ZOOM. FOREVER.











Geared for Fun: MAZDA3 comes with a choice of transmission: A responsive six-speed manual gearbox.

A fuel-efficient five-speed manual gearbox. Plus, a five-speed Sport automatic with manual-shift mode.

More pedal to the metal. Less pump to the tank. Performance, meet fuel efficiency. Fuel efficiency, meet performance. It's the ultimate win-win. Because the all-new MAZDA3 offers up a choice of two spirited, yet fuel-efficient engines. A responsive 148-hp,

2.0 L engine that delivers a pump-friendly 8.1 L/100 km city.† And 167-hp, 2.5 L 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.





driver's seat automatically hits your personal setting. Push a button and the engine starts. And that's just for starters. The leather-trimmed tilt steering wheel is outfitted with lighted controls for audio, Bluetooth® and cruise control. Bi-xenon headlights, rain-sensing wipers, a dual-zone automatic climate system and adjustable, heated front seats also await the command of your touch. This is the only car in its class that welcomes you this way. And the whole time, your key never leaves your pocket.





Dual sport exhaust garnish

Moonroof with tilt and slide* Dual heated door mirrors Eight-way power driver's seat with three memory settings** Leather-trimmed seats** Rain-sensing intermittent wipers - first in class **Dual-zone automatic climate control** - first in class Bi-xenon Adaptive Front Headlights[†] - first in class LED taillights LED turn signal on door mirrors Trip computer INEXOES New 2.5 L engine with 167 hp SIRIUS Satellite Radio† Sporty fog lights Adjustable heated front seats 17-inch alloy wheels Intelligent keyless entry with push-button start[†]

What'll it carry? What've you got? Once again MAZDA3 surprises the category. This time with unexpected versatility. MAZDA3

Sport is designed to be all about you, the open road and a ton of stuff. Including a convenient fifth door and 60/40-split fold-down rear seat; it's as open to new experiences as you are. Like being able to easily transport longer, larger items - and still leave room for a backseat driver. And with the seats unfolded you've got 481 L of cargo space for sports equipment, camping gear, luggage and whatever else gets you through the long haul. Oh, and don't worry - its potent new 167-hp engine has more than enough juice to get it all to whatever exciting point B you have in mind.



Breaking the Sound Barrier. An innovative Bose® Centerpoint® Surround
Sound System is available. Equally impressive, its patented AudioPilot®
technology automatically compensates for distracting road, wind and cabin
noises. All to ensure nothing comes between you and the music that moves you.

Technically, it's a genius. Oh, the technological treats that await you in the new MAZDA3. An innovative Multi-Information Display (MID) elegantly integrates and communicates audio system information, trip computer calculations, vehicle systems data, ambient temperature and maintenance reminders. And with the available navigation system, it's all in vivid living colour. Other impressive standard features include:

Bluetooth® hands-free phone and audio capabilities and a six-speaker AM/FM CD stereo (available on most models). Plus an auxiliary audio input jack for your MP3 player. SIRIUS Satellite Radio† is also available. Clearly when it comes to the latest and greatest in all things techno, MAZDA3 is beyond smart; it's flat out gifted.

GT-E Package.



2010 MAZDA3 & MAZDA3 SPORT COLOURS

EXTERIOR COLOURS



BLACK MICA





CRYSTAL WHITE PEARL

GUNMETAL BLUE MICA



COPPER RED MICA

ALUMINUM METALLIC MICA













INTERIOR COLOURS

CELESTIAL BLUE MICA





(GS & GT)



BLACK CLOTH





BLACK LEATHER DUNE BEIGE LEATHER

MAZDA3 & MAZDA3 SPORT WHEELS



full wheel covers (GX)





MAZDA WARRANTY The basic warranty on the MAZDA3 and MAZDA3 Sport covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2010 MAZDA3 and MAZDA3 Sport owners are automatically enrolled in our Roadside Assistance Program, Roadside Assistance protects your MAZDA 3 and MAZDA 3 sport for 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 Exhilaration 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 realworld conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-

