/S	-/O/O	S/S/S	S/S/S	S
Anti-lock Brake System (ABS)	S/S	S/S/S	-/-/S	-/P ^(a) /S	S

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Functional					
Electronic Brakeforce Distribution (EBD)	S/S	S/S/S	-/-/S	-/P ^(a) /S	S
Brake Assist	S/S	S/S/S	-/-/	-/-/	S
Remote Keyless Entry System	S/S	S/S/S	O/O/S	P/S/S	O
Engine-Immobilizer Antitheft System	S/S	S/S/S	S/S/S	-/-/	P
Fuel Pump Inertia Cutoff Switch	S/S	S/S/S	-/-/	-/-/	-
Under-Vehicle-Mounted Spare Tire	S/S	S/S/S	-/-/	S/S/S	-
Exterior (All dimensions are in inches unless otherwise noted)					
Alloy Wheels	S/S	O/S/S	O/O/S	S/S/S	O

Competitive Features

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Exterior					
Auto-off Headlights	S/S	S/S/S	-/-/-	-/-/-	-
Fog Lights	-/S	-/S/S	O/O/O	-/S/S	P
Side Turn-Signal Repeater Lights	S/S	-/-/-	-/-/-	-/-/-	-
Power Mirrors	S/S	S/S/S	S/S/S	S/S/S	S
Heated Outside Mirrors	-/P	-/O	-/-/-	S/S/S	P
Flip-Up Rear Liftgate	S/S	S/S/S	-/-/-	S/S/S	-
Flip-Up Rear Liftgate Window	S/S	S/S/S	S/S/S	S/S/S	-
Rear Window Wiper/Washer	S/S	S/S/S	S/S/S	P/S/S	S
Privacy Glass™	S/S	-/S/S	-/S	S/S/S	O
Roof Rack	S/S	O/S/S	O/O/O	S/S/S	O

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Exterior					
Power Sliding Moonroof	-/P	-/O/O	-/-/S	-/O/O	O
Interior (All dimensions are in inches unless otherwise noted)					
Leather-Trimmed Upholstery	-/P	-/P/S	-/-/	-/-/S	P
Heated Front Seats	-/P	-/-/O	-/-/	-/-/S	-
Adjustable Driver's Seat Lumbar Support	-/S	-/-/S	-/-/	S/S/S	-
Power Driver's Seat	-/P	-/S/S	-/-/	-/-/	-
60/40 Split Fold-Down Rear Seatback	S/S	S/S/S	S/S/S	S/S/S	-(a)
Adjustable Rear-Seat Head Restraints	S/S	S/S/S	S/S/S	S/S/S	S

Competitive Features

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Interior					
Cruise Control	-/S	-/S/S	S/S/S	P/S/S	S
Steering-Wheel- Mounted Cruise Control	-/S	-/S/S	S/S/S	P/S/S	-
Tilt Steering Column	S/S	S/S/S	S/S/S	S/S/S	S
CD Player	S/S	S/S/S	S/S/S	S/S/S	S
6-Disc In-Dash CD Changer	-/P	-/S/S	O/O/S	-/P/S	O
Premium Audio System	-/P	-/O/O	O/O/S	-/P/S	O
Satellite-Radio-Ready Audio Unit	S/S	-/O/O	-/-/-	-/-/-	-
Air Conditioning	S/S	S/S/S	S/S/S	S/S/S	S
Retained Accessory Power	S/S	S/S/S	-/-/-	-/-/-	-

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Interior					
Battery-Saver Feature	S/S	S/S/S	-/-/-	-/-/-	-
Dual-Stage Advanced Front Air Bags	S/S	S/S/S	S/S/S	-/-/-	S
Front Seat-Mounted Side-Impact Air Bags	-/-	-/-/-	O/O/O	S/S/S	O
Front and Rear Side Air Curtains	-/O	O/O/O	-/-/-	-/-/-	O
Side Air Curtain Rollover Protection	-/O	O/O/O	-/-/-	-/-/-	-
Power Windows	S/S	S/S/S	S/S/S	S/S/S	S
Power Door Locks	S/S	S/S/S	S/S/S	S/S/S	S
Retractable Cargo Cover	-/P	O/O/S	O/O/O	P/S/S	O

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Warranty					
Basic Warranty Coverage	48-month/ 50,000-mile	36-month/ 36,000-mile	36-month/ 36,000-mile	60-month/ 60,000-mile	36-month 36,000-mile
Roadside Assistance	S	S	O	S	O
Warranty Service Loaner Car	S	–	–	–	S

Features shown as neither standard nor optional may be available as dealer-installed accessories.

