

2017 MAZDA3



mazda

DRIVING MATTERS®

zoom-zoom

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®





CAN THE MAZDA3 MAKE DRIVING BETTER?

In the newly restyled 2017 Mazda3, art meets engineering. But to what end? Does incessantly improving every detail matter to you?

Are you drawn to our determination to create beauty through our KODO: "Soul of Motion" design? Or our focused desire to create a car that's light, strong and technologically advanced? The truth is, Mazda knows that all of it matters. Because Driving Matters.

From the drawing board to the passing lane, driving enjoyment is our final measure of success. Even how you feel at the end of a long drive is an indication of a great-driving car. If you like driving, you may find yourself loving the Mazda3.

MAZDA3 NAMED A *CAR AND DRIVER* "10BEST"
THREE YEARS IN A ROW¹

2016 *CAR AND DRIVER* EDITORS' CHOICE-
COMPACT CAR



EVERYTHING YOU LOVE ABOUT
DRIVING IN ONE PACKAGE.
MAKE THAT TWO.

The Mazda3 never stops pushing the limits of innovation and design. From its excellent fuel efficiency and cutting-edge technologies to its premium available features and head-turning design, the Mazda3 truly delivers more—down to the very last detail.

The Mazda3 keeps getting better and better because it's built by design perfectionists for driving enthusiasts. Newly re-crafted inside and out with stunning design sensibilities and precision engineering. It feels poised and looks as if in motion, even before you start the engine. And the Mazda3 is loaded with the latest in breakthrough technology innovations, refreshed with driver-centric instruments and displays, available high-end features and legendary driving dynamics. It's better than ever. As versatile as always, the Mazda3 proves that one car can offer everything you need to love driving even more—settling for nothing less than the best driving experience possible.

OUR MOST TECHNOLOGICALLY ADVANCED MAZDA3 YET.



Mazda3 Grand Touring 5-Door model shown in Soul Red Metallic

STANDARD AND AVAILABLE FEATURES AND INNOVATIONS:

4-Wheel disc brakes
 Anti-lock Brake System
 Electronic Brakeforce Distribution
 Brake Assist
 Six standard air bags¹
 Advanced Blind Spot Monitoring²
 Rear Cross Traffic Alert²
 High Beam Control
 Lane Departure Warning System³

Lane-keep Assist³
 Smart City Brake Support⁴
 Smart Brake Support⁵
 Mazda Radar Cruise Control³
 Traffic Sign Recognition System⁶
 SKYACTIV®-G 2.0L and 2.5L gasoline engines
 SKYACTIV-MT manual transmission
 SKYACTIV-Drive automatic transmission
 SKYACTIV-Body

SKYACTIV-Chassis
 SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control
 i-ELOOP regenerative engine braking system
 Up to 60 percent ultra-high and high tensile steel
 Bluetooth® hands-free phone and audio streaming
 Bose® Centerpoint® 2 Surround Sound System with 9 speakers
 SiriusXM Satellite Radio⁷
 Mazda Navigation System

MAZDA CONNECT™ infotainment system¹⁰ with:
 - 7-inch full-color touch-screen display
 - Multifunction Commander control
 - Infotainment system voice command
 - HD Radio™
 - Pandora® internet radio integration
 - Stitcher™ internet radio integration
 - SMS text message audio delivery and reply
 Full-color Active Driving Display
 Auto-dimming rearview mirror with HomeLink®

60/40 split fold-down rear seatbacks
 Dual-stitched perforated leather-trimmed seats
 Push Button Start
 Electronic Parking Brake
 18-inch aluminum alloy wheels
 4-wheel independent suspension
 Active Grille Shutters
 Heated Steering Wheel
 Mazda Advanced Keyless Entry System
 Rain-sensing windshield wipers

Rearview camera⁸
 Up to 47.1 cubic feet of cargo space (5-Door models)
 Up to an EPA-est. 37 HWY MPG⁹
 Paddle Shifters on steering wheel
 Adaptive Front-lighting System
 Auto on/off headlights
 LED headlights
 LED daytime running lights
 LED combination taillights

¹Always wear your seat belt and secure children in the rear seat in appropriate child restraints. ²Always 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. ³Not 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. ⁴Smart 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. ⁵Smart 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. ⁶Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and the condition of the traffic sign can all impact recognition or display of the sign. Always check traffic signs visually while driving.

There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁷SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications. ⁸Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁹Based on EPA estimates for 2017 Mazda3 models with 2.0L engine and automatic transmission 28 city/37 highway MPG. Grand Touring 5-Door model with automatic transmission shown, 26 city / 35 highway MPG. Actual results will vary. ¹⁰Don'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.

CAN HOW A CAR LOOKS IMPACT HOW IT FEELS TO DRIVE?

Because Mazda designers never stop at "good enough," they examined every curve, every line and every angle of the Mazda3.

Achieving bolder, more dignified proportions. Refinements that embody the most dramatic expression of KODO design.

The Mazda3's crouching stance, newly refaced grille and piercing redesigned headlamps and fog lamps make a formidable first impression. But more than just being beautiful, the Mazda3 was designed with a focus on aerodynamics to provide a very low coefficient of drag. And better aerodynamics equals improved performance and handling. We don't do it for bragging rights.

We do it solely to elevate your driving experience.



^
KODO: "Soul of Motion." Energy in motion. Power in motion. It's the inspiration behind the design of every Mazda vehicle. Created to transform ordinary sheet metal into something that embodies the vitality of a living being, KODO exudes the power and elegance of a wild animal in the instant before it pounces on its prey.

