

zoom-zoom





# Mazdas (2011)

# Mazda 3. Compromise: Zero.

Welcome to the 2011 MAZDA 3. The choice that tells the world you're not the least bit willing to water down your convictions. One that says you'd sooner take a taxi than settle for a car that didn't deliver real driving exhilaration. And makes very clear your refusal to banish the word "more" from your vocabulary. We understand. You see, we build cars for people like you. Which is why we make sure that every car bearing the Mazda name is infused with innovative design, insightful engineering, spirited performance and impeccable craftsmanship. And why we always will. Zoom-Zoom.



# GOOD THINGS COME IN 3.

Your days of having to settle for basic, bland and boring transportation are over. All thanks to the 2011 MAZDA 3 Grand Touring's complete menu of unexpected treats.\* Starting with bold, aerodynamic styling that actually works to boost fuel economy. An 8-way power-adjustable driver's seat. Dual-zone automatic climate control. Dual power remote and heated outside mirrors. Advanced Keyless Entry and Push Button Start. Bluetooth® handsfree phone and audio capabilities. A 10-speaker Bose® Surround Sound Audio System. A pivoting Adaptive Front-lighting System with Bi-Xenon headlights. And that's just the appetizers.







ADAPTIVE FRONT-



BOSE® 10-SPEAKER SURROUND SOUND



MP3 CONNECTION



TRACTION CONTROL SYSTEM



ADVANCED KEYLESS ENTRY SYSTEM



NAVIGATION SYSTEM



RAIN-SENSING WIPERS



# A LOT OF PERFORMANCE FOR A LITTLE UNLEADED.

Performance, meet fuel efficiency. Fuel efficiency, meet performance. It's the ultimate win-win. No matter which advanced-design engine powers your 2011 MAZDA 3, you'll enjoy both spirited performance and great fuel economy. The MAZDA 3i features a responsive 148-hp\* 2.0-liter engine that delivers a pump-friendly 33 mpg highway/25 mpg city.† And the MAZDA 3s kicks in with a potent, higher-output 167-hp‡ 2.5-liter engine that combines top-shelf performance with excellent fuel economy. We can't think of two more exhilarating ways to make every drop of fuel count. And all without sacrificing a single drop of adrenaline.



1 Two advanced, all-aluminum, 16-valve MZR engines power the MAZDA 3 family, all of which utilize variable valve timing to help minimize 6-speed in MAZDA 3s, while fuel consumption while maximizing MAZDA 3i features a fuel-efficient system. Standard on all models, performance. MAZDA 3i models feature a 2.0-liter engine rated at 33 mpg highway/25 mpg city.† The electronically controlled 5-speed 2.5-liter 167-hp<sup>‡</sup> MAZDA 3s engine Sport AT automatic transmission turns in 28 mpg highway/20 mpg city.† with a manual-shift mode that



2 All MAZDA 3 models come standard with a smooth-shifting manual gearbox. There's a precise 5-speed. Available on all models (except MAZDA 3 i SV) is an combines automatic convenience and shift-for-yourself fun.



3 The responsive, spirited performance of MAZDA 3's engines is matched by a precisely tuned 4-wheel independent suspension this sophisticated suspension combines front MacPherson struts with an advanced multilink design at the rear, along with front and rear stabilizer bars. Also standard on all MAZDA 3 models are Dynamic Stability Control<sup>§</sup> and a Traction Control System.

\*144 hp (PZEV). † EPA estimated fuel economy w/manual transmission. Actual results may vary. ‡165 hp (PZEV). § Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.



The instant you touch the Advanced Keyless Entry and Start System button on the door, your MAZDA 3 recognizes you—and comes to life before your eyes. The door unlocks. An innovative, sequential Welcome Lighting System warmly illuminates the interior. Settle into the 8-way power driver's seat, then start the engine with the push of a button. And just wait until you get under way. There's a leather-trimmed tilt steering wheel with built-in illuminated standard controls for audio, Bluetooth® and cruise control. Also available at your command are Bi-Xenon headlights, rain-sensing wipers, standard dual-zone automatic climate control and heated front seats with five settings. Amazing. And even more so considering that the key hasn't yet left your pocket.