- S = Standard Equipment
- O = Optional Equipment
- P = Package Option Only
- = Not offered

(a) 50/50 split fold-down rear seatback.

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Functional					
Base Model Engine	2.3L DOHC 16V I-4	2.0L DOHC 16V I-4	2.4L DOHC 16V I-4	2.4L DOHC 16V I-4 (Base)	2.0L DOHC 16V I-4
Premium Model Engine	3.0L DOHC 24V V6	3.0L DOHC 24V V6	–	2.7L DOHC 24V V6 (GLS 2.7L) 3.5L DOHC 24V V6 (GLS 3.5L/LX)	–
Horsepower (SAE net @ rpm)	153 @ 5800 200 @ 6000	153 @ 5800 200 @ 6000	160 @ 6000	138 @ 5500 173 @ 6000 200 @ 5500	161 @ 5700
Torque (SAE net lb-ft @ rpm)	152 @ 4250 193 @ 4850	152 @ 4250 193 @ 4850	162 @ 3600	147 @ 3000 182 @ 4000 219 @ 3500	165 @ 4000
Standard Drive Configuration	Front-Wheel Drive	Front-Wheel Drive	Front-Wheel Drive	Front-Wheel Drive	Front-Wheel Drive
Optional Drive Configuration	On-Demand 4-Wheel Drive	On-Demand 4-Wheel Drive	On-Demand 4-Wheel Drive	Full-Time 4-Wheel Drive (2.7L) On-Demand 4-Wheel Drive (3.5L)	Full-Time 4-Wheel Drive

Competitive Specifications

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Functional					
Standard Transmission	5-Speed Manual Overdrive (<i>i</i>) 4-Speed Automatic Overdrive (<i>s</i>)	5-Speed Manual Overdrive (I-4) 4-Speed Automatic Overdrive (V6)	4-Speed Automatic Overdrive (2WD) 5-Speed Manual Overdrive (4WD)	5-Speed Manual Overdrive (Base) 4-Speed Dual-Mode Automatic Overdrive (GLS 2.7L) 4-Speed Dual-Mode Automatic Overdrive (GLS 3.5L/LX)	5-Speed Manual Overdrive
Optional Transmission	4-Speed Automatic Overdrive (<i>i</i>)	4-Speed Automatic Overdrive (I-4)	4-Speed Automatic Overdrive (4WD)	4-Speed Dual-Mode Automatic Overdrive (Base)	4-Speed Automatic Overdrive
Front Suspension	Independent MacPherson Strut with Stabilizer Bar	Independent MacPherson Strut with Stabilizer Bar	Independent MacPherson Strut with Stabilizer Bar	Independent MacPherson Strut with Stabilizer Bar	Independent MacPherson Strut with Stabilizer Bar
Rear Suspension	Independent Multilink	Independent Multilink	Independent Double-Wishbone with Stabilizer Bar	Independent Multilink (All) with Stabilizer Bar (3.5L)	Independent Double-Wishbone with Stabilizer Bar

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Functional					
Steering	Variable-Assist Rack-and-Pinion	Variable-Assist Rack-and-Pinion	Variable-Assist Rack-and-Pinion	Variable-Assist Rack-and-Pinion	Variable-Assist Rack-and-Pinion
Turning Diameter (ft)	38.3	35.4 (XLS) 36.7 (XLT/Limited)	34.1	37.1	35.4
Brakes	Ventilated Front Disc/ Rear Drum (<i>i</i>) Ventilated Front Disc/ Solid Rear Disc (<i>s</i>)	Ventilated Front Disc/ Rear Drum (2WD) Ventilated Front Disc/ Solid Rear Disc (4WD)	Ventilated Front Disc/ Solid Rear Disc	Ventilated Front Disc/ Solid Rear Disc	Ventilated Front Disc/ Solid Rear Disc
Wheel Size (in)	16	15 (XLS) 16 (XLT/Limited)	15	16	16
Fuel Tank (gal)	16.5	16.5	15.3	19.0	14.7
Wheelbase	103.1	103.1	103.1	103.1	98.0