IS IT POSSIBLE TO ENGINEER AN EMOTION?

The Mazda3 is a testament to obsessive engineering. Down to the smallest detail. To achieve a greater level of precision and artistry, Mazda engineers sculpt every design in hard clay rather than rely solely on computer-aided design. By using special tools crafted by the artists themselves, Mazda is able to produce a design so precise that it measures within a fraction of a millimeter of the engineers' original vision. Of course, the original vision was not to build to a set of mathematical equations. It was to create a sense of motion in every shape and detail. It's a level of craftsmanship that might seem extreme, but we're Mazda, and we won't build anything less.



ENLIGHTENED DESIGN

Working in concert with the craftsmanship and artistry of clay modeling, our engineers used computer-aided drafting models to project simulated reflections on the surface of the Mazda3. Based on these reflections, our engineers subtly adjusted the lines and curves of the Mazda3's exterior design to achieve the most symmetrical and visually pleasing design.





A CLEAR VISION OF THE ROAD AHEAD.

The Mazda3's restructured KODO-design headlamps are not only striking, but provide a sharper vision of the road. Available LED headlights incorporate a dynamic light-guiding ring and feature LED Daytime Running Lights for more effective illumination. In Grand Touring models with the Premium Package, an Adaptive Front-lighting System adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed, while available High Beam Control also improves your view. This innovative system works automatically to maximize your opportunity to use your high beams and, on the flip side, dim your lights when it detects approaching vehicles or vehicles in front of you in your lane. Beautifully designed and technologically advanced, there's no better way to illuminate your journey.



FREE-FLOWING

The Mazda3 Grand Touring with i-ELOOP Package is equipped with an Active Grille Shutter System that temporarily closes the grille shutters to limit excess airflow to the engine bay, improving aerodynamics.



SKYACTIV[®] TECHNOLOGY

At Mazda, creating a better driving experience is our first priority. That means we would never design a vehicle that sacrifices performance for fuel efficiency. Instead, we did the impossible and enhanced both. SKYACTIV[®] TECHNOLOGY is a holistic system that takes the entire car into consideration, delivering a series of innovations—including new SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control for a better, smoother ride—that work together to improve the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that allow the Mazda3 to offer up to an EPA-estimated 37 highway MPG!

01 SKYACTIV-G

By reimagining the combustion engine with a lofty compression ratio of 13:1, increased power no longer requires fuel-consuming engine displacement. Get up to an EPA-estimated 37 highway MPG¹ on Mazda3 models with the SKYACTIV-G 2.0L engine.

02A SKYACTIV-DRIVE

Our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual transmission with the silky smoothness of an automatic. In Sport Mode, it provides a more performance-oriented shift logic, allowing you to hold lower gears longer and giving you more control when driving in challenging conditions, such as on curvy mountain roads.

02B SKYACTIV-MT (NOT SHOWN)

The Mazda3's six-speed manual transmission has a short shift throw inspired by the legendary Mazda MX-5 Miata. This generation's manual transmission is also smaller, lighter and stronger than any we've built before.

03 SKYACTIV-CHASSIS

The Mazda3's steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

04 SKYACTIV-BODY

Mazda was the first automaker to use ultra-high tensile-strength steel in a production vehicle. The SKYACTIV-Body in the Mazda3 continues to incorporate this light-but-strong steel in critical areas to help make it lighter than normal, yet stiffer and stronger.

05 i-ELOOP

i-ELOOP, Mazda3's available regenerative engine braking system, converts unused energy captured when the accelerator is released into electricity. This allows the car to use all its power during acceleration by eliminating alternator drag.

SKYACTIV-VEHICLE DYNAMICS WITH G-VECTORING CONTROL

Working seamlessly behind the scenes, vehicle input is analyzed and subtle alterations to power delivery are made. This creates a minute shift in the vehicle's mass upon the initial turn-in and throughout a curve to provide you with steering that is more precise and controlled for a smoother, more fluid ride that results in less fatigue on longer trips.



¹Based on EPA estimates for 2017 Mazda3 models with 2.0L engine and automatic transmission 28 city/37 highway MPG. Actual results will vary.

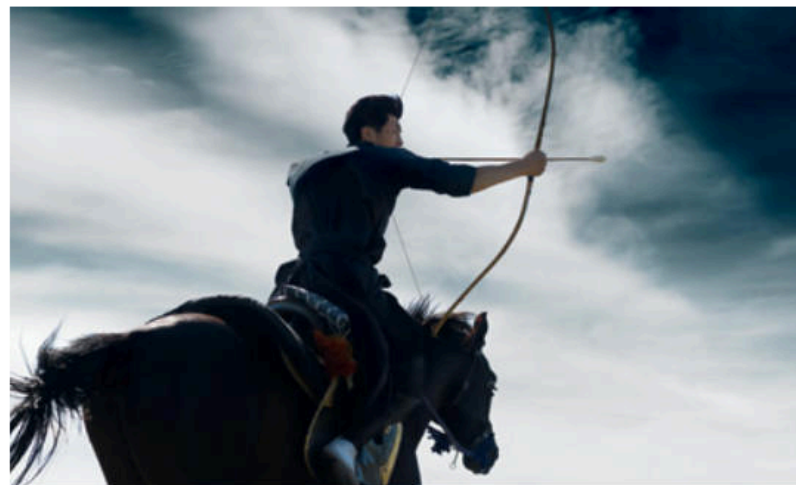
MORE INNOVATION. MORE DRIVING EXHILARATION.

