

# MAZDA 3





















I believe in the power of human potential; creativity, imagination and the amazing things we're all capable of when we're inspired.

I believe in taking the unconventional road and going the extra mile to do work that inspires, because I believe the highest purpose of being human is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors who pour human energy into their work, because I believe there are things the human hand can do that can't be replicated by a machine or a computer.

I believe in the power of cars to move human emotions.

To awaken senses, heighten reflexes, make pulses race.

To be more than a cold machine designed to take you from here to there.

I believe the joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.

MAZDA. FEEL ALIVE®





## ARTFUL DESIGN

A bold new era has arrived. Born from our obsession to create beautiful vehicles. Expressed through our design language called Kodo: "Soul of Motion." Capturing movement, even at a standstill. Simplified essential characteristics that embrace the Japanese philosophy of "less is more." This compelling evolution in our design aesthetic pursues beauty through subtraction and purity. Reflections of light across its surface create more complex and intriguing shapes.

The Speed Form featured is a sculptural exploration done by the designers at Mazda. Created by the hands of master artisans, the piece conveys energy by eliminating all that is unnecessary, leaving only what is essential—becoming the inspiration for its final design stage: the Mazda3.

Design elevated to a work of art can move us. Physically. Emotionally. Eliciting a reaction—to make you feel. It's something we call the Mazda3—a seductive sportier hatchback that personifies our meticulous nature. As a company of passionate artisans and craftsmen, we infuse energy into everything we touch. Purposeful evocative design is our ethos—and the only way we build Mazdas.

Inside, an inviting cabin welcomes you. No detail or consideration has been overlooked. Resulting in a finely crafted design and the versatility to fit your every need. Because we envision you behind the wheel, every feature is designed for effortless intuitive communication between you and your Mazda.

MAZDA 3 HATCHBACK





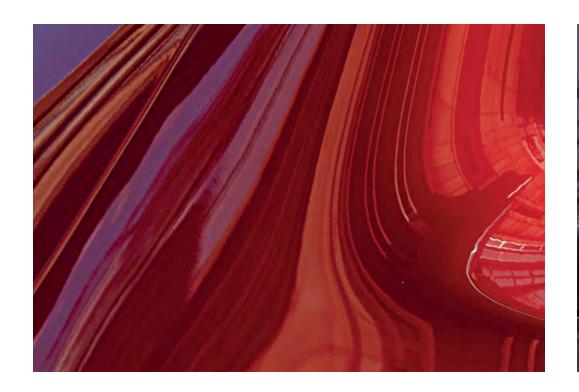




We believe truly thoughtful design can inspire. Connect with you on a deeper level. This is the essence of our design language. And it's spoken in the sophisticated Mazda3 Sedan. With a sleek dignified profile, its appeal is visceral, emotional.

Immerse yourself in a cabin that's elegant and refined. Materials and finishes selectively chosen by master craftsmen. Features intelligently positioned to anticipate your every move; you can't help but feel like it was made just for you. Where the Mazda3 takes you might have more to do with your state of mind.

MAZDA 3 SEDAN







Visit our website to see all the vibrant color choices availab

Each element of our design process is intentional. Including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand. Ensuring the surface of the Mazda3 has depth and saturation. Illuminating the curves and characteristics of our Kodo design. They apply color with the precision of highly sharpened senses. The machines used to paint the Mazda3 are calibrated to replicate the exact movement of this human technique. Our daring array of lustrous finishes may be the final touch on the Mazda3, but it is the first thing that will catch your eye.



Genuine Mazda Accessories are engineered to seamlessly match every detail of your Mazda3. From the Moonroof Wind Deflector to our Front Air Dam, all are crafted to the contours of your vehicle to enhance the already exquisite design. Plus, when installed by your Mazda Dealer, all Genuine Mazda Accessories carry the same New Vehicle Limited Warranty<sup>1</sup> as your new Mazda.