Competitive Specifications

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Exterior					
Overall Length	174.4	174.9	178.6	177.2	167.5
Overall Width	72.0	70.1	70.2	72.7	68.3
Overall Height	70.0	69.7	66.2	66.0	65.7 (2WD) 66.1 (4WD)
Track—Front/Rear	61.3/60.9	61.3/60.9	60.4/60.6	60.7/60.7	59.3/59.1 (2WD) 59.3/58.9 (4WD)
Base Curb Weight— 2WD/4WD (lb)	3181/3346	3180/3340	3201/3258	3494/3752	2897 (2WD) 3119 (4WD)
Interior (All dimensions are in inches unless otherwise noted)					
Seating Capacity	5	5	5	5	5
Headroom— Front/Rear	40.4/39.2	40.4/39.2	40.9/39.1 (LX 2WD/LX 4WD) 38.9/39.1 (EX 4WD)	39.6/39.2	41.3/38.3

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Interior					
Shoulder Room— Front/Rear	56.1/56.2	56.3/55.9	56.9/56.5	56.3/56.5	54.1/53.7
Legroom—Front/Rear	41.6/36.3	41.6/36.3	41.3/39.4	41.6/36.8	42.4/32.6
Passenger Volume (cu ft)	100.1	INA	106.7	100.7	INA
Cargo Volume (cu ft) Rear Seats Up/Folded	29.7/66.8 (<i>i</i>) 29.7/66.9 (<i>s</i>)	29.3/66.3	33.5/72.0	30.5/77.7	29.2/68.3
Performance					
EPA Mileage Estimates (city/hwy) ^(a)	24/29 (2WD I-4) INA/INA (4WD I-4) 20/25 (2WD V6) 18/22 (4WD V6)	INA/INA (2WD I-4) INA/INA (4WD I-4) INA/INA (2WD V6) INA/INA (4WD V6)	23/29 (2WD) 21/25 (4WD)	20/27 (2WD I-4) 20/26 (2WD 2.7L V6) 16/22 (2WD 3.5L V6) 20/27 (4WD I-4) 18/24 (4WD 2.7L V6) 17/21 (4WD 3.5L V6)	24/30 (2WD) 22/27 (4WD)

	2005 Mazda Tribute <i>i/s</i>	2005 Ford Escape XLS/XLT/ Limited	2004 Honda CR-V LX 2WD/LX 4WD/EX 4WD	2004 Hyundai Santa Fe Base/GLS/LX	2004 Toyota RAV4
Performance					
Maximum Driving Range (mi)	479 (2WD I-4) INA (4WD I-4) 413 (2WD V6) 363 (4WD V6)	INA (2WD I-4) INA (4WD I-4) INA (2WD V6) INA (4WD V6)	444 (2WD) 383 (4WD)	513 (2WD I-4) 494 (2WD 2.7L V6) 352 (2WD 3.5L V6) 513 (4WD I-4) 456 (4WD 2.7L V6) 399 (4WD 3.5L V6)	441(2WD) 400 (4WD)
Maximum Towing Capacity (lb)	3500	3500	1500	2800	1500

INA = Information not available.

(a) With standard transmission.



There are four stages in the Mazda Test Drive Experience. Each stage has been designed with a specific purpose in mind.

Stage 1: Warm-Up

Ensure the test drive vehicle is ready to go.

Stage 2: Visioning

Prepare the customer and set expectations for the test drive.

Stage 3: Experience It

Deliver a test drive that enables the customer to make an emotional connection with the vehicle.

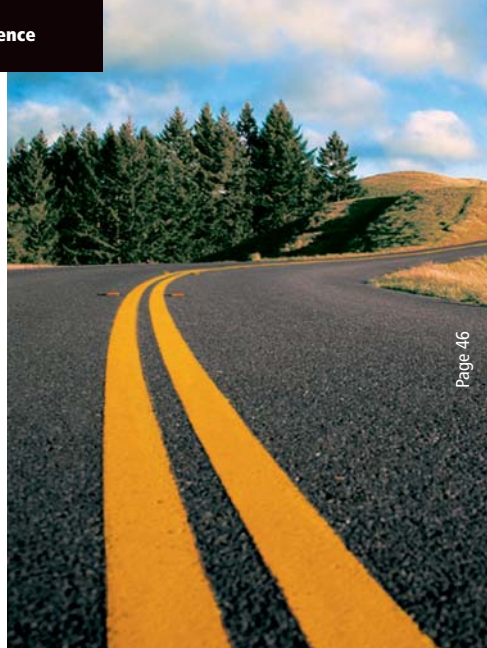
Stage 4: Reinforce It

Link customer comments and emotions with vehicle engineering.