Exhilaration has always run in the Mazda3 family. And the 2017 Mazda3 continues this legacy. Always pushing the limits, the Mazda3's already excellent performance and handling amplifies the exhilaration with a precisely tuned 4-wheel independent suspension system and your choice of spirited 2.0-liter or 2.5-liter SKYACTIV®-G gasoline engines, with the 2.5-liter offering 184 horsepower. Also helping to make your drive smooth and enjoyable is SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control, a breakthrough technology that helps control the vehicle's weight and momentum to provide a more precise and less-fatiguing drive. The Mazda3 proves that our engineers will go to any length to improve your driving experience.



JINBA ITTAI

To achieve "oneness" between a vehicle and its driver, Mazda engineers were inspired by the concept of *jinba ittai*, or "horse and rider as one." When a vehicle becomes an extension of the driver, only then is perfect harmony achieved. And everything in the Mazda3, from the throttle response and driver-centered cockpit to the agile steering, delivers this principle of *jinba ittai*. Because Driving Matters.



"G-VECTURING CONTROL IS JUST ANOTHER SMALL STEP
ON MAZDA'S MARCH TOWARD HANDLING PERFECTION!"

— *Road & Track* | June 2016





WHY MAZDA3 DRIVERS NEVER FEEL LIKE THEY'RE STUCK IN TRAFFIC.

For our Mazda engineers, creating a car that's sporty, practical and exhilarating to drive simply wasn't enough. They wanted to enliven the driving experience from the moment you open the door. To create this new level of connectedness, the center gauge lights up and pulsates like a heartbeat when you enter the cabin. And when you use the push button to start the ignition, the side gauges also illuminate, while—when equipped—the newly restyled Active Driving Display rises to greet you. Sharper quality, increased resolution and even more pertinent information are directly in your field of vision. Even the Mazda3 cockpit is built to keep you connected. Designed around a theoretical vanishing point that's forward-focused, it helps keep your attention on the road ahead. Just another reason why everything about the Mazda3 is exciting, alive—and completely connected.



DASH YOUR INHIBITIONS

The available full-color Active Driving Display is strategically positioned directly in the driver's field of vision. By projecting critical driving information directly in front of you, right within your line of sight, this innovative display helps you take your mind off of distractions and your eyes focused toward one place—the road ahead.



TAKE CONTROL

As part of the Grand Touring Premium Package, paddle shifters on the steering wheel allow you to upshift and downshift the SKYACTIV®-Drive 6-speed automatic transmission without taking your hands off the wheel. Or your eyes off the road.

THE LITTLE THINGS WILL ALWAYS MATTER TO US.

Cabin enhancements made to the Mazda3 offer a new level of distinction nonexistent in other affordable compact cars. Never satisfied with the status quo, we considered every interior detail for quality and comfort. From improvements in accessibility to each control, to new high-end appointments and finishes—including an elegant center console design and available heated steering wheel—the evolved cockpit delivers a relaxed and enjoyable drive, no matter how far the journey.

>

THE HOLE TRUTH

By making the seat perforations moderately large and the distances between them small, our engineers created upholstery that's not only soft and breathable, but also absorbs road noise for an enhanced audio listening environment.

>

PERFECT FIT

The Mazda3's sport seats are contoured to mold perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. Adding to the Mazda3's high-end appeal are its available dual-stitched leather and leatherette seats that are as carefully crafted as they are beautiful.



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



Mazda3 Grand Touring 5-Door interior with Premium Package shown in Parchment leather

STORAGE FLEXIBILITY THAT GIVES YOU ROOM TO ROAM.

With the Mazda3, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With both rear seatbacks folded down, Mazda3 5-Door models offer up to a generous 47.1 cubic feet of storage space. And when you have more passengers than gear, the Mazda3 offers plenty of versatility. Its 60/40 split fold-down rear seatbacks allow you to either fold down both sections for maximum storage, or keep one section up, leaving room for a passenger or child safety seat.





TAKE COMMAND
 The multifunction Commander control positioned on the center console offers a seamless way to control the functions displayed on the full-color touch-screen monitor—such as audio, hands-free telephone, and the available Mazda Navigation System.

IS IT POSSIBLE TO MAKE A GETAWAY WITHOUT MISSING A THING?

No matter where you're headed, the MAZDA CONNECT™ advanced infotainment system helps keep you entertained, informed and connected to the outside world. Pair your smartphone with the Mazda3 via Bluetooth® to stream content from popular social media, music and infotainment apps. The multifunction Commander control allows you to effortlessly navigate the 7-inch full-color touch-screen display without distraction. Also enjoy access to standard USB audio input ports and an available factory-integrated navigation system with cutting-edge features such as voice command and advanced lane guidance. Now all you have to focus on is driving—which is just how you like it.



ENTERTAIN
 Of course AM/FM radio is always a choice, but now there are many ways to explore 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 such as Pandora®, Aha™ and Stitcher.™



COMMUNICATE
 With voice commands, making and receiving calls is as easy as pushing a button and saying hello. Thanks to the Mazda3's Bluetooth® hands-free phone and audio streaming, you stay connected to your compatible mobile device. And SMS Text Message Audio Delivery and Reply lets you enjoy a fully integrated display and audible readout of incoming text messages, and the ability to reply by choosing from a number of preset, standardized return messages.