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

MAZDA3 COLOUR COMBINATIONS

EXTERIOR		INTERIOR	
	GX (CLOTH)	GS & GT (CLOTH)	GT (LEATHER)
lack Mica	Black	Black	Black
rystal White Pearl	Black	Dune Beige/Black or Black	Dune Beige or Black
opper Red Mica	Black	Dune Beige/Black or Black	Dune Beige or Black
elocity Red Mica	Black	Black	Black
elestial Blue Mica	Black	Black	Black
unmetal Blue Mica	Black	Black	Black
luminum Metallic Mica	Black	Black	Black
raphite Mica	Black	Black	Black

MAZDA3 SPORT COLOUR COMBINATIONS

EXTERIOR		INTERIOR	
	GX (CLOTH)	GS & GT (CLOTH)	GT (LEATHER)
Black Mica	Black	Black	Black
Crystal White Pearl	Black	Dune Beige/Black or Black	Dune Beige or Black
Copper Red Mica	Black	Dune Beige/Black or Black	Dune Beige or Black
Velocity Red Mica	Black	Black	Black
Celestial Blue Mica	Black	Black	Black
Gunmetal Blue Mica	Black	Black	Black
Aluminum Metallic Mica	Black	Black	Black
Graphite Mica	Black	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.

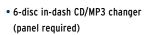
Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda 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.

2010 MAZDA3 & MAZDA3 SPORT ACCESSORIES

MAZDA3 & MAZDA3 SPORT ACCESSORIES







• Auto-dimming mirror with compass and HomeLink®

ENGINE MAZDA3 GX & GS &

Bike carrier



Ashtray (cup type with LED illumination)

Cargo mat

Cargo net

Cargo tray

Door visors

MAZDA3 GT &

Front air dam skirt



iPod® adapter3



Scuff plates



Wheel locks - Chrome (set of four)

- Front mask
- Front mud guards
- Gear shift knob Carbon fiber and
- aluminum (MT only)
- Hood deflector Smoke
- Interior door grip cover Silver
 - Moonroof wind deflector Smoke
 - Raised rear spoiler
 - Rear lip spoiler

- Rear under skirt and aero flares
 - Remote engine start (AT only)
 - Roof rack ski/snowboard carrier
 - Side marker cover Chrome

For further information, please refer to the MAZDA 3 and MAZDA 3 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 MAZDA 3 and MAZDA 3 sport.

2010 MAZDA3 & MAZDA3 SPORT SPECIFICATIONS

	MAZDA3 SPORT GX	MAZDA3 SPORT GS & GT				
Туре	2.0 L DOHC 16-valve 4-cylinder	2.5 L DOHC 16-valve 4-cylinder				
Displacement	1,999 cc	2,489 сс				
Compression ratio	10.0:1	9.7:1				
Horsepower SAE net	148 @ 6,500 rpm	167 @ 6,000 rpm				
Torque SAE net lb. ft.	135 @ 4,500 rpm	168 @ 4,000 rpm				
Fuel system	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)				
Recommended fuel	Regular	Regular				
DRIVETRAIN						
Туре	Transverse front engine/front-w	heel drive				
Transmission	5-speed manual (MAZDA3 GX and GS, MAZDA3 Sport GX)					
	6-speed manual (MAZDA3 GT, MAZDA3 Sport GS and GT)					
	Optional: 5-speed <i>Sport</i> mode automatic					
CHASSIS						
Frame	Unit body (monocoque) with side and triple "H" construction	e-door impact-protection beams				
Front suspension	Independent strut type, coil spri	Independent strut type, coil springs and stabilizer bar				
Rear suspension	Independent multi-link, coil spri	ngs and stabilizer bar				
Steering	Rack-and-pinion with Electro Hy	Rack-and-pinion with Electro Hydraulic Power-Assist Steering				
Minimum turning circle	10.4 m (curb-to-curb)					

CHASSIS (соп	ıt'd)									
rakes	Power-assisted 4-wheel disc brakes									
	Anti-lock Brake System (ABS) with	ı Electronic Brake Ford	e Distribution							
(BFD)										
urb weight (kg)		MT	AT							
	MAZDA3 GX and GS	1,295	1,328							
	MAZDA3 GT	1,354	1,381							
	MAZDA3 Sport GX	1,313	1,343							
	MAZDA3 Sport GS and GT	1,372	1,399							
CAPACITIES										
eating	5 persons									
iel tank	55 L (MAZDA3 GX and GS, MAZDA3 Sport GX)									
	60 L (MAZDA3 GT, MAZDA3 Spor	60 L (MAZDA3 GT, MAZDA3 Sport GS and GT)								
EXTERNAL DI	MENSIONS (mm)									
heelbase	2,640									
ack (fr/rr)	1,535/1,520 (MAZDA3 GX, GS and	MAZDA3 Sport GX, G	S)							
	1,530/1,515 (MAZDA3 GT and MAZ	ZDA3 Sport GT)								
verall length	4,590 (MAZDA3 GX and GS)									
	4,595 (MAZDA3 GT)									
	4,500 (MAZDA3 Sport GX)	4,500 (MAZDA3 Sport GX)								

