

DONER

Direct E-mail Script

Client: MAZDA
Product: '08 MAZDA3
Medium: Direct Interactive
Title: '08 MAZDA3 HR E-mail #1
Rev. #: 5
Date: 08/10/07

FOR MAZDA LEGAL APPROVAL
Job #7H-60070-009

SUBJECT LINE:

MAZDA3—A Sporty Compact Like Nothing Else.

LOGO: MAZDA WINGED M Logo

LINK: MazdaUSA.com

VISUALS: Zoom-Zoom Whisper, '08 MAZDA3 image (TBD)

TEXT: Check out our **GREAT INCENTIVES!**

LINK: [Click for details](#)

HEADLINE:

The New 2008 MAZDA3—Changing The Way People Think About Small Cars.

COPY:

Dear [name goes here],

Thank you for your interest in the 2008 MAZDA3—another exciting member of the Mazda family.

4-Door or 5-Door, it's fun to drive because MAZDA3 features rack-and-pinion steering and power-assisted 4-wheel disc brakes, an auxiliary-audio input jack and even an available DVD navigation system with retractable screen and Bose® Premium Audio System.* You can get all the things you dreamed of having “someday” in a car you can afford today.

Find out why everything we do is designed and engineered the Zoom-Zoom Way. Beneath every MAZDA3's striking styling, you'll find true hidden beauty—a virtual tour de force of safety and engineering features, because at Mazda, safety and sporty styling have always been integral parts of the same exhilarating equation.

Experience it for yourself.

Test-drive one at your Mazda Dealer today!

Zoom-Zoom!