NAVIGATE
 Our convenient available factory-integrated Mazda Navigation System offers the advanced features of today's navigation devices, including voice commands and advanced lane guidance. Plus, getting around town—or out of town—has never been easier thanks to the system's 3D interactive map with step-by-step audio directions.



*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.

IN TUNE WITH YOU IN EVERY SENSE.

We believe a connected driving experience should even include your sense of hearing. That's why for the Mazda3,

we opted for nothing less than the latest generation Bose® Centerpoint® 2 Surround Sound System.

This available system with 9 speakers enables listeners to enjoy a surround sound experience from nearly any stereo source.

It has been specifically engineered to meet the unique demands of reproducing surround sound for the Mazda3's interior dimensions.

And unlike conventional synthesized surround sound systems that compare left and right channel information to create a virtual surround experience, Centerpoint® 2 technology uses frequency content in addition to stereo information to create a more lifelike

surround experience, while AudioPilot® 2 technology compensates for ambient noise within the cabin.



SPEAKERS:

A 2.5-inch mid-range Twiddler® x 2 B Front-door 9-inch woofer x 2 C Front 3.25-inch mid-range center Twiddler®
D Rear-door 5.25-inch woofer x 2 E 2.5-inch mid-range Twiddler® x 2 F 5200-series, 8-channel digital amplifier



i-ACTIVSENSE



CAN THE PERFECT DRIVE BE DEFINED BY WHAT DOESN'T HAPPEN?

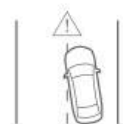
Avoiding an accident in the first place is always the safest route. With the available i-ACTIVSENSE® suite of safety features in the Mazda3, you can focus on what really matters—the road ahead. Sophisticated safety innovations that alert you to hazards so you can better avoid collisions—or lessen their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

Mazda3 Grand Touring 5-Door model with i-ACTIVSENSE® Package shown in Soul Red Metallic



SMART CITY BRAKE SUPPORT¹

When travelling at low speeds, this system helps detect objects ahead. If an impact is predicted, the system will adjust the brake pads closer to the disc for faster braking, or apply the brakes if you're unable to.



LANE DEPARTURE WARNING SYSTEM²

Alerts you when you're unintentionally about to depart from your lane at a speed of 44 mph or higher.



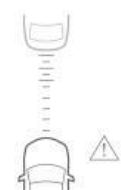
LANE-KEEP ASSIST²

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.



MAZDA RADAR CRUISE CONTROL²

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.



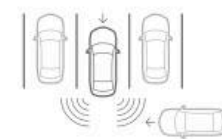
DISTANCE RECOGNITION SUPPORT SYSTEM²

At speeds above 19 mph, this system estimates your distance from the vehicle ahead, recommends a comfortable following distance, and alerts when you are too close.



ADVANCED BLIND SPOT MONITORING³

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.



REAR CROSS TRAFFIC ALERT³

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 SUPPORT⁴

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.



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.



TRAFFIC SIGN RECOGNITION⁵

Using a front-mounted camera, this technology can actually read select road signs such as Speed Limit, Stop and Do Not Enter. This information then shows up in the Active Driving Display so you can stay alert and informed without taking your eyes off the road.

¹Smart 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. ²Not 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. ³Always 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. ⁴Smart 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. ⁵Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and the condition of the traffic sign can all impact recognition or display of the sign. Always check traffic signs visually while driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.

IIHS NAMED THE MAZDA3 A 2016 TOP SAFETY PICK+ (WHEN EQUIPPED WITH SMART CITY BRAKE SUPPORT¹)

- Insurance Institute for Highway Safety



Mazda3 Grand Touring 4-Door model with Premium Package shown in Soul Red Metallic

¹Smart 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.

MAZDA3 COLORS



Soul Red Metallic¹



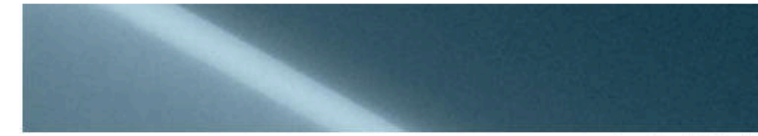
Snowflake White Pearl Mica¹



Jet Black Mica



Machine Gray Metallic¹



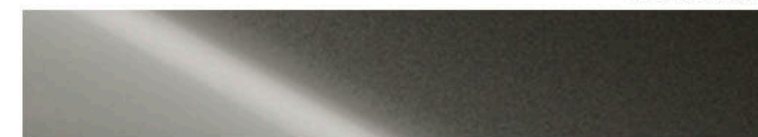
Deep Crystal Blue Mica



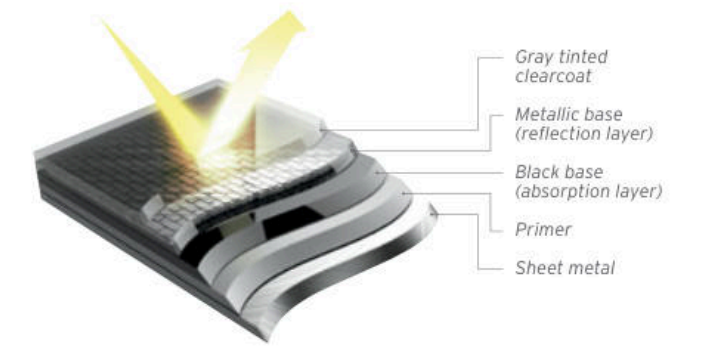
Eternal Blue Mica



Sonic Silver Metallic



Titanium Flash Mica



EVEN THE PAINT IS INNOVATIVE.

