Consumer Buying Tip:

3 letters that could save your life: ESC

(NC)—Electronic stability control, or ESC, compares the direction of your steering wheel with the direction the vehicle is going. When they're not the same, ESC automatically activates the brakes on one or more wheels and can also reduce engine power to help keep the vehicle under control and heading in the right direction.

Transport Canada has introduced a new motor vehicle safety standard that will require ESC on most new vehicles built after Sept. 1, 2011. The department's website, www.tc.gc.ca/ESC, contains more information on ESC, as well as lists of vehicles that already have it.

2011 is Canada's Year of Road Safety so why not re-think road safety.

www.newscanada.com

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COME IN AND *DRIVE*
WE MAKE YOUR LEASE PAYMENTS UNTIL FALL
– UP TO $1,000 ON ALL 2011 MAZDA3 MODELS!

1ST TIME OWNERS PROGRAM
MAKING IT EASY

2011 MAZDA3
Lease from $199* per month at 1.9% for 48 months with $0 down
or
0% PURCHASE FINANCING† FOR 60 MONTHS

or TAKE ADVANTAGE OF OUR AMAZING LEASE OR FINANCE OFFERS ON ALL 2011 AND 2012 MAZDA MODELS.

2011 Tribute
Finance from $299** per month with 0% PURCHASE FINANCING† FOR 84 MONTHS

2011 MAZDA6
Lease from $319* per month at 0.9% for 48 months with $1,995 down
or
0% PURCHASE FINANCING† FOR 60 MONTHS

2011 CX-7
Lease from $339* per month at 1.9% for 48 months with $1,995 down
or
0% PURCHASE FINANCING† FOR 60 MONTHS

Act now! Offers end August 2nd. See your Mazda dealer or visit mazda.ca for details.

(The Summer's On Us event applies to lease offers on all new in-stock 2011 Mazda3 models. Mazda Canada Inc. will pay the first 3 monthly lease payments, including taxes (up to $1,000 in total for the 3 months). No credits if lease payments total less than $1,000. PPSA, licence, insurance, taxes, down payment and other dealer charges may be required at the time of lease. ♦U.S. National Highway Traffic Safety Administration (NHTSA) frontal impact rating for 2011 Mazda3 and 2011 Mazda3 Sport models. ▼Based on Insurance Institute for Highway Safety. ☑Offer available on retail purchases of new 2011 Mazda2 and 2011 Mazda3 models by qualifying first time Mazda purchasers with no prior automotive finance history of any kind. This program can be used in combination with all other Mazda incentive programs (excluding the Mazda Graduate Rebate). Some conditions apply. See mazda.ca or your dealer for complete program details. *Offers available on retail leases of new 2011 Mazda3 GX (D48551AA00)/2011 Mazda6 GS-I4 (G45761AA00)/2011 CX-7 GX (PY3181AA00) with a lease APR of 1.9%/0.9%/1.9% and monthly payments of $199/$319/$339 for 48/48/48 months, the total lease obligation is $9,531/$17,307/$18,267 including down payment of $0/$1,995/$1,995. As shown, 2011 Mazda3 GT (D47161AA00)/2011 Mazda6 GT-V6 (G47881AA00)/2011 CX-7 GT (PX7J81AA00) with a lease APR of 1.9%/0.9%/1.9% and monthly payments of $376/$533/$487 for 48/48/48 months, the total lease obligation is $18,046/$27,503/$25,367, including down payment of $0/$1,995/$1,995. Lease payments include freight and P.D.E. of $1,495/$1,695/$1,695. 20,000 km per year mileage allowance applies, if exceeded, additional 8¢ per km applies. 24,000 km leases also available. PPSA and taxes are extra. Offered leasing available to retail customers only. Leasing may not be available for all models. Lease offers vary by region and trim level/model. See mazda.ca or your dealer for lease available vehicles. **Financed pricing for new 2011 Tribute GX-I4 (WVX051AA00) is $25,156, financed at 0% over 84 months equalling monthly payments of $299 with $0 down payment; the cost of borrowing is $0 with a total obligation of $25,156. As shown, 2011 Tribute GT-V6 (WXT271AA00) is $36,900, financed at 0% over 84 months equalling monthly payments of $439 with $0 down payment; the cost of borrowing is $0 with a total obligation of $36,900. All offers include freight, PDE and fees. †3% APR Purchase Financing is available on new 2011 Mazda vehicles. Based on a representative agreement using an offered pricing of $17,790/$25,156/$25,690/$27,990 for the new 2011 Mazda3 GX (D48551AA00)/2011 Tribute GX-I4 (WVX051AA00)/2011 Mazda6 GS-I4 (G45761AA00)/2011 CX-7 GX (PY3181AA00) with a financed amount of $15,000/$25,000/$25,000/$25,000, the cost of borrowing for a 60/84/60/60 month term is $0, monthly payment is $250.00/$297.62/$416.67/$416.67, total finance obligation is $15,000/$25,000/$25,000/$25,000. Price includes freight, P.D.E. and fees. PPSA, licence, insurance, taxes, down payment and other dealer charges are extra and may be required at the time of purchase. Dealer may sell/lease for less. Dealer order or trade may be necessary on certain vehicles. Lease and Finance on approved credit for qualified customers only. Offers valid July 12 - August 2, 2011 while supplies last. Prices subject to change without notice. Visit mazda.ca or see your dealer for complete details.)