	4,505 (MAZD	A3 Sport GS and	GT)	
EXTERNAL DIME	NSIONS (mm) (cont'd))	
Overall width	1,755			
Overall height	1,470			
Ground clearance	155			
INTERNAL DIME	NSIONS		MAZDA3	MAZDA3 SPORT
Headroom - with moon	roof (fr/rr) (m	ım)	967/950	967/957
Headroom - without m	oonroof (fr/rr)) (mm)	987/953	987/964
Legroom (fr/rr) (mm)			1,068/919	1,068/919
Shoulder room (fr/rr) (mm)		1,395/1,371	1,395/1,371
Cargo volume (L)			335	481
Passenger volume (L)			2,665	2,678
Total interior volume (L)		3,000	3,159
FUEL ECONOMY	RATINGS*	(L/100 km)		
		AZDA3 GX & GS A3 SPORT GX		5 L MAZDA3 GT A3 SPORT GS & GT
	5MT	5AT Sport	6MT	5AT Sport
City	8.1	8.7	10.1	9.2
Highway	5.9	6.0	6.9	6.8

ENCINEEDING FEATURES		MAZDA3		MAZDA 3 SPORT			AUDIO (2274/4)		MAZDA3		MAZDA 3 SF	
ENGINEERING FEATURES	GX	GS	GT	GX	GS	GT	AUDIO (cont'd)	GX	GS	GT	GX	65
2.0 L DOHC 16-valve 4-cylinder engine	S -	S -	-	S -	-		10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and					
2.5 L DOHC 16-valve 4-cylinder engine			S		S	<u>s</u>	AudioPilot® noise compensation technology	_	_	GT-E	_	_
5-speed manual transmission	S	S	-	S	-		Auxiliary audio input	S	S	S	S	S
6-speed manual transmission	-	-	S	-	S	S	SIRIUS Satellite Radio	_	-	GT-E	-	-
5-speed Sport mode automatic transmission	0	0	0	0	0	0	Steering-wheel-mounted audio controls	-	S	S	-	S
Power-assisted 4-wheel disc brakes	S	S	S	S	S	S	COMFORT AND CONVENIENCE					
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S	S		0	S	S	0	S
Front and rear stabilizer bars	S	S	S	S	S	S	Air conditioning with micron air filter	-	-	S	-	<u> </u>
Dynamic Stability Control (DSC)	-	CP	S	-	CP	S	Dual-zone automatic climate controls		S	S	S	- S
<u>·</u>		CP	S	_			Rear seat heater ducts	S -	S	S	-	
Traction Control System (TCS)	_	LP	2	_	СР	S	Steering-wheel-mounted cruise controls		S	S		S
WHEELS AND TIRES							Tilt and telescopic steering wheel	S			S	S
16" steel wheels with full wheel covers	S	-	-	S	-		Internal fuel door release	S	S	S	S	S
16" alloy wheels	-	S	-	-	S		Internal trunk release	S	S	S	-	-
17" alloy wheels	-	-	S	-	-	S	Auto-dimming rearview mirror	-	S	S	-	S
205/55R16 all-season tires	S	S	-	S	S	-	Power door locks	S	S	S	S	S
205/50R17 all-season tires	-	-	S	-	-	S	Speed-sensing door locks	S	S	S	S	S
Temporary spare tire	S	S	S	S	S	S	Remote keyless entry system with 2-action					
EXTERIOR FEATURES							unlock feature (includes two transmitters)	-	S	S	S	S
Sporty bumpers	-	-	S	-	S	S	Intelligent key system (keyless entry and start)			CT-E	_	
Side sill extensions	Α	Α	A	Α	S	S	with push-button ignition	- S	- S	GT-E S	S	- S