Machine Gray Metallic: a new signature paint from Mazda offering the luster and depth reserved for concept vehicles. Conceived by the creative minds of our designers, this rich hue is the result of a myriad of spray processing innovations. Aluminum paint flakes align in a uniform pattern parallel to the surface of the Mazda3's body panels for dramatic hues with intense luminosity and a reflective, liquid-like quality.

¹Extra cost option.

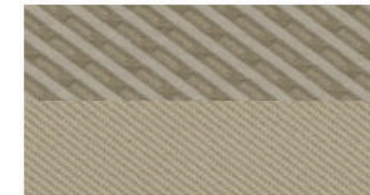
MAZDA3 UPHOLSTERY

SPORT

BLACK CLOTH

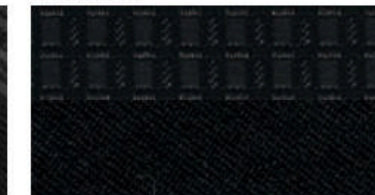


SAND CLOTH



SPORT WITH PREFERRED PACKAGE

BLACK CLOTH

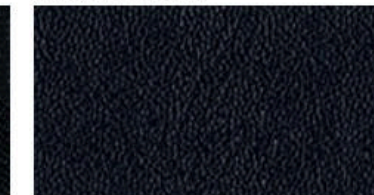


SAND CLOTH



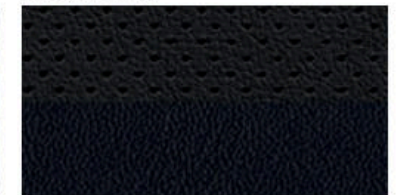
TOURING TOURING 2.5 5-DOOR

BLACK LEATHERETTE



GRAND TOURING

BLACK LEATHER



PARCHMENT LEATHER



MAZDA3 WHEELS

16-inch Wheel Cover



16-inch Alloy



18-inch Alloy



MAZDA3 SPECIFICATIONS & CAPACITIES

	Mazda3 2.0 Sport and Touring	Mazda3 2.5 Touring 2.5 5-Door and Grand Touring
ENGINE		
Engine type	SKYACTIV®-G 2.0L DOHC 4-cylinder with VVT	SKYACTIV-G 2.5L DOHC 4-cylinder with VVT
Horsepower	155 hp @ 6,000 rpm	184 hp @ 5,700 rpm
Torque	150 lb-ft @ 4,000 rpm	185 lb-ft @ 3,250 rpm
Redline	6,800 rpm	6,500 rpm
Displacement (cc)	1,998	2,488
Bore x Stroke (mm)	83.5 x 91.2	89.0 x 100.0
Compression Ratio	13.0:1	
Fuel System	Advanced direct injection	
Recommended Fuel	Regular unleaded	
Valvetrain	4 valves per cylinder with variable intake valve timing (VVT)	
Ignition System	Direct coil-on-plug electronic ignition with platinum-tipped spark plugs	
Engine Block	Aluminum alloy	
Cylinder Head	Aluminum alloy	
Emission Control Type (Fed/Cal)	Tier3-BIN30 PZEV	Tier3-BIN30 PZEV (AT)/Tier3-BIN30 ULEV (MT)
DRIVETRAIN		
Type	Front-wheel drive	
Manual Transmission	SKYACTIV-MT 6-speed	
Automatic Transmission	SKYACTIV-Drive 6-speed with manual-shift and Sport mode	
CHASSIS		
Brakes		
– Front / Rear	11.02-inch vented disc / 10.43-inch solid disc	11.61-inch vented disc / 10.43-inch solid disc
– ABS	4-wheel, 4-channel with Electronic Brakeforce Distribution and Brake Assist	
Steering type	Power rack-and-pinion with variable assist	
Power assist	Electric Power Assist Steering	
Overall steering ratio	14:1	
Steering wheel turns, lock-to-lock	2.57	
Turning circle, curb-to-curb (ft)	34.78	
Suspension	4-wheel independent	
– Front / Rear	MacPherson strut with stabilizer bar / Multilink with stabilizer bar	
Wheel size (in)	16 x 6.5	18 x 7.0
Tire size	P205/60 R16 all-season tires	P215/45 R18 all-season tires

Mazda3 4-Door

EXTERIOR DIMENSIONS (INCHES)

Wheelbase	106.3
Track, front	61.2
Track, rear	61.4
Overall Length	180.3
Overall Width	70.7
Overall Height (unladen)	57.3
Minimum ground clearance (laden)	6.1

INTERIOR DIMENSIONS (INCHES)

Headroom, front / rear, without moonroof	38.6 / 37.6
Headroom, front / rear, with moonroof	37.6 / 37.5
Legroom, front / rear	42.2 / 35.8
Shoulder room, front / rear	57.2 / 54.4
Hip room, front / rear	55.5 / 53.5

WEIGHTS AND CAPACITIES

Curb weight (lb)	
– Mazda3 Sport and Touring, with MT / AT	2,899 / 2,967
– Mazda3 Grand Touring, with MT / AT	3,013 / 3,100
EPA passenger volume (cu ft)	96.3
4-Door trunk volume (cu ft)	12.4

EPA-ESTIMATED FUEL ECONOMY (CITY/HIGHWAY MPG)¹

Mazda3 Sport and Touring, with MT / AT	27 / 37 ; 28 / 37
Mazda3 Grand Touring, with MT / AT	25 / 34 ; 27 / 36
Mazda3 Grand Touring, AT with i-ELOOP	28 / 37
Fuel tank capacity (U.S. gallons)	13.2