# TECHNICALLY, IT'S A GENIUS.

Oh, the technological treats awaiting you in the 2011 MAZDA 3 s. Like an innovative Multi Information Display that elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders—and in vivid color with the available compact navigation system. Standard auxiliary-audio input jack and Bluetooth® hands-free phone and audio capabilities. SIRIUS Satellite Radio®\* and Apple® iPod® Integration system are available. All linked to a sound system you have to hear to believe. Proving that when it comes to the latest and greatest in all things techno, MAZDA 3 is beyond smart. It's just plain gifted.







CURRENT FUEL ECON.

RESUME

© Excuse Me for Living

\* SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Apple and iPod are registered trademarks of Apple Inc.

The Bose Centerpoint Surround Sound System strategically places 10 high-performance speakers throughout the MAZDA 3 cabin, all powered by a Bose digital amplifier. The result is sound that approaches the dynamic power of a live performance.

A 3.25-inch Twiddler® neodymium mid/high-range speaker B Two 1-inch neodymium tweeters (in L/R A-pillars) C Two 6.5-inch neodymium wide-range speakers (in L/R front doors) D Two 5.25-inch neodymium wide-range speakers (in L/R rear doors) E Two 3.25-inch Twiddler neodymium mid/high-range speakers (in L/R rear deck) F One 9-inch, high-performance Nd® woofer (center-mounted in rear deck) G Bose digital amplifier with Centerpoint signal-processing circuitry (mounted under passenger's front seat); SurroundStage® digital processing circuitry; AudioPilot®2 noise compensation technology; eight channels of custom equalization and digital signal processing

# POWER OF 10

# SOUNDS EXCITING.

The words on this page simply can't do justice to experiencing music through 10 custom-tuned neodymium magnet speakers, all powered by a 265-watt Bose® digital amplifier. Because the Bose Centerpoint® Surround Sound System, standard on MAZDA 3 Grand Touring models and available on most other MAZDA 3 models, is tailored specifically to the MAZDA 3 cabin acoustics, it envelops you in 360 degrees of pure, goosebump-raising surround sound from even ordinary CDs and MP3 CDs. And Bose-exclusive SurroundStage® circuitry makes every seat feel like first-row center. And if that's not enough, AudioPilot® 2 noise compensation technology automatically adjusts audio levels to compensate for intrusive ambient and road noise. It's high fidelity you simply have to hear to believe.

# SUMPTUOUS, EXQUISITE AND OTHER UNEXPECTED ADJECTIVES WILL COME TO MIND. The elegant interior refinements in the 2011 MAZDA 3 might well inspire the kind of superlatives normally associated with pricey luxury cars. On Grand Touring models, for example, meticulously stitched leather accents grace the MAZDA 3's high-bolstered sport seats, steering wheel and even the shifter. Graceful, sweeping lines, superb detailing and subtle textures come together with uncompromising fit and finish. And excellence. And distinction. And so forth. Actually, there are quite a few words that describe the level of craftsmanship you'll find throughout the all-new MAZDA 3. Just maybe not the ones you expected.

2.0-liter DOHC engine with variable valve timing

Speed- and transmissionsensitive automatic power door locks Air conditioning with integral pollen filter and ambient temperature display

Bluetooth hands-free phone and audio capability

Steering-wheel-mounted audio system, cruise control and Bluetooth controls

Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist 6-speaker AM/FM/CD audio system with automatic level control and auxiliary-audio input jack

Dynamic Stability Control (DSC)\*
and Traction Control System

Precise rack-and-pinion steering with electrohydraulic power assist

Sport-tuned 4-wheel independent suspension with front and rear stabilizer bars

Side-impact air curtains with front- and rear-passenger coverage<sup>†</sup>

Advanced dual front air bags†

Dual front side-impact air bags<sup>†</sup>

Active front headrests for added whiplash protection

16-inch alloy wheels

Tire-Pressure Monitoring System

Instead 3

LIVE LARGE. SPEND SMALL.