Stage 1: Warm-Up

Warm-Up ensures that vehicles are ready for test drives any time a customer is ready.

- Have the keys readily accessible
- Ensure the vehicle is clean inside and out
- Check the fuel level
- Measure the tire pressure for optimal driving experience
- Position the vehicle facing out, signaling ready to go
- Check road and traffic conditions for your test drive route



Stage 2: Visioning

Visioning sets expectations for what the customer will notice and feel while driving a Mazda.

You are painting a mental picture of the experience. By doing this, you focus the customer's attention on the details that promote an emotional connection between car and driver.

There are three steps in visioning: introduction, communication, and invitation.



Introduction

- Differentiate the Mazda Test Drive Experience from other demonstration drives
- Provide an overview of the experience, that is, its duration and objective
- State that all Mazda vehicles are designed to be sporty and energetic

Communication

- State how a Mazda communicates directly with the driver through the steering wheel, pedals, and seat of the pants
- Review the test drive route using the corresponding map

Invitation

- Invite the customer to go on the test drive

Stage 3: Experience It

Experience It allows the customer to make an emotional connection with the vehicle and truly feel the Mazda.

Drive It

Seven elements provide the customer with the opportunity to connect emotionally with the vehicle.

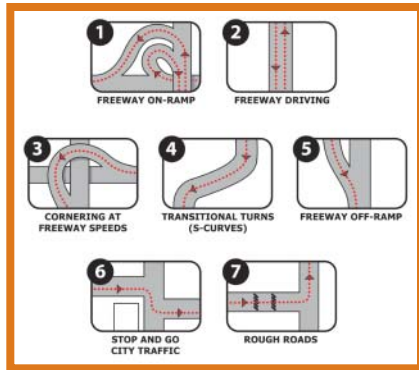
1. Freeway on-ramp
2. Freeway driving
3. Cornering at freeway speeds
4. Transitional turns (S-curves)
5. Freeway off-ramp
6. Stop-and-go city traffic
7. Rough and uneven roads

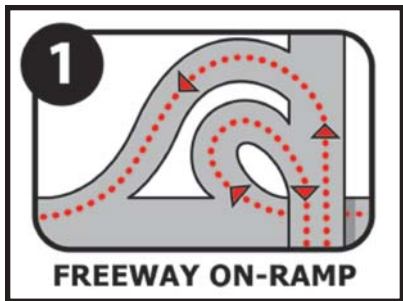
Feel It

With each element, driving dynamics help define the way Mazdas communicate with the driver. You can remember these dynamics with the acronym BRASH: Braking, Ride, Acceleration, Steering, and Handling.

Own It

With each element, key questions to ask customers can help them evaluate their driving experience. The Sales Consultant drives first to demonstrate the assertive (but not aggressive) desired driving technique. The customer then takes over at a designated point on your Mazda Test Drive Experience route.





Freeway On-Ramp

Drive It (What You'll Say)

Enter the ramp and accelerate to freeway speeds. Merge into traffic.

Feel It (Driving Dynamics They'll Feel)

Acceleration

Own It (Key Questions to Ask)

- Does the gas pedal feel firm when you push on it?
- Do you feel that the acceleration is responsive in proportion to the amount of pressure you apply?

Freeway Driving

Drive It (What You'll Say)

Now that you're driving at freeway speed, try changing lanes.

Feel It (Driving Dynamics They'll Feel)

Acceleration

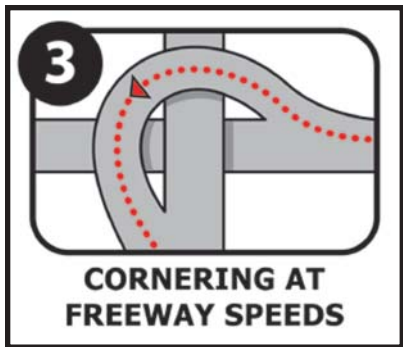
Handling

Ride

Own It (Key Questions to Ask)

- Does the engine respond in proportion to the amount of effort you apply?
- Does the body feel rigid and firm when changing lanes?
- Do you feel a sense of stability and control?





