

2018 MAZDA3



DOES DRIVING MATTER?

Does a long, winding road or an empty freeway on Sunday morning matter if the car you're in doesn't take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn't feel right in your hands?

If you build Mazdas, driving is what matters most.

That's why everything we do makes driving better.

Like safety technology that inspires confidence.

Engine technology that makes our cars and SUVs more fuel-efficient. Yet still responsive.

And designs that capture motion, even when the car isn't moving.

What's better than a great driving car?

A car company that won't build anything less.

MAZDA. DRIVING MATTERS®

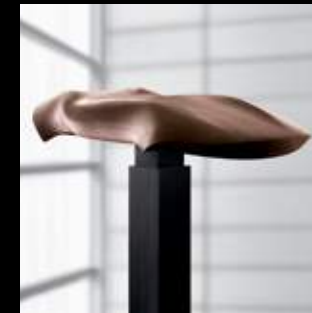




OBSESSIVELY BUILT FOR DRIVING.

The Mazda3 originated from an ambitious idea. The belief that it was possible to bring together the best Mazda has to offer into one vehicle. To create a car that could capture your attention at first glance with unique design. And keep you intrigued with crafted details. A performance-oriented, nimble Mazda engineered to make you feel connected to the road. The Mazda3 achieves all of these things. Because every Mazda we build is our very best Mazda.

Mazda3 Grand Touring 5-Door shown in Machine Gray Metallic (left)
Mazda3 Grand Touring 4-Door shown in Soul Red Metallic



THE ART OF CAPTURING MOTION.

Breathing life into the car. That's Mazda's design philosophy. It's the KODO: "Soul of Motion" design language our artists embrace. They start with clay to sculpt the look of the vehicle by hand. Working tirelessly, they never stop changing even the smallest creases and curves to achieve the most optimal proportions. The result is design imbued with vitality that captures the motion, power and fluidity of nature. You can see it in everything from the Mazda3's crouching stance and striking grille to its dramatic front-lighting signature.



Mazda3 Grand Touring 5-Door shown in Soul Red Metallic

A QUEST FOR PERFECTION.

We approached designing the Mazda3's interior as a work of art. Not only to achieve aesthetic perfection, but ideal functionality. You can see this quest for excellence in every detail. From precisely placed controls and a sleek center console design to the available leather-wrapped heated steering wheel. You can feel it in sport seats that are contoured to mold perfectly to the body for a comfortable ride. And you can see it in refined details like dual stitching on the available leather seats. No stone was left unturned to make the Mazda3's cabin a relaxing escape from a hectic world.





Mazda3 Grand Touring 4-Door interior with Premium Equipment Package shown in Parchment leather



AT YOUR COMMAND.

From the moment you open the door, the Mazda3 stands at attention. The center gauge lights up and pulsates like a heartbeat. As you start the engine, the side gauges illuminate. When equipped, the Active Driving Display rises to greet you. And while you're driving, it projects pertinent information directly in your field of vision.

The Mazda3 cockpit is not only designed to make you feel exhilarated, but connected. Its forward-focused design keeps your attention on the road ahead. With every detail built around you, the driver.



CONNECTED TO THE ROAD. AND THE OUTSIDE WORLD.

Be entertained and informed with MAZDA CONNECT™. Our advanced infotainment system allows you to access a multitude of infotainment functions. Simply use the Commander control on the center console to explore the options on your full-color display.

ENTERTAIN

Enjoy more music and infotainment options via your Bluetooth®-enabled and Internet-connected device. Connect to your Facebook and Twitter feeds, enjoy HD Radio™, listen to your own playlist or choose something from the integrated Internet radio apps.

COMMUNICATE

Thanks to Bluetooth® connectivity, making and receiving calls is as easy as pushing a button and saying hello. The SMS Text Message Audio Delivery and Reply lets you enjoy a fully integrated display and audible readout of incoming text messages.

NAVIGATE

The available Mazda Navigation System offers intelligent voice commands and advanced lane guidance. Finding your destination has never been easier, thanks to the system's map with step-by-step audio directions.