The 2011 MAZDA 3i Touring pretty much rewrites the whole value equation. Naturally, it comes equipped with all the expected standard features. Not to mention several that might surprise you. Like air conditioning with an integral pollen filter. Bluetooth® hands-free phone and audio compatibility, steering-wheelmounted controls for the 6-speaker AM/FM/CD audio system and cruise control. All without checking a single option box.

without checking a single option box.

MAZDA 3 i Touring

\* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details. † Always wear your seat belt and secure children in the rear seats in appropriate child restraints. Bluetooth is a registered trademark of Bluetooth SIG, Inc.

## IT'S OPEN TO JUST ABOUT ANYTHING.

Once again, Mazda elevates the category. This time with unexpected room and versatility. The MAZDA 3 5-Door is designed to be all about you, the open road and a ton of stuff. Including a convenient 5th door and 60/40 split fold-down rear seatback. With more overall interior room than a VW Golf, it's able to easily transport longer, larger items—and still leave room for a backseat driver. Fold down the whole rear seatback, and you've got additional cargo space for sports equipment, camping gear, luggage and whatever else gets you through the long haul. Or short haul. And speaking of haul, the potent, 167-hp\* engine has more than enough juice to get it all to whatever exciting Point B you have in mind.

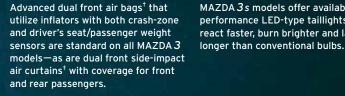
# CUBIC FEET





MAZDA 3's available Bi-Xenon Adaptive Front-lighting System\* turns the headlights up to 15° as you steer, literally helping you to "see around corners." Power-assisted 4-wheel disc brakes and Anti-lock Brake System (ABS) offer you better stopping power. Front and rear crumple zones and side-impact door beams help protect everyone inside. Along with dual front air bags, dual front sideimpact air bags and side-impact air curtains.† Plus active, whiplash-reducing, front-seat headrests. Collapsible steering column. Even a Tire-Pressure Monitoring System that warns you when one or more tires are low. Impressive? Yes. But not surprising. At Mazda, we've always believed that the best kind of driving experience is a safe one.







MAZDA 3s models offer available highperformance LED-type taillights, which react faster, burn brighter and last



Inner strength. All MAZDA 3 models utilize Mazda's "Triple H" construction system. Its steel reinforcements increase the strength of critical body areas and enhance basic structural integrity. Additional benefits include improved overall handling and greater impact protection.

# THIS ONE TURNS PREMIUM INTO ROCKET FUEL.

Enthusiasts, meet MAZDASPEED3.\* A turbocharged, intercooled, direct-injected jolt of automotive adrenaline. We're talking a heady combination of 263 hp and 280 lb-ft of torque. All courtesy of an arsenal of go-fast enhancements that include a high-output, all-aluminum, turbocharged and intercooled 2.3-liter MZR engine with Direct-Injection Spark Ignition (DISI), specific forged crankshaft and connecting rods, plus optimally tuned intake and exhaust. Connecting power to road are a 6-speed manual gearbox (optimized to exploit the engine's wide torque band), Dynamic Stability Control\* with a Traction Control System and a torque-sensing conical limited-slip differential. Also in play: larger-diameter ventilated front disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist. As well as MAZDASPEED3-specific suspension system and thicker-diameter front and rear stabilizer bars. So yes, this take-no-prisoners expression of pure performance does sip 91 octane. But trust us, it's worth it.







## ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS ARE ROAD-RACED THAN ANY OTHER CAR."

At Mazda, motorsports is in our blood. It's part of our heritage. And it's a passion that spans decades, inspiring us to compete in over 24 distinct club and pro-level motorsports series. The Continental Tire Sports Car Challenge Series is a dramatic example. Six Mazda teams have chosen to battle the best that BMW, Chevrolet, Honda and Porsche have brought to the track by using race-prepped MAZDASPEED 3s to battle for victories across North America.

What's more, these cars are using the stock 2.3-liter Mazda MZR powerplant that comes standard in the MAZDASPEED3, the same engine in the Mazda you drive every day. That's why we say you'll find "the soul of a sports car" in every Mazda we make. Zoom-Zoom.