Cornering at Freeway Speeds

Drive It (What You'll Say)

As you approach this long sweeping turn, feel the way a Mazda corners

Feel It (Driving Dynamics They'll Feel)

Steering
Handling

Own It (Key Questions to Ask)

- Does the steering feel weighty and firm?
- Does the vehicle react precisely to your steering inputs?
- Does the vehicle react as if it were an extension of your body?

Transitional Turns (S-Curves)

Drive It (What You'll Say)

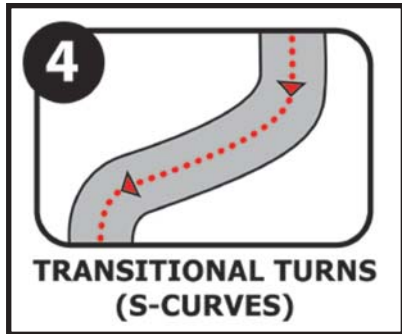
Pay attention to how the steering wheel feels on these curves.

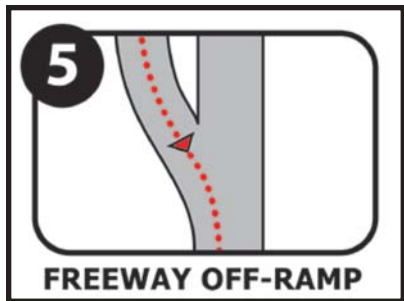
Feel It (Driving Dynamics They'll Feel)

Steering
Handling

Own It (Key Questions to Ask)

- How solidly and tightly does the vehicle follow the profile of the road?
- Do you feel the vehicle communicating to you what's happening through the wheels, throttle, and steering?
- Does it feel "sporty" to you?





Freeway Off-Ramp

Drive It (What You'll Say)

While exiting, slow to a complete stop from freeway speeds.

Feel It (Driving Dynamics They'll Feel)

Braking
Handling

Own It (Key Questions to Ask)

- Are the brakes quick and do they give you precise control when slowing down the vehicle?
- Is the vehicle stable when you stop or do you feel a nosedive?

Stop-and-Go City Traffic

Drive It (What You'll Say)

On surface streets with frequent stop signs and traffic lights, you'll experience Mazda's braking and acceleration.

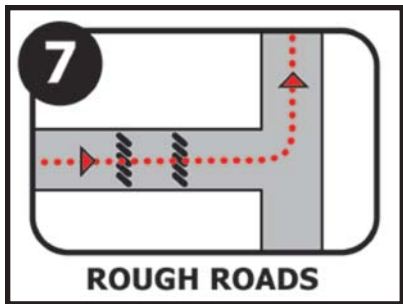
Feel It (Driving Dynamics They'll Feel)

Braking
Acceleration

Own It (Key Questions to Ask)

- When maintaining a safe distance from cars in front of you, do the brakes and acceleration feel precise?
- Do the brakes respond in proportion to the amount of effort applied?





Rough and Uneven Roads

Drive It (What You'll Say)

While driving over rough and uneven roads, you'll feel the stability of a Mazda.

Feel It (Driving Dynamics They'll Feel)

Ride
Steering

Own It (Key Questions to Ask)

- Is the ride firm or is it sloppy?
- Does the vehicle feel like it's firmly planted and connected to the road?
- Does the steering hold steady or does it sway with the bumps?

Stage 4: Reinforce It

Reinforce It occurs after the test drive and links customer comments and emotions with vehicle engineering.

Maintain emotional engagement

- Remember that people justify decisions with fact, but they buy on emotion
- Reinforce the emotions lived during the test drive

Build on the test drive

- Determine which driving dynamics the customer connected with best
- Identify the engineering principles supporting that driving dynamic
- Make the connection for the customer between inspired engineering and driving dynamics

Bring it full circle

- Make the connection between always the soul of a sports car, inspired engineering, superior driving dynamics, and exhilarating experience

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Part No. 9999-92-TRBFF-05