BLUETOOTH® | PANDORA® | HD RADIO™ | TWITTER | SiriusXM²

1 Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. 2 SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.

SOUND THAT RESONATES.

Whatever you feel passionate about hearing, Mazda feels just as passionately about making the sound resonate harmoniously within your cabin. More than crystal-clear sound, we strive to make you feel immersed in the sound experience. To make this concept a reality, we collaborated with the musical minds at Bose®. We equipped select Mazda3 models with a Bose® Premium Sound System that features Centerpoint® 2 surround sound and 9 high-performance speakers. The system also offers AudioPilot® 2 technology that helps prevent ambient noise from affecting sound quality. As a result, no matter where you sit, you hear rich, stunning sound that emulates a live performance.



BOSE



Mazda3 Grand Touring 4-Door shown in Soul Red Metallic



**TIME-HONORED JAPANESE TRADITION.
MODERN APPLICATIONS.**

In the 900-year-old tradition of Japanese mounted archery, an archer on horseback advances toward a target, inhaling and exhaling in sync with his horse's gait. As the archer pulls back his arrow, the horse instinctually steadies, and the perfect shot is achieved. In Japanese, this harmonious relationship is called "Jinba Ittai," which translates to "horse and rider as one." It's this idea that serves as the inspiration behind our passion to never stop designing and engineering a Mazda until we achieve the sense of "oneness" between you and your vehicle.



A DRAMATICALLY DIFFERENT APPROACH.

Instead of compromising power to improve fuel efficiency, Mazda did the seemingly impossible and enhanced both. Called SKYACTIV® TECHNOLOGY, this holistic system takes the entire car into consideration. It delivers a series of innovations that work together to dramatically improve performance and fuel efficiency. We also found a new way to create a smoother, less fatiguing drive. Our 2018 Mazda3 models now include SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control.

SKYACTIV-VEHICLE DYNAMICS WITH G-VECTORING CONTROL

This innovative system subtly adjusts engine torque and optimizes vehicle weight transfer for more precise steering and a smoother drive.

SKYACTIV®-G

By pushing the limits of internal combustion, SKYACTIV-G offers a gasoline engine that delivers much greater fuel efficiency.

SKYACTIV®-DRIVE

This precise, high-performance automatic transmission combines the direct feel of a manual transmission with the silky smoothness of an automatic.

SKYACTIV®-CHASSIS

The steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds.

SKYACTIV®-BODY

High-tensile steel is incorporated in critical areas to help make the Mazda3 lighter than normal, yet stiffer and stronger.





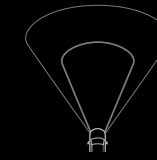
PREDICTING THE UNPREDICTABLE.

Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE® suite of safety features in the Mazda3, you can focus on what really matters—the road ahead. Sophisticated safety innovations that alert you to hazards so you can better avoid collisions—or lessen their impact—is how we engineer confidence.



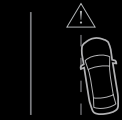
ADVANCED BLIND SPOT MONITORING¹

Radar sensors detect and alert when objects are in your left and right blind spots. It also warns when fast-travelling vehicles are about to enter a blind spot from further behind.



HIGH BEAM CONTROL

For better vision at night, this system automatically adjusts the headlight beams from high to low as traffic and road conditions allow.



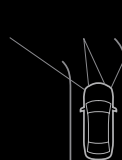
LANE DEPARTURE WARNING SYSTEM²

Alerts you when you're about to unintentionally depart from your lane at a speed of approximately 37 mph or higher.



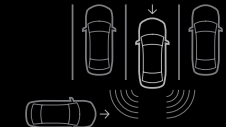
LANE-KEEP ASSIST²

Adds to the warnings of the Lane Departure Warning System by performing minor steering corrections to re-center the vehicle in its lane upon sensing an unintentional lane departure.



ADAPTIVE FRONT-LIGHTING SYSTEM

These headlights are specifically designed to help you see around corners at night. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards ahead.