Black front grille with plated grille bar	S	S	-	S	_	_	Illuminated entry Power windows with driver's one-touch	3	3	3	3	3
Black front grille with grey grille bar	_	_	S	-	S	s	down feature and switch illumination	S	S	S	s	S
Body-coloured door handles	S	S	S	S	S	S	Trunk/cargo lamp	S	S	S	S	S
Body-coloured roof spoiler	-	-	-	S	-	-	Map lamps	S	S	S	S	S
Body-coloured sporty roof spoiler	_	-	_	-	S	S	Driver's and passenger's sunvisors with vanity mirrors	S	S	-	S	S
Body-coloured power-operated door mirrors	S	S	S	S	S	S	Driver's and passenger's sunvisors with				J	
Dual heated door mirrors	_	S	S	-	S	S	illuminated vanity mirrors	_	_	S	_	_
LED turn signal on door mirrors	_		S	_			12-volt power outlet (2)	S	S	S	S	S
Headlights - Bi-xenon (HID) with manual levelling feature			S	-			Dual front cup holders	S	S	S	S	S
Automatic headlight control	_	S	S	_	S		Passenger assist grips (3)	S	S	S	S	S
Adaptive Front Lighting System (AFS) with		3					Coat hooks (2)	S	S	S	S	S
automatic headlight levelling	_	_	GT-E	_	_	GT-E	Power glass moonroof with tilt and slide	-	CP	0	-	CP
Fender side turn signals	S	S	-	S	S	-	SEAT AND TRIM		OI.			CI
Sporty LED taillights	_	-	S	-	-	S					•	
Fixed constant windshield wipers	S			S			Reclining front bucket seats with thigh support	S	S	S	S	S
Rain-sensing intermittent windshield wipers	-	S	S	-	S	S	Adjustable driver's seat lifter	S	S	S	S	S
Rear window defroster	S		S	S	S	S	8-way power-adjustable driver's seat with			LP		
Intermittent rear wiper	-			S	S		memory function Adjustable heated front seats	-		S	_	
Sporty fog lights	_	-	S	-	S		<u> </u>					
· · · · · · · · · · · · · · · · · · · 	S	S	-	S	-	-	60/40-split fold-down rear seatback	S	S	S	S	S
Sporty exhaust garnish	<u> </u>	-	- S	-	S	S	Rear centre armrest with 2 cup holders	S	S	S	S	S
Dual sport exhaust garnish							Casual cloth upholstery	S	S		S	S
2.5 L badge	-	-	S	-	S	S	Sporty cloth upholstery	_	-	S	-	-
Rear lip spoiler	A	A	S	-	-	-	Leather-trimmed upholstery	_		LP	-	-
Roof rack mounting hardware	S	S	S	S	S	S	Leather-wrapped 3-spoke steering wheel	-	-	S	-	-
AUDIO							Leather-wrapped shift knob	-	-	S	-	-
AM/FM CD player with 4 speakers and MP3 functionality	S	-	-	S	-	-	Leather-like trimmed door panel	-	-	LP	-	-
AM/FM CD player with 4 speakers, 2 tweeters and							Silver decoration on instrument panel	-	S	S	-	S
MP3 functionality	-	S	S	-	S	S	Black-out meter set	-	-	S	-	-
6-disc in-dash CD changer with MP3 functionality	-	-	S	-	-	S	Silver finish on inner door handles	-	S	S	-	S
Bluetooth® hands-free phone integration with Audio Profile		S	S	-	S	S	Custom-fitted floor mats	S	S	S	S	S