Mazda Motorsports: Powering Growth. Mazda's motorsports program is uniquely structured to grow driver talent-from simple karting all the way to the pinnacle of endurance sports-car racing. Our motorsports ladder system lets aspiring young drivers perfect their skills while encouraging their inner racer to rule the road.

(Top Row From Left) CLOSED WHEEL: Skip Barber Driving and Racing Schools, Club Racing, Grand-Am Continental Tire Sports Car Challenge (Shown here and on opposite page), Playboy Mazda MX-5 Cup, Grand-Am Rolex GT Series, American Le Mans. (Second Row From Left) OPEN WHEEL: Karting, Skip Barber National Series, Cooper Tires presents the USF2000 Championship Powered by Mazda, Star Mazda Championship presented by Goodyear.



#### MAZDA3 MODEL AVAILABILITY

	MAZDA3i 4-Door	MAZDA3s 4-Door	MAZDA3s 5-Door	
SV	•	-	-	
Sport	•	•	•	
Touring	•	-	-	
Sport	-	•		

#### MAZDA3 MODELS

MAZDA3i 4-Door Touring

Includes the following features in addition to or in place of MAZDA3i 4-Door Sport:

- . 16-inch allov wheels
- Cruise control with steering-wheel-mounted controls
- Remote keyless entry with answer-back feature
- Bluetooth®\* audio and hands-free phone capability
- 6-speaker audio system
- · Rear center armrest with cup holders

#### MAZDA3s 4-Door Grand Touring

Includes the following features in addition to or in place of MAZDA3s 4-Door Sport:

- · Power sliding-glass moonroof with one-touch-open feature
- Bose® 265-watt Centerpoint® 10-speaker Surround Sound System with in-dash 6-disc CD/MP3 changer
- Heated outside mirrors
- Dual-zone automatic climate control
- Leather-trimmed seats
- 8-way power driver's seat
- Heated front seats with five settings

#### MAZDA3s 5-Door Grand Touring

Includes the following features in addition to or in place of MAZDA3s 5-Door Sport:

- · Power sliding-glass moonroof with one-touch-open feature
- Bose® 265-watt Centerpoint® 10-speaker Surround Sound System with in-dash 6-disc CD/MP3 changer
- Heated outside mirrors
- Dual-zone automatic climate control
- Leather-trimmed seats • 8-way power driver's seat
- Heated front seats with five settings

#### MAZDA3 SPECIFICATIONS & CAPACITIES

SPECIFICATIONS		MAZDA3 <i>i</i> 4-Door		MAZDA3s 4-Door/5-Door
Engine size and type		2.0L DOHC 16-val 4-cylinder with variable valve tim	1	2.5L DOHC 16-valve 4-cylinder with variable valve timing
Horsepower		148† @ 6500 rpr	n	167† @ 6000 rpm
Torque (lb-ft)		135† @ 4500 rpr	n	168† @ 4000 rpm
EPA estimated fuel ed	onomy			
City/highway mpg	Manual	25/33		20/28
	Automatic	24/33		22/29
Curb weight (lb)				
	Manual	2859		3038/3064
	A, CT, MA, ME, NJ, R, PA, RI, VT, WA	2863		3038/3065
	Automatic	2922		3098/3124
	A, CT, MA, ME, NJ, R, PA, RI, VT, WA	2926		3099/3124
EXTERIOR DIMEN	SIONS	MAZDA3 <i>i</i> 4-Door	MAZDA3s 4-Door	MAZDA3s 5-Door
Wheelbase/overall len	ngth (in)	103.9/180.7	103.9/180.9	103.9/177.4
Overall width (in)		69.1	69.1	69.1
Overall height (in)		57.9	57.9	57.9
Track, front/rear (in)		60.4/59.8	60.2/59.6	60.2/59.6
INTERIOR DIMEN	SIONS			
Headroom, front/rear	(in)	38.9/37.5	38.9/37.5	38.9/38.0
Headroom, front/rear	with moonroof (in)	38.1/37.4	38.1/37.4	38.1/37.7
Legroom, front/rear (	in)	42.0/36.2	42.0/36.2	42.0/36.2
Shoulder room front/	rear (in)	54.9/54.0	54.9/54.0	54.9/54.0
CAPACITIES				
EPA passenger volum	e (cu ft)	94.1	94.1	94.6
EPA cargo volume (cu	ft)	11.8	11.8	17.0
Fuel capacity (U.S. ga	llons)	14.5	15.9	15.9