## JAPANESE MASTERY

These are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and dedication are poured into every vehicle. The Takumi master clay modelers are so highly skilled, they instinctually carve the shape of the vehicle from a block of clay—sometimes with their eyes closed—ensuring every curve is pleasing to not only the eyes, but to the touch as well. Exhaustive efforts are made to perfect the outcome of their design. Leaving you with their very best. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.



Images for illustrative purposes only.



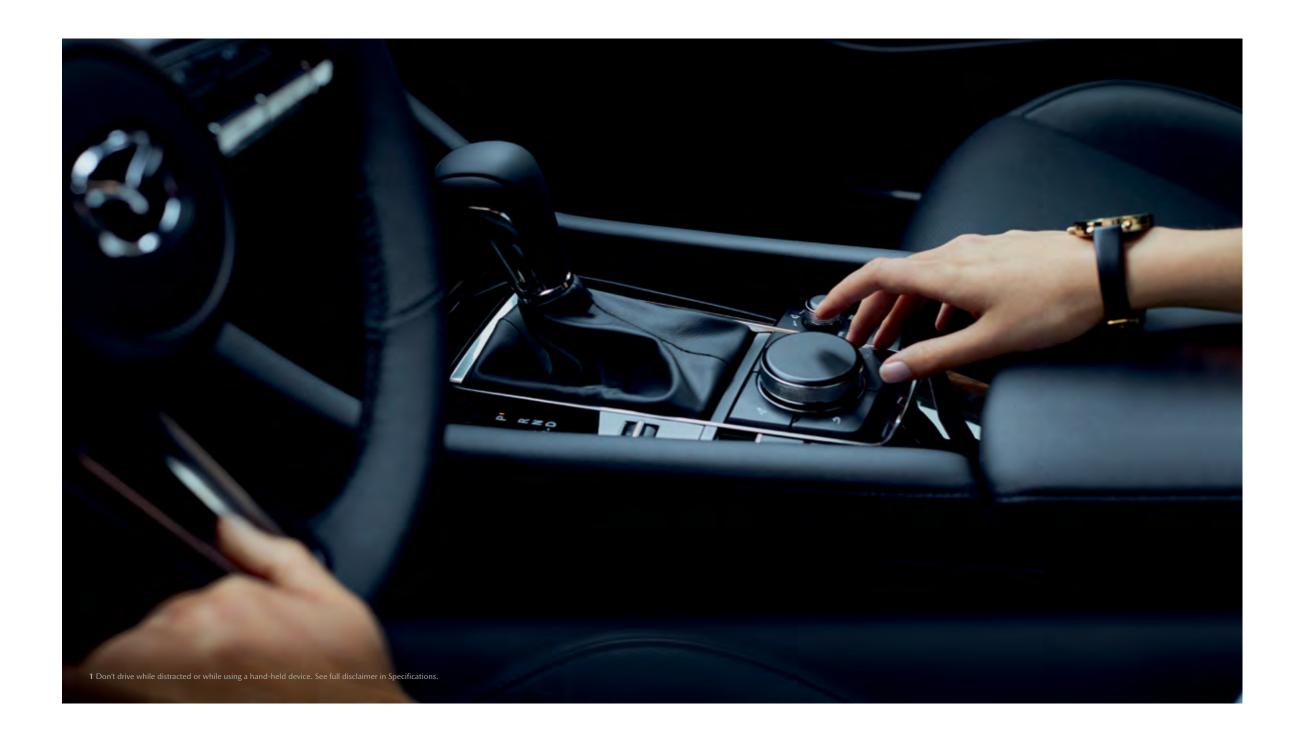
With you in mind, the Takumi set out to create beautiful elements through shape, texture and color. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and solid stitching. Every inch of our upholstery is designed to make your driving experience better. An elegant level of refinement—reserved just for you.

## HUMAN CENTRICITY

For decades, we've studied the human body; how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda3 feels as if it were built just for you. This is the human centric design philosophy known as Jinba Ittai—horse and rider as one. Effortlessly responding to your direction, you feel as though your Mazda is an extension of your body.