Mazda3 5-Door

EXTERIOR DIMENSIONS (INCHES)

Wheelbase	106.3
Track, front	61.2
Track, rear	61.4
Overall Length	175.6
Overall Width	70.7
Overall Height (unladen)	57.3
Minimum ground clearance (laden)	6.1

INTERIOR DIMENSIONS (INCHES)

Headroom, front / rear, without moonroof	38.6 / 37.6
Headroom, front / rear, with moonroof	37.6 / 37.5
Legroom, front / rear	42.2 / 35.8
Shoulder room, front / rear	57.2 / 54.4
Hip room, front / rear	55.5 / 53.5

WEIGHTS AND CAPACITIES

Curb weight (lb)	
– Mazda3 Sport and Touring, with MT / AT	2,875 / 2,940
– Mazda3 Touring 2.5 and Grand Touring, with MT / AT	3,046 / 3,098
EPA passenger volume (cu ft)	96.4
5-Door cargo volume, rear seats up / down (cu ft)	20.2 / 47.1

EPA-ESTIMATED FUEL ECONOMY (CITY/HIGHWAY MPG)¹

Mazda3 Sport and Touring, with MT / AT	27 / 37 ; 28 / 37
Mazda3 Touring 2.5 and Grand Touring, with MT / AT	25 / 33 ; 26 / 35
Mazda3 Grand Touring, AT with i-ELOOP	27 / 36
Fuel tank capacity (U.S. gallons)	13.2

MAZDA3 SPORT 4-DOOR + 5-DOOR

Includes the following features:



4-Door



5-Door

DRIVETRAIN

SKYACTIV-G 2.0L gasoline engine
SKYACTIV-MT 6-speed manual or available SKYACTIV-Drive 6-speed automatic transmission with manual shift and Sport mode
SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control

EXTERIOR

Body-colored dual folding power side mirrors
Body-colored bumpers
Body-colored door handles
Clear-lens halogen headlights
Daytime running lights
Dual exhaust outlets
Integrated high-mount center brake light
Rear window wiper (5-Door only)
Rear roof spoiler (5-Door only)
Bright exhaust tips (5-Door only)
16-inch steel wheels with full wheel covers (4-Door only)
16-inch alloy wheels (5-Door only)
P205 / 60 R16 all-season tires

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 curtains²
Whiplash-reducing front seat headrests
Child safety rear door locks
Collapsible steering column
Engine-immobilizer anti-theft system
E911 automatic emergency notification
Front and rear side-impact door beams
LATCH rear seat child safety seat anchors and upper tethers
Tire Pressure Monitoring System
SKYACTIV-Body with Ring Structure
Dynamic Stability Control³ and Traction Control System

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
AM/FM audio system with 6 speakers
Bluetooth® hands-free phone and audio streaming
MAZDA CONNECT™ infotainment system⁴ 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
Rearview camera⁵
Cruise control
Auxiliary audio input jack
Dual USB audio input ports
Steering wheel-mounted audio and cruise controls

INTERIOR (CONTINUED)

Tilt and telescopic steering column
60/40 split fold-down rear seatbacks
12V power outlet
Center console armrest with covered storage compartment
Driver's and front-passenger's covered visor vanity mirror
Front-door storage pockets with bottle holders
Front-passenger's seatback pocket
Manual driver's seat height adjuster
Rear-door bottle holders
Rear window defogger
Cloth-trimmed sport seats
Cloth-trimmed door panel inserts
Dual front map lights
Remote hood and fuel door releases
Tachometer
Dual trip odometers/Trip computer
Electronic Parking Brakes
Carpeted floor mats

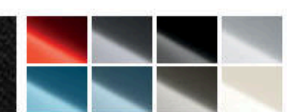
PACKAGES

Sport Preferred Package 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 Alert⁶ (4-Door only)

BLACK CLOTH



EXTERIOR COLORS



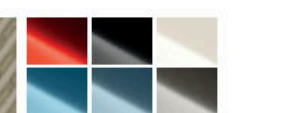
(WITH SPORT PREFERRED PACKAGE)



SAND CLOTH



EXTERIOR COLORS



(WITH SPORT PREFERRED PACKAGE)



WHEELS



16-inch
Wheel Cover



16-inch
Alloy

MAZDA3 TOURING 4-DOOR + 5-DOOR

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



4-Door



5-Door

DRIVETRAIN

SKYACTIV®-G 2.0L gasoline engine
SKYACTIV-MT 6-speed manual (4-Door only) or available SKYACTIV-Drive 6-speed automatic transmission with manual shift and Sport mode (Standard on 5-Door)

EXTERIOR

18-inch alloy wheels
P215/45 R18 all-season tires
Body-colored dual folding heated power side mirrors with integrated turn signal lamps
Bright beltline trim
Auto on/off headlights
Rain-sensing windshield wipers

SAFETY

Smart City Brake Support¹
Advanced Blind Spot Monitoring
Rear Cross Traffic Alert²

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
Rear seat center armrest with cupholders

PACKAGES

Touring Popular Package includes Power sliding-glass moonroof with one-touch open, Body-colored rear deck lip spoiler, Bose® 9-speaker Surround Sound system with Centerpoint™ 2 and AudioPilot® 2, SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package³, Sunglasses holder, driver and front passenger illuminated vanity mirror and roof-mounted shark fin antenna (4-Door only)

BLACK LEATHERETTE

EXTERIOR COLORS



18-INCH ALLOY WHEEL



¹EPA-estimated mileage. Actual results will vary. ²Always wear your seat belt and secure children in the rear seat in appropriate child restraints. ³Dynamic 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. ⁴Don'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. ⁵Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁶Always 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. ⁷Smart 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. 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, DC, 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 the condition of the traffic sign can all impact recognition or display of the sign. Always check the traffic signs visually while driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.