#### MAZDA3 ENGINE & MECHANICAL

	MAZDA3i	MAZDA3s	MAZDA3s
ENGINE & TRANSMISSION	4-Door	4-Door	5-Door
2.0L DOHC 16-valve 4-cylinder engine with 148 hp <sup>†</sup>	S	-	-
2.5L DOHC 16-valve 4-cylinder engine with 167 hp <sup>†</sup>	-	S	S
5-speed manual overdrive transmission	S	-	-
6-speed manual overdrive transmission	-	S	S
5-speed Sport AT automatic transmission	(Available)‡	(Available)	(Available)
SUSPENSION & BRAKES			
Rack-and-pinion steering with electrohydraulic variable assist	S	S	S
Power-assisted 4-wheel disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assis	t S	S	S
Dynamic Stability Control (DSC)§	S	S	S
Traction Control System (TCS)	S	S	S
Independent strut-type front suspension	S	S	S
Independent multilink rear suspension	S	S	S
Front and rear stabilizer bars	S	S	S

#### MAZDA3 INTERIOR

MAZDAS INTERIOR			
COMFORT & CONVENIENCE	MAZDA <i>3 i</i> 4-Door	MAZDA3s 4-Door	MAZDA3s 5-Door
Power windows with driver's one-touch-down/up feature	S	S	S
Power door locks with 2-stage unlocking	S	S	S
Speed- and transmission-sensing auto door locks	S	S	S
Center console armrest with covered storage compartment and 12V power point	S	S	S
Dual front cup holders with cover	S	S	S
Dual front map lights; cargo-area light; ignition-keyhole light	S	S	S
Driver's and passenger's covered visor vanity mirrors	S	S	S
Driver's and passenger's covered illuminated visor vanity mirrors	-	GT	GT
White-on-black gauges with red nighttime illumination	S	-	-
Electroluminescent gauges with tri-mode lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	-	S	S
Welcome Lighting System	-	S	S
Center instrument display panel (audio & clock)	S	S	S
Multi Information Display (MID) with outside temp, trip computer, maintenance reminder and audio information	-	S	S
Tilt/telescopic steering wheel	S	S	S
Leather-wrapped steering wheel and shift knob	-	S	S
Cruise control with steering-wheel-mounted controls	T	S	S
Heater/defroster with multiple-speed blower and rear heater ducts	S	S	S
Rear window defogger; front side-window demisters	S	S	S
CFC-free air conditioning (includes outside ambient temp on center instrument panel and pollen filter)	Sport/T	S	S
Dual-zone automatic climate control	-	GT	GT
Rear center armrest with cup holders	Ţ	S	S
Removable rigid cargo cover	-	-	S
Remote keyless illuminated entry system with answerback feature	T	S	S
Remote trunk-lid release	S	S	-
Remote fuel-filler-door release	S	S	S
SEATING & TRIM			
Reclining front bucket seats	S	S	S
Sport front bucket seats	-	S	S
Lever-type driver's seat lifter	S	S	S
8-way power driver's seat	-	GT	GT
Heated front seats with five settings	-	GT	GT
60/40 split fold-down rear seatback	S	S	S
Full cloth upholstery and carpet floor mats	S	S	S
Leather-trimmed seats	-	GT	GT
AUDIO			
AM/FM/CD/MP3-compatible stereo with 4 speakers and automatic level control	S	-	-
AM/FM/CD/MP3-compatible stereo with 6 speakers and automatic level control	T	S	S
Bose® 265-watt Centerpoint® 10-speaker Surround Sound System with in-dash 6-disc CD/MP3 changer	P (T)	P/S (GT)	P/S (GT)
Steering-wheel-mounted audio controls	S	S	S
Auxiliary-audio input jack	S	S	S

S: Standard O: Optional P: Package T: Touring model GT: Grand Touring model A: Dealer-available accessory -: Not available

\* Bluetooth is a registered trademark of Bluetooth SIG, Inc.

