Mazda Takeri

29/02/2012











Mazda will unveil its Takeri concept car for the first time in Europe at next month's Geneva International Motor Show. Mazda Takeri is a next-generation mid-sized saloon featuring Mazda's new and unique i-ELOOP regenerative braking technology. It will be joined on-stage by the all-new Mazda CX-5 compact crossover SUV – equipped with the full range of Mazda's breakthrough SKYACTIV technology – the MX-5 Special Edition Spring 2012 (on sale as the 'Venture Edition' in the UK), and an array of new technologies, plus a production model line-up.

The Takeri is the latest concept to adopt Mazda's 'KODO – Soul of Motion' design theme, bringing a new level of strength and allure to saloon styling. The Mazda Takeri offers a taste of the future direction of Mazda's next-generation CD-segment saloon, further developing the vision of the Mazda Shinari, an exciting four-door sports coupe concept showcased at Geneva last year. Under its captivating exterior, the Takeri features Mazda's highly-efficient new SKYACTIV-D diesel engine with a fuel-saving 'i-stop' system and six-speed SKYACTIV-Drive automatic transmission.

The Takeri aims for the ultimate in energy efficiency without compromising on Mazda’s fun-to-drive performance and handling. It is the first Mazda car to be equipped with i-ELOOP – short for “Intelligent Energy Loop”. This is Mazda’s first regenerative braking system and uses a unique solution that converts kinetic energy to electricity during deceleration and stores it in an electric double-layer capacitor. The power is used to run the vehicle’s electric components, thereby reducing the load on the engine and increasing fuel economy by up to 10 percent. This contributes to the Mazda Takeri’s outstanding fuel economy, which is achieved at no sacrifice to performance or comfort.