













Every Mazda 3 utilizes a four-wheel independent suspension design to promote agile handling and impressive ride comfort. The system features MacPherson struts in front plus a multi-link set-up in the rear.



Power-assisted four-wheel disc brakes promote consistently linear, fade-resistant stopping power on all Mazda3 models. An advanced Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) and brake assist are also standard.



A *Sport* mode automatic transmission is available on every Mazda 3. It combines the convenience of an automatic with the fun of a manual shift mode. (A four-speed AT is available on Mazda 3 GS and GX. A 5-speed AT is available on Mazda 3 GT and both Mazda 3 Sport models.)





START TRAVELLING IN MORE POWERFUL CIRCLES.

In a Mazda 3, it's ridiculously easy to rocket yourself to a more exhilarating state of mind. Because, under its sleek hood, you'll find one of two remarkably advanced, all-aluminum, 16-valve engines eagerly awaiting your input. The Mazda 3 GS and GX are powered by a spirited, yet fuel-efficient, 148-hp 2.0 L DOHC engine. While the Mazda 3 GT and both Mazda 3 Sport models boast Mazda's 156-hp 2.3 L DOHC gem. All of these powerplants utilize variable valve timing to maximize low-end torque and high-rpm power. And they're paired with a quick 5-speed manual gearbox to reward your choice of gears. Featuring double-cone synchronizers to help ensure each shift is smooth and precise. The end result is acceleration that's both immediate and consistent. As is the instant gratification you'll feel as your new Mazda 3 transforms even the most routine drive into a real power trip.





SAVOUR THE BENEFITS OF BEING WELL-CONNECTED.

In the Mazda 3 cockpit, you'll enjoy a nearly intuitive connection. With the car. With the road. And with a more rewarding driving experience. You're welcomed by the firm hug of its well-bolstered driver's seat with thigh support, as well as numerous adjustment points. And reassured by its ergonomic tilt/telescopic steering wheel. Other insightful touches reward your attention. Like the cool blue glow of electroluminescent gauges in the GT models. The high quality AM/FM CD player with built-in auxiliary audio input for your Apple® iPod® or other audio devices. Door bottle holders. Plus a standard air conditioning system with micron air filtration (options on GX and Sport GS). The GT models with Luxury Package add automatic climate control, leather-trimmed seating and a 6-disc, in-dash CD changer for your pleasure. More telltale signs of Mazda quality and attention to detail: Available power windows, mirrors and door locks, plus rain-sensing intermittent windshield wipers and remote keyless entry on most models. From Mazda 3's rich fabrics and textures to its exacting fit and finish to its long list of conveniences, its cockpit pushes all the right buttons.

ZOOM-ZOOM







PLAY IT SAFE. WITHOUT EVEN LOOKING LIKE IT.

Beneath the sporty styling of every Mazda3, you'll find a tour de force of safety engineering and features. Mazda's Triple "H" construction, for example, strengthens critical body areas with additional steel reinforcements. Side-impact door beams help absorb energy and promote cabin integrity in the case of a collision. While extensive crumple zones, front and rear, also help to absorb energy and protect occupants in the case of a collision. Also standard are: Advanced dual front air bags that use inflators with crash-zone, driver's seat position and passenger's seat weight sensors. A collapsible steering column. Front safety-belt pretensioners with load limiters. Even dual front side-impact air bags and side air curtains are standard on all Mazda 3 models. But then, at Mazda, driving safety and driving exhilaration have always been integral parts of the same equation.











Dual Front-Side Impact Air Bags and Side Air Curtains with coverage for front and rear outboard passengers are standard on every Mazda 3. So are advanced dual front air bags.



Triple "H" Construction strengthens critical body areas of Mazda3 with additional steel reinforcements to enhance impact protection, structural integrity and overall handling.



Heated Outside Mirrors. These safety-minded outside mirrors are about making sure you can see, in spite of changes in the weather. (Standard on Mazda**3** GS and both GT models, optional on

2008 MAZDA3 & MAZDA3 SPORT COLOURS

EXTERIOR COLOURS















SUNLIGHT SILVER METALLIC



CRYSTAL WHITE PEARL



INTERIOR COLOURS







BLACK LEATHER



SPORTY BLACK CLOTH

MAZDA3 WHEELS









MAZDA3 COLOUR COMBINATIONS

EXTERIOR	INTERIOR				
	GX & GS (CLOTH)	GT (CLOTH) (Colour with Red Accent)	GT (LEATHER)		
Black Mica	Black	Black	Black		
Galaxy Grey Mica	Black	Black	Black		
Phantom Purple Mica	Black	Black	Black		
Electric Blue Mica	Black	Black	Black		
Sunlight Silver Metallic	Black	Black	Black		
Carbon Grey Mica	Black	Black	Black		
True Red	Black	Black	Black		
Phantom Blue Mica (GT only)	_	Black	Black		
Crystal White Pearl (GT only)	-	Black	Black		
Sand Mica (GX and GS only)	Beige	_	_		
Arctic White (GX and GS only)	Beige	_	_		

the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your

vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically-

challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to

aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhibitantion begins with the Mazda Test-Drive Experience — a uniquely designed road trip engineered to

take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and

corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering,

handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call "zoom-zoom".