We believe in building vehicles for humans—by humans. In everything we do, we aspire to make your driving experience as intuitive as possible, creating a oneness between you and your vehicle. And as we engineer to a feeling, not a specification, we create seamless connections that help you engage with the moment. The reward—feeling energized, rejuvenated, and at one with your Mazda.







Your inspiration. Your space. Your command station. This is the driver-centric cabin within the Mazda3 where every control is situated within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. The center console and Commander control are positioned for optimal comfort of the wrist and forearm. And the Mazda Connect™ Infotainment System includes available Apple CarPlay™ integration for your iPhone® (shown) and Android Auto™ integration!

Communication between you and your vehicle becomes second nature—by design.

## INGENIOUS SOLUTIONS

Every aspect of the Mazda3 has been crafted to work in harmony with your sensibilities.

Seats are shaped to maintain an upright position for your spine and support its natural S-shape curve. The suspension considers the way the human body moves naturally—and balances that to the car's movements—for extraordinary handling and comfort. And the engine technology offers impressive fuel efficiency¹ without compromising performance. Countless efforts have been made to enhance the joy from driving through a completely holistic, smarter approach:

Skyactiv® Technology. Bringing man and machine together to create inherent connection.





The Mazda3 uses the available i-Activ AWD® to help you in every road condition. Including dry ones. This innovative technology constantly monitors everything from outside temperature and windshield wiper usage to the driver's steering and braking inputs. If traction loss is anticipated, it will redirect engine power to the rear wheels as needed to help you maintain road grip. Additionally, i-Activ AWD® and Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus work together, optimizing engine torque between the front and rear wheels to help stabilize your Mazda3 through each turn. The end result is an effortless connection between car and driver.



To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact—is the ingenious thinking behind i-Activsense. This intelligent suite of available safety features such as Blind Spot Monitoring and Rear Cross Traffic Alert help improve your visibility and awareness of the road.





Much like driving, listening to your favorite music performed live is an immersive experience that fully engages you in the moment, invigorating all of your senses. This is what we wanted to capture with Mazda Harmonic Acoustics. With extensive research in psychoacoustics, our engineers prioritized the speaker placement to create the desired spatial effects while avoiding unwanted delay and reflections for a responsive and dynamic performance. And with the available 12-speaker premium sound system, Bose® and Mazda have further achieved an energizing auditory experience. We did all of this to create a sound system that will make it that much harder to end each drive.

## EFFORTLESS JOYFUL DRIVING

Is it possible for driving to be an energizing and awakening experience? At Mazda, we believe it is. The Mazda3 is engineered to insulate you from distracting outside noise, while still allowing for sounds from the road and engine to be heard so your connection to the drive is heightened. Your levels of stress and fatigue are lowered. It's all about shielding you from all that is unnecessary, so you can focus on what will bring you joy: exceptional driving.





Every Mazda ever built began with one idea: you. It's our declaration that you experience effortless joyful driving in every turn and every straightaway. How you feel is our rule of measurement. We believe in taking dares and challenging convention. Pushing boundaries. Because these principles help unleash the potential that exists in all of us. We believe driving isn't just about a destination. It should inspire you and exhilarate every fiber of your being. This is how we built the Mazda3.

### SPECIFICATIONS

#### ENGINE

SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine

186 hp @ 6,000 rpm

186 lb-ft torque @ 4,000 rpm

Available Cylinder Deactivation (CDA)

#### TRANSMISSIONS & DRIVETRAIN

SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes (Standard)

SKYACTIV-MT 6-speed manual transmission (Available on MAZDA3 HATCHBACK FWD with Premium Package only)

Front-wheel drive (standard)

Available i-ACTIV AWD® (Not available on MAZDA3 SEDAN)

SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus

#### **FUEL ECONOMY**<sup>1</sup> EPA-estimated MPG (city/highway)

MAZDA3 SEDAN	FWD	AWD
SKYACTIV-G 2.5L	26/35	NA
SKYACTIV-G 2.5L with CDA	27/36	25/33
MAZDA3 HATCHBACK	FWD	AWD
SKYACTIV-G 2.5L with CDA	25/35 (MT); 26/35 (AT)	24/32