† 2.0L: 144 hp, 132 lb-ft / 2.5L: 165 hp, 167 lb-ft in CA, CT, MA, ME, NJ, NY, OR, PA, RI, VT and WA.

‡ Not available on SV.

§ Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.

Bluetooth\* audio and hands-free phone capability

¶ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.

#### MAZDA3 SAFETY & SECURITY

SAFETY & SECURITY	4-Door	4-Door	5-Door
Advanced front air bags¶ with belt-use, passenger- weight and driver's seat-position sensors	S	S	S
Front side-impact air bags and side-impact air curtains¶	S	S	S
Front seat-belt pretensioners with force limiters	S	S	S
Active front headrests	S	S	S
3-point seat belts for all 5 seating positions	S	S	S
Tire-Pressure Monitoring System (TPMS)	S	S	S
Rear child-safety door locks and LATCH child-safety-seat anchors	S	S	S
Engine-immobilizer antitheft system	S	S	S

MAZDAZ: MAZDAZe MAZDAZe

#### MAZDA 3 EXTERIOR

MAZDA3 EXTERIOR			
BODY	MAZDA3i 4-Door	MAZDA3s 4-Door	MAZDA3 5-Door
Power sliding-glass moonroof with one-touch-open feature	P (T)	P/S (GT)	P/S (GT)
5-mph body-color bumpers	S	S	S
Side sill extensions	-	-	S
Rear lip spoiler	-	S	-
Rear liftgate spoiler	-	-	S
Dual body-color power remote outside mirrors	S	S	S
Heated outside mirrors	-	GT	GT
Variable-intermittent windshield wipers	S	S	S
Rear wiper/washer with intermittent setting	-	-	S
Clear-lens halogen headlights	S	S	S
Clear-lens halogen fog lights	0/A	S	S
Clear-lens taillights	S	S	S
Integrated rear window antenna	S	S	-
Roof-mounted radio antenna	-	-	S
TIRES & WHEELS			
16-inch steel wheels with full wheel covers	S	-	-
16-inch alloy wheels	T	-	-
17-inch alloy wheels	-	S	S
205/55R16 H-rated steel-belted all-season radial tires	S	-	-
205/50R17 V-rated steel-belted all-season radial tires	-	S	S

Product Changes and Options Availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

2.3-liter MZR all-aluminum 4-cylinder Turbocharged, intercooled & direct-injected Forged crankshaft & connecting rods Sport-tuned intake & exhaust systems

Close-ratio 6-speed manual gearbox Torque-sensing conical limited-slip differential

263 hp @ 5500 rpm/280 lb-ft of torque @ 3000 rpm 155 mph top speed (electronically limited)

#### ACHIEVE INNER PEACE

MAZDASPEED electroluminescent gauges & boost gauge Racing-inspired, high-bolstered front bucket seats Drilled aluminum foot pedals Bluetooth\* hands-free phone & audio capabilities Multi Information Display Dual-zone climate control Special MAZDASPEED scuff plates Illuminated steering-wheel-mounted controls for stereo, Bluetooth\* & cruise control

#### ATTRACT A CROWD

Rear window wiper

Fully functional hood scoop 18-inch alloy wheels Bilevel rear spoiler MAZDASPEED aero body parts Dual chrome exhaust outlets Integral fog lights Outside mirrors with directional indicators

Fully independent, MAZDASPEED-tuned suspension MacPherson struts in front/multilink in rear High-performance springs Heavy-duty front & rear stabilizer bars 12.60-inch ventilated front disc brakes 11.02-inch solid rear disc brakes ABS, Electronic Brakeforce Distribution & Brake Assist Traction Control System & Dynamic Stability Control<sup>§</sup>