READY TO ROLL Our pre-delivery commitment means every new Mazda is checked out, gassed up and fitted with floor mats.

MAZDA3 SPORT COLOUR COMBINATIONS

EXTERIOR	INTERIOR			
	GS & GT (CLOTH) (Colour with Red Accent)	GT (LEATHER)		
Black Mica	Black	Black		
Galaxy Grey Mica	Black	Black		
Phantom Purple Mica	Black	Black		
Electric Blue Mica	Black	Black		
Sunlight Silver Metallic	Black	Black		
Carbon Grey Mica	Black	Black		
Phantom Blue Mica	Black	Black		
Crystal White Pearl	Black	Black		



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, which extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide

to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

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 and accessories 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. E. & O. E.

2008 MAZDA3 & MAZDA3 SPORT SPECIFICATIONS

ENGINE	MAZDA3 GX & GS	M	AZDA3 GT & MAZDA3 SPORT	
Туре	2.0 L DOHC 16-valve 4-cylin	der 2.3	B L DOHC 16-valve 4-cylinder	
Displacement	1999 cc	22	60 cc	
Compression ratio	10.0:1	9.7	7:1	
Horsepower SAE net	148 @ 6,500 rpm	15	6 @ 6,500 rpm	
Torque SAE net lb. ft.	135 @ 4,500 rpm	15	0 @ 4,000 rpm	
Fuel system	Electronic Fuel Injection (EFI) Ele	ctronic Fuel Injection (EFI)	
Recommended fuel	Regular	Re	gular	
DRIVETRAIN				
Туре	Transverse front engine/front-wheel d	rive		
Transmission	5-speed manual			
	Optional: 4-speed <i>Sport</i> mode automatic with overdrive (Mazda 3 GX/GS)			
Optional: 5-speed <i>Sport</i> mode automatic with overdrive (Mazda 3 G1				
CHASSIS				
Frame	Unit body (Monocoque) with side-door	impact-protection	beams and Triple "H" construction	
Front suspension	Independent strut type, coil springs and stabilizer bar			
Rear suspension	Independent multi-link, coil springs and stabilizer bar			
Steering	Rack-and-pinion with Electro Hydraulic Power-Assist Steering			
Minimum turning circle	10.4 m (curb-to-curb)			
Brakes	Power-assisted front (ventilated) and rear (solid) disc brakes			
	Front: 278 mm (2.0 L) 300 mm (2.3 L)			
	Rear: 265 mm (2.0 L) 280 mm (2.3 L)			
	Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)			
Curb weight (kg)		MT	AT	
	Mazda 3 GX without A/C	1,249		
	mazaa on mmoorny c		1,262	
	Mazda 3 GX with A/C and GS	1,261	1,262 1,274	
		1,261 1,326	,	
	Mazda 3 GX with A/C and GS	<u>'</u>	1,274	

CAPACITIES	
Seating	5 persons
Washer fluid tank	4.0 L
Fuel tank	55 L
EXTERNAL DIN	TENSIONS (mm)
Wheelbase	2,640
Track (fr/rr)	1,530/1,515

EXTERNAL DIN	LENSIONS (mm)	
Wheelbase	2,640	
Track (fr/rr)	1,530/1,515	
Overall length	4,530 (Mazda 3 GX and GS)	
	4,540 (Mazda 3 GT)	
	4,485 (Mazda <i>3</i> Sport)	
Overall width	1,755	
Overall height	1,465	
Ground clearance	145	

Ground clearance 145		
INTERNAL DIMENSIONS	MAZDA3	MAZDA3 SPORT
Headroom — with moonroof (fr/rr) (mm)	969/941	971/974
Headroom — without moonroof (fr/rr) (mm)	994/951	994/976
Legroom (fr/rr) (mm)	1,065/922	1,065/922
Shoulder room (fr/rr) (mm)	1,394/1,371	1,394/1,371
Cargo volume (L)	325	484
Cargo volume (rear seats folded) (L)	-	1,240
Passenger volume (L)	2,670	2,699
Total volume (L)	2,995	3,183

FUEL EC	ONOMY K	111NG 5* (L/100	km)				
	2.0 L MAZDA3 (GX & GS)		2.3 L M	2.3 L MAZDA3 (GT)		2.3 L MAZDA3 SPORT	
	5MT	4AT Sport	5MT	5AT Sport	5MT	5AT Sport	
City	8.4	9.1	9.2	9.4	9.2	9.4	
Highway	6.1	6.4	6.7	6.9	6.7	6.9	

^{*}Estimated fuel economy. Your actual fuel consumption may vary.