	FUEI	TANK	CAPACITY	FWD	AWD
--	------	------	----------	-----	-----

SEDAN and HATCHBACK 13.2 U.S. gallons 12.7 U.S. gallons

# DIMENSIONSSEDANHATCHBACKOverall length (in)183.5175.6Wheelbase (in)107.3107.3

 Wheelbase (in)
 107.3
 107.3

 Width (in)
 70.7
 70.7

 Height (in)
 56.9
 56.7

EPA Passenger volume, w/o moonroof 92.8 cubic feet 92.7 cubic feet

### CARGO VOLUME SEDAN (trunk) HATCHBACK (rear seats up)

13.2 cubic feet 20.1 cubic feet

1 EPA-estimated mileage. Actual results will vary.

	INTERIOR	EXTERIOR	SAFETY AND SECURITY	ENGINE AND TRANSMISSION
MAZDA3 HATCHBACK Includes the following standard features:	Dual-zone automatic climate control Leatherette-trimmed seats Leather-wrapped steering wheel and gear selector Push Button Start Power windows with one-touch up/down Power door locks with Mazda Advanced Keyless Entry System 7-inch LCD meter display 8-speaker audio system with Mazda Harmonic Acoustics Bluetooth® hands-free phone and audio streaming MAZDA CONNECT™ Infotainment System² with: 8.8-inch full-color display, Multifunction Commander control, Apple CarPlay™ integration,³ Android Auto™ integration,³ Pandora® internet radio integration, Infotainment system voice command, HD Radio,™ Radio Broadcast Data System program information, SMS text message audio delivery and reply, Mobile 911 automatic emergency notification USB audio input ports 12V power outlet Steering-wheel-mounted audio and cruise controls Cruise control 60/40 split fold-down rear seatback Rear-seat center armrest with cup holders Center console armrest with covered storage compartment Driver's and front passenger's sun visors with extension Cargo area lighting Cargo area cover Electronic parking brake	18-inch alloy wheels with P215/45 R18 tires Body-color dual folding power side mirrors LED headlights LED combination taillights LED Daytime Running Lights Rain-sensing windshield wipers Black rear roofline spoiler Front grille with Black finish	Advanced front air bags, front side-impact air bags and side-impact air curtains <sup>4</sup> Driver's and front passenger's knee air bag <sup>4</sup> Blind Spot Monitoring <sup>5</sup> Rear Cross Traffic Alert <sup>5</sup> Smart Brake Support <sup>6</sup> Driver Attention Alert <sup>7</sup> Mazda Radar Cruise Control with Stop & Go <sup>8</sup> (AT models) Lane Departure Warning System <sup>9</sup> Lane-keep Assist <sup>9</sup> High Beam Control Dynamic Stability Control <sup>10</sup> and Traction Control System Rearview Camera <sup>11</sup> Engine-immobilizer anti-theft system Tire Pressure Monitoring System LATCH child seat anchors and upper tethers	SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine with Cylinder Deactivation SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus Available i-ACTIV AWD®
PREFERRED PACKAGE Includes the following features in addition to or in place of standard features:	Bose® 12-speaker premium audio system with Centerpoint® and AudioPilot® Aluminum front door speaker grilles SiriusXM Satellite Radio with 3-month subscription to the Sirius All Access package¹² 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory Heated front seats with three-level adjustment Overhead console with sunglasses holder Driver's and front passenger's illuminated vanity mirror	Power side mirrors with memory function Shark fin antenna		
PREMIUM PACKAGE Includes the following features in addition to or in place of those in the Preferred Package:	Windshield-projected full-color Active Driving Display Perforated leather-trimmed seats Steering-wheel-mounted paddle shifters (AT models)	18-inch alloy wheels with Black finish Power sliding-glass moonroof with one-touch open and tilt feature LED headlights with signature lighting	Mazda Radar Cruise Control <sup>8</sup> (MT models)	Available SKYACTIV-MT 6-speed manual transmission (FWD only)