#### 1azdaspeed3 colors



Black Mica



Celestial Blue Mica







MAZDASPEED Tech Package: Bose 265-watt Centerpoint 10-speaker Surround Sound System with in-dash 6-disc CD/MP3 changer; fullcolor Multi Informatoin Display (MID) with compact navigation system; SIRIUS Satellite Radio® with 6-month subscription; Mazda Advanced Keyless Entry & Push Button Start System; Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights; Adaptive Front-lighting System (AFS); Automatic on/off headlights; LED clear-lens taillights; rain-sensing front windshield wipers; perimeter alarm system.

#### MAZDA3 OPTIONS & OPTION PACKAGES

OPTIONS/OPTION PACKAGES	MAZDA 3 i 4-Door SV	MAZDA 3 i 4-Door Sport	MAZDA 3 i 4-Door Touring	MAZDA 3 s 4- & 5-Door Sport	MAZDA 3 s 4- & 5-Door Grand Touring
Moonroof, 6-Disc CD Changer and Bose® Audio System Package: Power sliding-glass moonroof with one-touch-open feature; in-dash 6-disc CD/MP3 changer; Bose® 265-watt Centerpoint® 10-speaker Surround Sound System	-	-	0	0	S
Tech Package: Full-color Multi Information Display (MID) with compact navigation system; SIRIUS Satellite Radio® with 6-month subscription; Mazda Advanced Keyless Entry & Push Button Start System; Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights; Adaptive Front-lighting System (AFS); Automatic on/off headlights; LED clear-lens taillights; rain-sensing front windshield wipers; perimeter alarm system	-	-	-	0	0
Pearlescent paint (Crystal White Pearl Mica)	-	0	0	0	0
All-weather floor mats	0/A	0/A	0/A	0/A	0/A
Front air dam	A	A	Α	A (4-DR) O/A (5-DR)	A (4-DR) O/A (5-DR)
Cargo mat	Α	Α	Α	A	Α
Cargo net	0/A	0/A	0/A	0/A	0/A
Cargo tray	Α	Α	Α	A	A
Auto-dimming rearview mirror with compass	A	Α	A	A	A
Auto-dimming rearview mirror with compass and HomeLink®	0/A	0/A	0/A	0/A	0/A
Fog lights	0/A	0/A	0/A	S	S
Fuel-filler door, chrome	A	Α	Α	A	A
In-dash 6-disc CD/MP3 changer (not available with Moonroof, 6-Disc CD Changer and Bose Audio System Package)	0/A	0/A	0/A	0/A	S
Moonroof wind deflector	-	-	Α	A	A
Rear bumper guard (5-Door only)	-	-	-	0/A	0/A
Splash guards	Α	Α	Α	-	-
Rear wing spoiler	0/A	0/A	0/A	-	-
Remote engine start (AT only)	-	A	A	A	A
SIRIUS Satellite Radio* with 6-month subscription	0/A	0/A	0/A	0/A/P	O/A/P
Rear aero flares and rear center underskirt (5-Door only)	-	-	-	0/A	0/A
Wheel locks (set of 4)	-	-	0/A	0/A	0/A

<sup>\*</sup> SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit (included in Tech Package). Available only in the U.S., except Alaska and Hawaii.

#### MAZDA3 UPHOLSTERY

MAZDA 3i

Black Mica



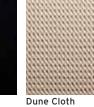




Dune Cloth



MAZDA3s



Black Cloth







MAZDA3s



### MAZDA 3 PAINT COLORS





Graphite Mica



Liquid Silver Metallic



Crystal White Pearl Mica

#### MAZDA3 COLOR COMBINATIONS

	MAZDA 3 i 4-Door SV	MAZDA 3 i 4-Door Sport			MAZDA 3 s 4- & 5-Door Sport		MAZDA 3 s 4- & 5-Door Grand Touring	
INTERIOR TRIM	BLACK CLOTH	BLACK CLOTH	BLACK CLOTH	DUNE CLOTH	BLACK CLOTH	DUNE CLOTH	BLACK LEATHER	DUNE LEATHER
Black Mica	•					<b>■</b> †		<b>■</b> †
Velocity Red Mica					•			
Copper Red Mica				-				•
Celestial Blue Mica					<b>■</b> †		<b>■</b> †	
Gunmetal Blue Mica		•	•		•			
Liquid Silver Metallic	•		•		•			
Graphite Mica			•	•	•	<b>■</b> ‡		<b>■</b> ‡
Crystal White Pearl Mica		•	•					