2008 MAZDA3 & MAZDA3 SPORT ACCESSORIES

Mazda 3 Sport GS with A/C and GT

MAZDA3 ACCESSORIES





1,337

1,361

Pictured above from left to right: iPod® adapter, rear lip spoiler.



- Auto-dimming mirror with compass and Homelink®
- Cargo mat with Mazda3 logo
- Cargo net

- Fog lights
 - Hood deflector Smoke
 - Instrument decoration panel

 - Blue or red
- Engine block heater Mud guards

Trunk mat

- Remote engine start (A/T only)
- Roof rack ski/snowboard carrier
- Side marker cover Chrome
- Raised rear spoiler
- - Bike carrier
 - Cargo tray

MAZDA3 SPORT ACCESSORIES







- 6-disc in-dash CD/MP3 changer (panel required)
- Aluminum fuel-filler door Satin finish
- Leather-wrapped 3-spoke steering wheel Moonroof wind deflector — Smoke
- Door pocket illumination
 - Rear roof spoiler (GS only)
- For further information, please refer to the Mazda3 and Mazda3 Sport Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle basic warranty as the Mazda3 and Mazda3 Sport.





Pictured above from left to right: Rear bumper step plate, parking-brake handle.



- Door mirror garnish (with LED turn signal)
- Gear shift knob Black, blue Roof rack or red with silver accent Scuff plates

2008 MAZDA3 & MAZDA3 SPORT FEATURES

		MAZDA3			MAZDA3	
ENGINEERING FEATURES	GX	GS	GT	SPC GS		
2.0 L DOHC 16-valve 4-cylinder engine	S	S	-	-	01	
2.3 L DOHC 16-valve 4-cylinder engine			S	S	S	
5-speed manual transmission	S	5	S	S	S	
4-speed Sport mode automatic transmission	0	0		_	_	
5-speed <i>Sport</i> mode automatic transmission	_	_	0	0	0	
Power-assisted 4-wheel disc brakes		<u> </u>	S	S	S	
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S	
Front and rear stabilizer bars	S	S	S	S	S	
WHEELS AND TIRES			,	,		
15" steel wheels	S	_	_	_		
15" alloy wheels	_	5	_	_	-	
16" alloy wheels	_	SP		S	_	
17" alloy wheels	_	_	S	_	S	
195/65R15 all-season tires	S	S	_	_	_	
205/55R16 all-season tires	_	SP		S	_	
205/50R17 all-season tires	_		S		S	
Temporary spare tire	S	S	S	S	S	
EXTERIOR FEATURES		,	,			
Sporty bumpers	_	_	S	S	S	
Side sill extensions	_		S	S	S	
Front mud guards	S	5				
Body-coloured front grille	_		<u> </u>	S	S	
Body-coloured door handles		<u> </u>	S	S	S	
Body-coloured protective bodyside mouldings	_	S	S	S	S	
Body-coloured rear spoiler	A	A	A	A	S	
Body-coloured power-operated door mirrors	PP	S	S	_	S	
Heated door mirrors	PP	S	S	_	S	
Headlights — Xenon (HID) with manual levelling	_	_	LP	_	LP	
Auto headlight control	_	S	S	S	S	
White side turn markers	S	S	S	S	S	
LED taillights	_		S	_	S	
Fixed constant windshield wipers	S	_	_	_		
Rain-sensing intermittent windshield wipers	_	S	S	S	S	
Intermittent rear wiper	_	_	_	S	S	
Sporty fog lights	_	_	S	S	S	
Sporty exhaust garnish	S	S	S	S	S	
Roof rack mounting hardware	S	S	S	S	S	
AUDIO						
AM/FM CD player with 2 speakers	S	_	_	_	_	
AM/FM CD player with 4 speakers	PP	S	_	S	_	
AM/FM CD player with 4 speakers and 2 tweeters	_	_	S	_	S	
6-disc in-dash CD changer	_	_	LP	_	LP	
Auxiliary audio input	S	S	S	S	S	
Steering-wheel-mounted audio controls	PP	S	S	S	S	
COMFORT AND CONVENIENCE						
Air conditioning with micron air filter	0	S	S	0	S	
Automatic climate controls	-	_	LP	-	LP	
Steering-wheel-mounted cruise controls	_	S	S	-	S	
Tilt and telescopic steering wheel	S	S	S	S	S	
Internal fuel door release	S	S	S	S	S	
Internal trunk release	S	S	S	-	_	
Power door locks	PP	S	S	S	S	
Remote keyless entry system with 2-action unlock feature						
(includes two transmitters)	PP	S	S	S	S	
Illuminated entry	PP	S	S	S	S	
Power windows with driver's one-touch down feature and switch illumination	PP	S	S	S	S	
Rear-seat heater ducts	S	S	S	S	S	
Trunk/cargo lamp	S	S	S	S	S	
Map lamps Covered driver's and passenger's vanity mirrors	-	S	S	S	S	