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MAZDA3 TOURING 2.5 5-DOOR

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



5-Door

ENGINE

SKYACTIV-G 2.5L gasoline engine
SKYACTIV-MT 6-speed manual or available SKYACTIV-Drive 6-speed automatic transmission with manual shift and Sport mode

EXTERIOR

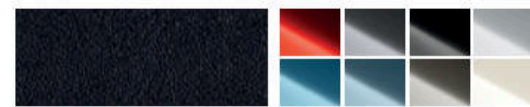
Power sliding-glass moonroof with one-touch open

INTERIOR

Overhead console with sunglasses holder
Illuminated driver and front-passenger vanity mirrors

BLACK LEATHERETTE

EXTERIOR COLORS



18-INCH ALLOY WHEEL



MAZDA3 GRAND TOURING 4-DOOR + 5-DOOR

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



4-Door



5-Door

ENGINE

SKYACTIV®-G 2.5L gasoline engine
SKYACTIV-MT 6-speed manual or available SKYACTIV-Drive 6-speed automatic transmission with manual shift and Sport mode

EXTERIOR

Power sliding-glass moonroof with one-touch open
Rear deck lip spoiler (4-Door only)
Black metallic front grille trim
LED fog lights
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 package³
Overhead console with sunglasses holder
Illuminated driver and front-passenger vanity mirrors

PACKAGES

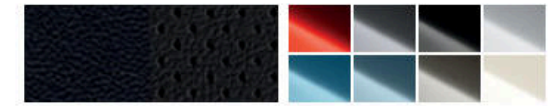
Grand Touring Premium Package includes Bi-LED headlights with auto leveling, Adaptive Front-lighting System, LED combination taillights, LED daytime running lights, heated steering wheel, paddle shifters (AT only), Mazda Navigation System and auto-dimming rearview mirror with HomeLink⁴

i-ACTIVSENSE® Safety Package includes High Beam Control, Lane Departure Warning System⁵, Lane-keep Assist⁶, Mazda Radar Cruise Control⁷, Smart Brake Support⁸ and Traffic Sign Recognition System⁹

i-ELOOP Package includes i-ELOOP regenerative engine braking system and active grille shutters

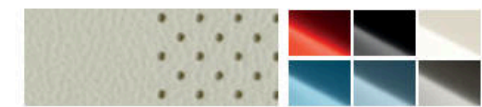
BLACK LEATHER

EXTERIOR COLORS



PARCHMENT LEATHER

EXTERIOR COLORS



18-INCH ALLOY WHEEL



WE'RE COMMITTED TO OUR DRIVERS.



MAZDA EXTENDED
CONFIDENCE

Every new 2017 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)²

¹Whichever comes first.

FINANCING WITHOUT THE FUSS.



MAZDA CAPITAL
SERVICES

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services³ 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.

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FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.

MAZDA3 ACCESSORIES. IT'S YOUR MAZDA—MAKE IT YOUR OWN.

We create every Mazda to be the best it can be. From there, it's up to you and your imagination.

Outfitting your car with Genuine Mazda Accessories is all about making a statement and getting

more out of your lifestyle. There are no wrong answers, only an array of exciting choices.

You'll find the only thing better than getting a Mazda is when you make it YOUR Mazda.

For a full list of Genuine Mazda Accessories for your Mazda3, please visit Accessories.mazdausa.com.



ALLOY WHEELS

The Mazda3 offers your choice of Alloy Wheels. Choose the high-end look of Gloss Black 18-inch forged RAYS Wheels with diamond-cut edge—designed exclusively for the Mazda3—or the sleek and unique look of 16- or 18-inch Dark Alloy Wheels.



NAVIGATION SYSTEM

This convenient system integrates with your car's display screen to offer advanced lane guidance and a 3D interactive map. Plus, it can be controlled by voice commands.



ALL-WEATHER FLOOR MATS

Protect your car from the elements, as well as a spilled coffee on your way to work. Our specially fitted All-Weather Floor Mats are designed to hold a healthy amount of liquid, making spills easier to deal with.



REAR BUMPER GUARD

Help protect your rear bumper from chips and scratches. Our durable stainless steel Rear Bumper Guard helps make loading or unloading your gear less perilous.



CARGO TRAY¹

This flexible, durable Cargo Tray protects against damage and spills by elevating your cargo on top of grooves designed to help divert and catch any messy liquids. Removes easily for quick cleanup.



MAZDA MOBILE START²

Did you lock your car or not? Know for sure with the convenience of our smartphone-controlled Mazda Mobile Start App. Lock or unlock your doors, start the engine, turn on the rear defroster or use the Carfinder function from just about anywhere. 1-year subscription included. Visit MazdaMobileStart.com.

¹Please remember to properly secure all cargo.

²One-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.



AERO KIT

Give your Mazda3 a bold, aerodynamic stance. Accessorize your ride with our Brilliant Black Aero Kit that includes Door Mirror Caps, Front Air Dam, Side Sill Extensions, Rear Diffuser and body-colored Rear Spoiler. Pick and choose only the accessories you like, or go all-out and deck your drive with all five.