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$250 @ 3.99% APR LEASE FOR PER MONTH FOR 48 MONTHS*

$0 DOWN PAYMENT/OAC SECURITY DEPOSIT

$333 @ 0.9% APR LEASE FOR PER MONTH FOR 48 MONTHS*

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Alloy wheels • Power driver's Seat • Bluetooth® wireless mobile phone interface Illuminated steering wheel-mounted audio controls & cruise control • And much more!

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250hp, 3.5L i-VTEC V6 engine • Integrated trailer hitch • 17" alloy wheels • 8 person seating capacity • 60/40 split-folding third-row bench seat • And much more!

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*Limited time lease offers on a new 2012 Honda Civic LX Sedan with Manual Transmission (Model FB2E4CEX)//2011 Honda Accord SE Sedan (Model CP2E6BE) available through Honda Financial Services Inc., on approved credit. Representative lease example: based on a 2012 Honda Civic LX Sedan with Manual Transmission (Model FB2E4CEX)//2011 Honda Accord SE Sedan (Model CP2E6BE) on a 48/48 month term at 3.99%//0.9% lease APR, the monthly payment is $250//$333 (includes $1,395//$1,550 freight and PDI), EHF tires ($29), EHF filters ($1), A/C tax ($100), and OMVIC fee ($5)] with $0//$0 down payment or equivalent trade-in, $0//$0 security deposit and first monthly payment due at lease inception. Total lease obligation is $12,000//$15,992. 96,000-kilometre allowance; charge of $0.12/km for excess kilometres. **$4,000 cash incentive is valid on any new 2011 Honda Pilot models when purchased, registered and delivered between July 2, 2011 and August 2, 2011. Cash incentive is available for all Honda retail customers except customers who lease or finance through Honda Financial Services Inc. at a sub-vented rate of interest offered by Honda as part of a low rate interest program. All advertised lease and finance rates are special rates. Cash incentive will be deducted from the negotiated price before taxes. For all offers, license, insurance, registration, PPSA, and other taxes (including HST and tax for fuel conservation, if applicable) are extra. Taxes payable on full amount of purchase price. Offers only valid for Ontario residents at Ontario Honda Dealers. Dealer may sell/lease for less. Dealer order/trade may be necessary. Vehicles are for illustration purposes only. Offers subject to change without notice. See your Ontario Honda Dealer or visit HondaOntario.com for full details.