		MAZDA3		MAZDAS
COMFORT AND CONVENIENCE (cont'd)	GX	GS	GT	GS (
12-volt power outlet (2)	S	S	S	S
Dual front cup holders	S	S	S	S
Passenger assist grips (3)	S	S	S	S
Coat hooks (2)	S	S	S	S
Power glass moonroof	_	SP	0	_
SEAT AND TRIM				
Reclining front seats with thigh support	S	S	S	S
Adjustable driver's seat lifter and lumbar support	_	S	S	S
60/40-split fold-down rear seatback	S	S	S	S
Rear centre armrest with 2 cup holders	_	S	S	S
Casual cloth upholstery	S	S	_	_
Sporty cloth upholstery	_	_	S	S
Leather-trimmed upholstery	_	_	LP	_
Heated front seats	_	_	S	_
Leather-wrapped 3-spoke steering wheel	_	_	S	_
Leather-wrapped shift knob	_	_	S	_
Carbon fibre finish on centre panel	_	_	S	S
Silver finish on inner door handles	_	S	S	S
Custom-fitted floor mats	S	S	S	S
INSTRUMENT PANEL AND STORAGE	,		,	
Tri-mode electroluminescent gauges		_	S	S
Tachometer	S	S	S	S
Exterior temperature gauge	S	S	S	S
Engine coolant temperature gauge	S	S	S	S
Ignition key illumination	S	S	S	S
Warning lights for low fuel level, low windshield washer fluid,	,		,	,
door ajar, check engine and oil pressure	S	S	S	S
Trip computer with fuel economy/range and average speed data	_	S	S	S
Cargo management system	_	-	_	S
Double centre console box with lid	S	S	S	S
Front door storage pockets with bottle holders	S	S	S	S
Rear door bottle holders	S	S	S	S
Lockable glove compartment	_	S	S	S
Driver's side seat back pocket	S	S	S	S
SAFETY AND SECURITY				
Dual front air bags	S	S	S	S
Dual front side air bags	S	S	S	S
Dual side air curtains	S	S	S	S
Brake assist	S	S	S	S
Engine immobilizer theft-deterrent system	S	S	S	S
Anti-theft alarm system	_	_	S	_
Whiplash-reducing adjustable front seat head restraints	S	S	S	S
Adjustable rear seat headrests	S	S	S	S
Adjustable front safety-belt anchors	S	S	S	S
Integrated child-seat anchors	S	S	S	S
3-point rear safety belts for all occupants	S	S	S	S
Driver's and front passenger's safety-belt pretensioners and load limiters	S	S	S	S
Child-proof door locks	S	S	S	S
Side-door impact-protection beams	S	S	S	S
S = Standard O = Optional A = Accessory PP = Pov $LP = Luxury\ Package -= Not\ available$	vei ra	ckuye	3r =	Sport Pack
Power Package: 2 additional speakers (4 total), steering-wheel-mour driver's one-touch down feature and switch illumination, power door locks				

driver's one-touch down feature and switch illumination, power door locks, illuminated entry, body-coloured power-operated heated door mirrors and remote keyless entry system (includes two transmitters). (Available on Mazda3 GX.) Sport Package: Power glass moonroof, 16" alloy wheels and 205/55R16 tires. (Available on Mazda 3 GS.) Luxury Package: Leather seats, automatic climate control, 6-disc in-dash CD changer and Xenon headlights (HID). (Available on Mazda 3 GT and Mazda 3 Sport GT.)

[®] Apple and iPod® are registered trademarks of Apple Computer, Inc. ® HomeLink and the HomeLink house are registered trademarks of Johnson Controls, Inc.