LED combination taillights with signature lighting

Adaptive Front-lighting System

#### AVAILABLE ACCESSORIES

Alloy Wheels (18-inch Polished/18-inch Matte Black/18-inch Forged BBS), Sport Pedal Set, Cargo Tray, All-Weather Floor Mats (Low Wall/High Wall), Ash Cup, Cargo Net, Carpet Cargo Mat, Collapsible Cargo Carrier, Door Mirror Caps, First Aid Kit, Frameless Auto-Dimming Rearview Mirror, Frameless Auto-Dimming Rearview Mirror with HomeLink®, Front Air Dam,¹⁴ Illuminated Doorsill Trim Plates (Set of 4), Interior Lighting Kit, Key Chains, License Plate Frames, Moonroof Wind Deflector, Navigation (SD Card), Rear Bumper Guard,¹⁴ Rear Diffuser, Rear Hatch Spoiler, Remote Engine Start (AT models), Roadside Assistance Kit, Roof Rack,¹⁵ Side Sill Extensions,¹⁴ Side Window Deflectors, Soft Cargo Liner, Splash Guards (Front & Rear), Thule® Roof Rack Attachments, Tire Valve Stem Caps (Chrome¹⁴ or Black), Touch-Up Paint, Wheel Locks (Chrome or Black¹⁴), Windshield Sunscreen, Wireless Charging Pad¹³

2 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. 3 Requires compatible phone and standard text and data rates apply. Initrd-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google (L.C. Apple CarPlay is a trademark of Apple Inc. 4 Always wear your seat belt and secure children in the rear seat in appropriate child restraints. 5 Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection operates at speeds above 2 mph. Pedestrian and bicycle detection operates at speeds between approximately 6 mph and 50 mph. Not a substitute for safe and attentive for safe and attentive 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. 7 Driver Attention Alert operates under certain driving conditions above 40 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of each system. Driver action is required to resume MRCC with Stop & Go are not substitute for safe and attentive driving. There are limitations to the range and detection of each system and Lane-keep Assist operate under certain driving conditions above 40 mph. Neither system is a substitute for safe advantage of the system shall be a substitute for safe and attentive driving. There are limitations to the range and detection of the system shall be a substitute for safe and attentive driving. There are limitations to the range and detection of the system shall be received to t

	INTERIOR	EXTERIOR	SAFETY AND SECURITY	ENGINE AND TRANSMISSION
MAZDA3 SEDAN Includes the following standard features:	Air conditioning Cloth-trimmed seats with seatback pocket Push Button Start Power windows with one-touch up/down feature Power door locks with remote keyless entry system 7-inch LCD meter display 8-speaker audio system with Mazda Harmonic Acoustics Bluetooth® hands-free phone and audio streaming MAZDA CONNECT™ Infotainment System² with: 8.8-inch full-color display, Multifunction Commander control, Infotainment system voice command, HD Radio,™ Pandora® internet radio integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply, Mobile 911 automatic emergency notification USB audio input ports 12V power outlet Steering-wheel mounted audio and cruise controls Cruise control 60/40 split fold-down rear seatback Center console armrest with covered storage compartment Driver's and front passenger's sun visors with extension and vanity mirror Electronic parking brake	16-inch alloy wheels with P205/60 R16 tires Body-color dual folding power side mirrors LED headlights with auto on/off LED combination taillights LED Daytime Running Lights Rain-sensing windshield wipers	Advanced front air bags, front side-impact air bags and side-impact air curtains³ Driver's and front passenger's knee air bag³ Dynamic Stability Control⁴ and Traction Control System Rearview Camera⁵ Engine-immobilizer anti-theft system Tire-Pressure Monitoring System LATCH child seat anchors and upper tethers Smart Brake Support⁶ Driver Attention Alert² Mazda Radar Cruise Control with Stop & Go® Lane Departure Warning System⁰ Lane-keep Assist⁰ High Beam Control	SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine SKYACTIV-Drive 6-speed automatic with manual-shift and Sport modes SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control Plus
SELECT PACKAGE Includes the following features in addition to or in place of standard features:	Apple CarPlay™ integration <sup>10</sup> Android Auto™ integration <sup>10</sup> Mazda Advanced Keyless Entry Leatherette-trimmed seats Dual-zone automatic climate control Leather-wrapped steering wheel and gear selector Rear seat center armrest with cup holders	18-inch alloy wheels with P215/45 R18 tires Body-color dual folding power side mirrors with integrated turn signals	Blind Spot Monitoring <sup>11</sup> Rear Cross Traffic Alert <sup>11</sup>	Available Cylinder Deactivation Available i-ACTIV AWD®
PREFERRED PACKAGE Includes the following features in addition to or in place of those in the Select Package:	Bose® 12-speaker premium audio system with Centerpoint® and AudioPilot® Aluminum front door speaker grilles SiriusXM Satellite Radio with 3-month subscription to the All Access package¹² 8-way power-adjustable driver's seat with power-adjustable lumbar support and 2-position memory Heated front seats with three-level adjustment Overhead console with sunglasses holder Driver's and front passenger's illuminated vanity mirror	Power side mirrors with memory function Shark fin antenna		
PREMIUM PACKAGE Includes the following features in addition to or in place of those in the Preferred Package:	Windshield-projected full-color Active Driving Display Perforated leather-trimmed sport seats Steering-wheel-mounted paddle shifters	18-inch alloy wheels with Bright finish and P215/45 R18 tire: Power sliding-glass moonroof with one-touch open and tilt for LED headlights with signature lighting LED combination taillights with signature lighting		Cylinder Deactivation