DRIVING MATTERS MOST WHEN YOU'RE DRIVING FOR GOOD.

To Mazda, there's only one thing that means as much as driving: giving back.

The Mazda Drive for Good® Event is our annual charitable program that allows us to give back to those in need. But we don't do this alone. For every purchase of a Mazda, drivers like you have helped us raise millions of dollars for both national and local charities. But what's even more significant is that for every test drive taken during the event, we pledge one hour of community service to local worthy causes across the country. And to date, we've pledged more than 195,000 hours of volunteer time to those who need it most. All thanks to people like you who simply took a test drive.

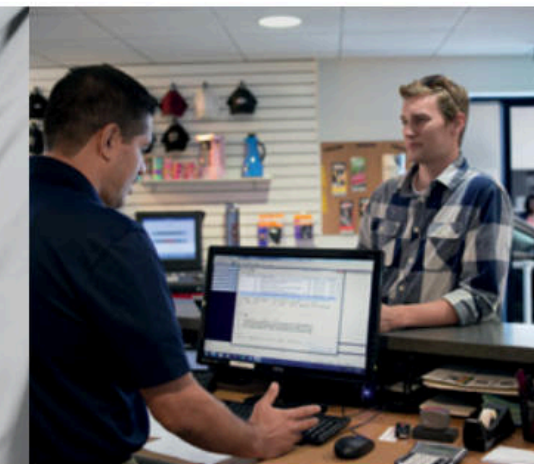
Our Mazda Dealers have a long history of giving back both time and money to their communities. And their efforts truly define our Mazda values. Mazda Drive for Good is just one of the many charitable programs that has allowed Mazda to donate to worthy causes across the United States since 1992.

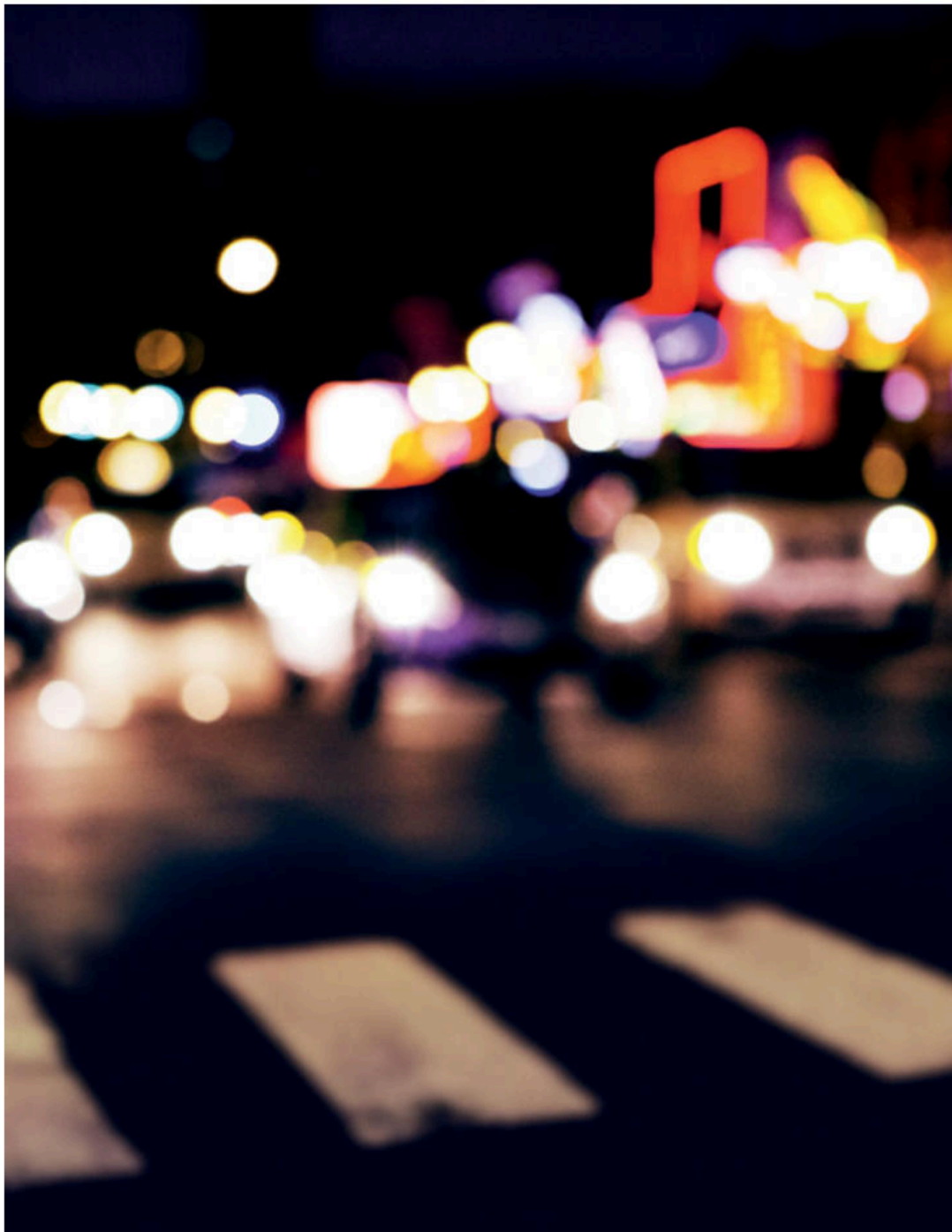
Because we believe giving back matters.



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.





MazdaUSA.com

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