2010 MAZDA3 & MAZDA3 SPORT FEATURES

.3 S SS	PORT GT	INSTRUMENT PANEL
,,	01	
		Tachometer
_	GT-E	Exterior temperature gauge
S	S	Engine coolant temperature
-	GT-E	Ignition key illumination
S	S	Warning lights for low fuel lev
		fluid, door ajar, check engine,
c	S	Trip computer with fuel ecor average speed data
S	S	Multi-Information Display (M
-	S	Multi-Information Display (M
S		navigation system
S	S	Centre console box with lid
S	<u> </u>	Centre console box with slid
S	S	Soft leather-like centre cons
-	-	Front door storage pockets
S	S	Rear door bottle holders
S	S	Illuminated glove compartm
S	S	Passenger's side seat-back
S	S	SAFETY AND SECU
_	GT-E	Dual front air bags
S	S	Dual front side air bags
3	3	Dual side air curtains
S	S	Engine immobilizer theft-de
S	S	Anti-theft alarm system
S	S	Front active adjustable front
S	-	Adjustable rear seat headres
_		Adjustable front safety-belt
_	S	Integrated child-seat anchor
S	S	3-point safety belts for all o
S	S	Driver's and front passenger
S	S	pretensioners and load limit
S	S	Child-proof door locks
CP	0	Side-door impact-protection
		S = Standard 0 = Optional
c	_	GT-E = GT-E Package -=
S	<u> </u>	
S	S	Comfort Dooleans (CC)
_	LP	Comfort Package (GS): Dynamic Stability Control
_	S	
S	S	Luxury Package (GT):
S	S	upholstery, leather-like tr
		with memory function.
S -	c	GT-E Package (GT): Mi
_	S	system, SIRIUS Satellite
_	LP	Centerpoint® Surround So
_	S	Adaptive Front Lighting Sy
-	S	key system with push-but
-	LP	
S	S	® Apple and iPod® are registered
-	S	® HomeLink and the HomeLink h ® Bose, ® Centerpoint and ® Au
S	S	® Bluetooth is a registered trad

		MAZDA	3	MAZDA3 SPORT			
INSTRUMENT PANEL AND STORAGE	GX	GS	GT	GX	GS	GT	
Tachometer	S	S	S	S	S	S	
Exterior temperature gauge	S	S	S	S	S	S	
Engine coolant temperature gauge	S	S	S	S	S	S	
Ignition key illumination	S	S	S	S	S	S	
Warning lights for low fuel level, low windshield washer							
fluid, door ajar, check engine, oil pressure and air bags	S	S	S	S	S	S	
Trip computer with fuel economy/range and average speed data	-	-	S	-	-	S	
Multi-Information Display (MID) without colour	-	-	S	-	-	S	
Multi-Information Display (MID) with colour and navigation system	_	_	GT-E	_	_	GT-E	
Centre console box with lid	S	S	-	S	S	-	
Centre console box with sliding lid	_	-	S	-	-	S	
Soft leather-like centre console box lid	_	-	LP	-	-	LP	
Front door storage pockets with bottle holders	S	S	S	S	S	S	
Rear door bottle holders	S	S	S	S	S	S	
Illuminated glove compartment	S	S	S	S	S	S	
Passenger's side seat-back pocket	S	S	S	S	S	S	
SAFETY AND SECURITY							
Dual front air bags	S	S	S	S	S	S	
Dual front side air bags	S	S	S	S	S	S	
Dual side air curtains	S	S	S	S	S	S	
Engine immobilizer theft-deterrent system	S	S	S	S	S	S	
Anti-theft alarm system	-	S	S	S	S	S	
Front active adjustable front seat headrests	S	S	S	S	S	S	
Adjustable rear seat headrests	S	S	S	S	S	S	
Adjustable front safety-belt anchors	S	S	S	S	S	S	
Integrated child-seat anchors	S	S	S	S	S	S	
3-point safety belts for all occupants	S	S	S	S	S	S	
Driver's and front passenger's safety-belt pretensioners and load limiters	s	S	S	S	S	S	
Child-proof door locks	S	S	S	S	S	S	
Side-door impact-protection beams	S	S	S	S	S	S	
S = Standard 0 = Optional LP = Luxury Package GT-E = GT-E Package - = Not available	A =	Access	ory	CP = Co	omfort	Packag	

): Power glass moonroof, Traction Control System (TCS) and

: Soft leather-like centre console box lid, leather-trimmed trimmed door panel and 8-way, power-adjustable driver's seat

Multi-Information Display (MID) with colour and navigation te Radio. 10-speaker premium BOSE® audio system with Sound System and AudioPilot® noise compensation technology, System (AFS) with automatic headlight levelling and intelligent utton ignition.

- red trademarks of Apple Computer, Inc.
- k house are registered trademarks of Johnson Controls, Inc.
- AudioPilot are registered trademarks of Bose Corporation. S
 Bluetooth is a registered trademark of Bluetooth SIG, Inc.
 But whools is consistent trademark of Bluetooth SIG.

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