#### AVAILABLE ACCESSORIES

Alloy Wheels (18-inch Polished/18-inch Matte Black/18-inch Forged BBS), Sport Pedal Set, Cargo Tray, All-Weather Floor Mats (Low Wall / High Wall), Ash Cup, Cargo Net, Cargot Cargo Mat, Collapsible Cargo Carrier, Door Mirror Caps, First Aid Kit, Frameless Auto-Dimming Rearview Mirror, Frameless Auto-Dimming Rearview Mirror with HomeLink® Illuminated Doorsill Trim Plates (Set of 4), Interior Lighting Kit, Key Chains, License Plate Frames, Moonroof Wind Deflector, Navigation (SD Card), Rear Bumper Guard, Rear Lip Spoiler, Remote Engine Start, Roadside Assistance Kit, Roof Rack, Side Window Deflectors, Splash Guards (Front & Rear), Touch-Up Paint, Thule Roof Rack Attachments, Tire Valve Stem Caps (Chrome Ack), Wheel Locks (Chrome or Black<sup>14</sup>), Windshield Sunscreen, Wireless Charging Pad<sup>15</sup>

Adaptive Front-lighting System

2 Don't drive while distracted. Even with voice commands, only use Mazda Connect<sup>101</sup>/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. 3 Always wear your seat belt and secure children in the rear seat in appropriate child restraints. 4 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. 5 Rearview Camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. 6 Smart Brake Support operates under certain driving conditions. Vehicle detection operates at speeds above 2 mph. Pedestrian and bicycle detection operates at speeds between approximately 6 mph and 50 mph. 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. Please see your Owner's Manual for further details. 7 Driver Attention Alert operates under certain driving conditions above 40 mph. It 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. 8 Mazda Radar Cruise Control (MRCC) with Stop & Go is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Driver action is required to resume MRCC with Stop & Go after a complete stop. Please see your Owner's Manual for further details. 9 Lane Departure Warning System and Lane-keep Assist operate under certain driving conditions above 40 mph. Neither system is a substitute for safe and attentive driving. There are limitations to the range and detection of the systems. Please see your Owner's Manual for further details. 10 Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android Auto are trademarks of Google LLC. Apple CarPlay and iPhone are trademarks of Apple Inc. 11 Always 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. 12 SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 3-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 U.S.A., D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 13 Requires left and right ditch moldings for installation. 14 Late availability. 15 Requires Qi-enabled smartphone. Please see your Smartphone Owner's Manual for further details. 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.



MAZDA MOTOR CORPORATION