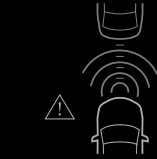
REAR CROSS TRAFFIC ALERT¹

As you reverse, this system promptly alerts you on the back-up monitor, as well as on the side view mirrors, when it detects a vehicle approaching from the side.



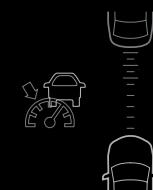
SMART BRAKE SUPPORT³

At higher speeds, this system senses traffic ahead and alerts when braking is immediately necessary. If the sensor determines that a collision is unavoidable, the automatic brake control will engage.



SMART CITY BRAKE SUPPORT⁴

When travelling at low speeds, this system detects and alerts of objects ahead. If an impact is predicted, the system will start to apply the brakes if you're unable to.



MAZDA RADAR CRUISE CONTROL⁵

This system works within a set speed range to help maintain a safe following distance from the car ahead, alerting you when it senses your vehicle fast approaching.



TRAFFIC SIGN RECOGNITION⁶

Using the front camera and data from the navigation system (when available), this system recognizes approaching traffic signs such as Stop, Do Not Enter and Speed Limit. Alerts are then projected onto the Active Driving Display.

¹ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ² Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ³ Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. ⁴ Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can impact automatic stopping. ⁵ Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁶ Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details.

EVEN THE PAINT IS INNOVATIVE.

Creating a color that moves you is another way we help you feel our passion for driving. To create Soul Red Metallic, we used a unique three-layer process and light manipulation for a result that appears to exude motion even at a standstill—the essence of KODO design.

Soul Red Metallic¹
1 Extra cost option

Jet Black Mica

Machine Gray Metallic¹

Deep Crystal Blue Mica

Sonic Silver Metallic

Eternal Blue Mica

Titanium Flash Mica

Snowflake White Pearl Mica¹

THE PERFECT FIT.

Whether you choose to wrap them in cloth, leatherette or leather, the Mazda3's sport seats offer the ideal blend of clean modern design and ergonomic comfort. The leather seats feature a detailed perforated design for greater softness and breathability.



Parchment Leather
Grand Touring



Sand Cloth
Sport with Preferred Equipment Package



Sand Cloth
Sport



Black Leather
Grand Touring



Black Cloth
Sport with Preferred Equipment Package



Black Cloth
Sport

DESIGN IN MOTION.

Even the Mazda3's wheels are designed with a three-dimensional look that expresses motion. The 16-inch aluminum wheels offer a simple sleek design, while the 18-inch aluminum wheels on Touring and Grand Touring models accentuate the Mazda3's dynamic stance.



16-inch Wheel Cover
4-Door Sport



16-inch Alloy
5-Door Sport



18-inch Alloy
Touring and Grand Touring

SPECIFICATIONS

ENGINES

SKYACTIV®-G 2.0L (Sport)

155 hp @ 6,000 rpm

150 lb-ft of Torque @ 4,000 rpm

SKYACTIV-G 2.5L (Touring, Grand Touring)

184 hp @ 5,700 rpm

185 lb-ft of Torque @ 3,250 rpm

TRANSMISSIONS

SKYACTIV-MT 6-speed manual transmission (standard)

SKYACTIV-Drive 6-speed automatic with manual-shift
and Sport Mode (available)

FUEL ECONOMY

EPA-estimated MPG (city/highway)¹

Mazda3 Sport

4-Door: 27/37 (MT) ; 28/37 (AT)

5-Door: 27/37 (MT) ; 28/37 (AT)

Mazda3 Touring and Grand Touring

4-Door: 25/34 (MT) ; 27/36 (AT)

5-Door: 25/33 (MT) ; 26/35 (AT)

Fuel tank capacity (U.S. gallons):

4-Door: 13.2

5-Door: 13.2

DIMENSIONS

Overall length (in): 180.3 (4-Door) ; 175.6 (5-Door)

Wheelbase (in): 106.3

Width (in): 70.7

Height (in): 57.3

Cargo volume (cu ft):

4-Door trunk volume: 12.4

5-Door cargo volume, rear seats up/down: 20.2/47.1





MAZDA3 SPORT 4-DOOR + 5-DOOR

Includes the following features:

EXTERIOR

- Body-colored dual folding power side mirrors
- Clear-lens halogen headlights
- Daytime running lights
- Dual exhaust outlets
- Rear window wiper (5-Door only)
- Rear roof spoiler (5-Door only)
- 16-inch steel wheels with full wheel covers (4-Door only)
- 16-inch alloy wheels (5-Door only)

INTERIOR

- 5-passenger seating capacity
- Air conditioning with pollen filter
- Power door locks with 2-stage unlocking feature
- Power windows with driver's-one-touch up/down
- Push Button Start
- Remote keyless entry system with retractable key
- 6 speaker audio system
- Bluetooth® hands-free phone and audio streaming
- MAZDA CONNECT™ Infotainment system² with:
 - 7-inch full-color touch-screen display
 - Multifunction Commander control
 - Infotainment system voice command
 - HD Radio™
 - Aha™ Internet radio integration
 - Pandora® Internet radio integration
 - Stitcher™ Internet radio integration
 - Radio Broadcast Data System program information
 - SMS text message audio delivery and reply
- Auxiliary audio input jack
- Dual USB audio input ports
- 12V power outlet
- Steering wheel-mounted audio and cruise controls
- Tilt and telescopic steering column

- Cruise control
- 60/40 split fold-down rear seatbacks
- Center console armrest with covered storage compartment
- Driver and front passenger covered visor vanity mirrors
- Manual driver's seat height adjuster
- Rear window defogger
- Cloth-trimmed sport seats with seatback pocket
- Dual front map lights
- Tachometer
- Dual trip odometers/Trip computer
- Electronic parking brake

SAFETY AND SECURITY

- 3-point seat belts for all seating positions
- Front seat belt pretensioners with force limiters
- Advanced front air bags, front side-impact air bags and side-impact air curtains³
- Dynamic Stability Control⁴ and Traction Control System
- Smart City Brake Support⁵
- Rearview Camera⁶
- Engine-immobilizer anti-theft system
- Tire Pressure Monitoring System
- E911 automatic emergency notification

AVAILABLE PACKAGE

- Sport Preferred Equipment Package (4-Door only) includes 16-inch alloy wheels, bright beltline trim, body-colored dual folding heated power side mirrors with integrated turn signal lamps, premium cloth-trimmed sport seats, satin silver steering wheel and climate control trim, rear seat center armrest, auto on/off headlights, rain-sensing windshield wipers and Advanced Blind Spot Monitoring with Rear Cross Traffic Alert⁷



MAZDA3 TOURING 4-DOOR + 5-DOOR

Includes the following features in addition to or in place of those in the Sport:

EXTERIOR

- 18-inch alloy wheels with Dark Silver finish
- P215/45 R18 all-season tires
- Rear deck lip spoiler (4-Door only)
- Body-colored dual folding heated power side mirrors with integrated turn signal lamps
- Bright beltline trim
- Auto on/off headlights
- Rain-sensing windshield wipers

INTERIOR

- Mazda Advanced Keyless Entry
- Leatherette-trimmed sport seats
- Leatherette-trimmed door panel inserts
- Dual-zone automatic climate control system
- 6-way power-adjustable driver's seat
- Variable heated front seats

- Leather-wrapped steering wheel
- Leather-wrapped shift knob
- Sunglasses holder
- Driver and front passenger illuminated vanity mirror
- Rear seat center armrest with cup holders

SAFETY

- Advanced Blind Spot Monitoring⁷
- Rear Cross Traffic Alert⁷

AVAILABLE PACKAGE

- Bose®/Moonroof/Satellite Radio Package includes power sliding glass moonroof with one-touch open, Bose® 9-speaker Surround Sound audio system with Centerpoint® 2 and AudioPilot® 2, SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package® and roof-mounted shark fin antenna



MAZDA3 GRAND TOURING 4-DOOR + 5-DOOR

Includes the following features in addition to or in place of those in the Touring:

EXTERIOR

- Power sliding glass moonroof with one-touch open
- Black Metallic front grille trim
- Bi-LED headlights with auto leveling
- LED daytime running lights
- LED fog lights
- LED combination taillights
- Shark fin antenna