† 5-Door model only ‡ 4-Door model only

#### MAZDA3 WHEELS



16" Steel Wheel Cover



16" Alloy Wheel



17" Alloy Wheel



Copper Red Mica



Velocity Red Mica



Gunmetal Blue Mica



Celestial Blue Mica

#### PEACE OF MIND ALSO COMES STANDARD.

Every new 2011 MAZDA3 is protected by:

- A 3-year/36,000-mile\* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile\* 24/7 Emergency Roadside Assistance Program
- A 5-year/60,000-mile\* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through
- \* Whichever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 1-800-639-1000.

#### FINANCING YOUR NEW MAZDA IS EASY.



Whether buying or leasing a new Mazda, Certified CAPITAL SERVICES Pre-Owned Mazda or a used vehicle, Mazda

Capital Services can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.MazdaUSA.com.

#### ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY.

One of the most enjoyable aspects of buying a new MAZDA3 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new MAZDA 3. Ask your dealer for details.



A. All-Weather Floor Mats. Not just for bad weather anymore, these "Whatever" floor mats are the perfect accessory to protect your MAZDA 3's interior from not only water, sand, mud and snow but crumbs, spills, grass and anything else that your Zoom-Zoom lifestyle may bring, B. Cargo Tray. Keeps the cargo-area carpet clean and free from damage. Cleans easily with soap and water. C. Splash Guards. Give your new MAZDA 3 extra protection from dirt, mud, rocks and other road debris. D. Cargo Net. Keep smaller items from bouncing around in your cargo area. Easily installed and removed. E. Roof Rack. Expand your storage possibilities with a removable roof rack. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. F. Bumper Guard. Protect your paint finish while loading and unloading the cargo area. G. Auto-Dimming Mirror. Equipped with a bright LCD compass to keep you on the right road and HomeLink® to help make your life more convenient and safe.

- Fog Lights
- Front Mask
- Front Air Dam
- Windshield Sunscreen
- Moonroof Wind Deflector
- Roof Rack
- Roof-Rack Attachments
- Bike Carrier
- Cargo Box, Medium
- Cargo Box, Short • Luggage Basket with
- Stretch Net
- Kayak Carrier
- Ski/Snowboard Carrier
- Surfboard Carrier
- Side Sills • Splash Guards
- Fuel-Filler Door
- Rear Spoiler
- License-Plate Frame
- Car Cover
- Car-Cover Cable Lock

- Touch-Up Paint
- Wheel Locks
- SIRIUS Satellite Radio®t
- 3.5-mm Audio Cable
- . Bluetooth® Car Kit by Motorola
- In-Dash 6-Disc CD/MP3 Changer
- Apple® iPod® Integration
- Auto-Dimming Rearview Mirror with Compass
- Auto-Dimming Rearview Mirror with Compass and HomeLink
- Portable Navigation Devices by Garmin®
- Interior Lighting Kit
- Remote Engine Start
- All-Weather Floor Mats
- Cargo Mat
- Cargo Net
- Cargo Tray
- First Aid Kit
- Roadside Assistance Kit



# GENIUS RUNS IN THE FAMILY.

Sporty styling, racing-inspired performance and engineering innovation. You'll find them all in every Mazda vehicle, from the luxurious, 7-passenger CX-9 to the rotary-powered, one-and-only RX-8-and of course, the legendary MX-5 Miata. Get acquainted with the entire 2011 Mazda lineup of vehicles. Ten distinctive vehicles designed and engineered to deliver Zoom-Zoom. You'll come away with a new appreciation of the exhilarating difference those two little words can make.





