INTERIOR

- Perforated leather-trimmed sport seats
- Full-color Active Driving Display
- Bose® 9-speaker Surround Sound system with Centerpoint® 2 and AudioPilot® 2
- SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package®

AVAILABLE PACKAGE

- Grand Touring Premium Equipment Package includes Adaptive Front-lighting System, heated steering wheel, steering-wheel paddle shifters (AT only), Mazda Navigation System and auto-dimming rearview mirror with HomeLink®, High Beam Control, Lane Departure Warning System⁹, Lane-keep Assist⁹, Mazda Radar Cruise Control⁹, Smart Brake Support¹⁰ and Traffic Sign Recognition System¹¹

¹EPA-estimated mileage. Actual results will vary. ²Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ³Always wear your seat belt and secure children in the rear seat in appropriate child restraints. ⁴Dynamic 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. ⁵Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic stopping. ⁶Rearview Camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁷Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see Owner's Manual for further details. ⁸SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the Sirius All Access package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁹Not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ¹⁰Smart Brake Support operates under certain conditions above 10 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. ¹¹Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details.

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Mazda Mobile Start¹



Alloy Wheels



Cargo Net² and Carpet Cargo Mat



Navigation System



GENUINE MAZDA ACCESSORIES

Everything Mazda creates is designed and engineered to perfection with the sole intent to make driving better. From how your car looks to how it performs. This exacting standard applies to our Genuine Mazda Accessories. Designed by the same craftsmen who built your Mazda, there's simply no substitute. When installed by your Mazda Dealer, they carry the same New Vehicle Limited Warranty as your new Mazda. For a full list of Genuine Mazda Accessories for your Mazda3, please visit: Accessories.MazdaUSA.com.

¹ One year subscription included. Continuation is \$65 per year. App available on iPhone® and Android™ phones for specified Mazda vehicles with automatic transmission. Check www.mazdamobilestart.com for compatibility. Message and data rates may apply. ² Please remember to properly secure all cargo. ³ Please make sure floor mats are secured properly and do not install two floor mats, one on top of the other, on the driver's side. Please see your Owner's Manual for further details.

Fog Lights



Doorsill Trim Plates



All-Weather Floor Mats³



Every new 2018 Mazda3 is protected by a:

- 3-year / 36,000-mile¹ New Vehicle Limited Warranty
- 3-year / 36,000-mile¹ 24/7 Emergency Roadside Assistance Program
- 5-year / 60,000-mile¹ Limited Powertrain Warranty
- 5-year / unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.



MAZDA EXTENDED CONFIDENCE

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services² 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 MazdaUSA.com.

For details, please see your Mazda Dealer, visit mazda.com or call toll-free (800) 639-1000.



MAZDA CAPITAL SERVICES

Mazda3 Grand Touring 4-Door shown in Soul Red Metallic

¹ Whichever comes first. ² The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail /loan and lease accounts are owned by Chase.

METICULOUSLY DESIGNED AND CAREFULLY CRAFTED.
THE MAZDA LINEUP OF VEHICLES.



Top Row: Mazda6, Mazda3 5-Door, Mazda3 4-Door. **Middle Row:** Mazda CX-9, Mazda CX-5, Mazda CX-3. **Bottom Row:** Mazda MX-5 Miata, Mazda MX-5 Miata RF



Mazda Drive for Good® is just one of the many charitable programs that has allowed Mazda to donate to worthy causes across the United States since 1992. Mazda Dealers have a long history of giving back both time and money to their communities. And their efforts truly define our Mazda values. To Mazda, there's only one thing that means as much as driving: giving back.

Learn more at mazdausa.com/why-mazda/drive4good



WE KNOW YOUR FIRST IMPRESSION OF MAZDA STARTS WITH US, YOUR MAZDA DEALER.

It's a responsibility we don't take lightly. It's why we work hard every day to make sure your customer service experience exceeds your expectations, in every way. From the factory to your first test drive, and to every drive you'll ever make in a Mazda, we're here because Driving Matters.



mazda

DRIVING MATTERS®

zoom-zoom

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