

IT TAKES CONVICTION TO STAND UP TO THE NAYSAYERS.  
A CREATIVE FIRE THAT'S UNAFRAID OF THE BLANK PAGE.  
AND THE COURAGE TO FLIP CONVENTIONAL WISDOM ON ITS HEAD.  
BECAUSE THIS IS THE ONLY WAY TO CHANGE THE GAME.  
AND THE ONLY WAY TO BUILD CARS WORTH DRIVING.  
TODAY, OUR SKYACTIV® TECHNOLOGY IS CHANGING THE GAME.  
IT'S HOW WE REINVENTED THE GASOLINE ENGINE,  
DRAMATICALLY IMPROVING ITS EFFICIENCY  
WITHOUT SACRIFICING HEART-POUNGING PERFORMANCE.  
IT'S HOW WE ENGINEERED A LIGHTER CAR THAT'S EVEN STRONGER,  
SAFER, MORE RESPONSIVE AND MORE EXHILARATING TO DRIVE.  
THESE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.  
MAKING THE IMPOSSIBLE POSSIBLE.

*THIS IS THE MAZDA WAY.*



*zoom-zoom*

*2015 MAZDA3*



MazdaUSA.com  
[facebook.com/mazda](https://www.facebook.com/mazda)

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**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 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.





## **TO ENGINEER A WORK OF ART**

Elaborate sculptures derived from a single piece of paper—and made with the conviction, creativity and courage of the artist who dared to create them. The ancient Japanese craft of origami is a testament to perfection in art and engineering. Of what's possible when you start with a blank sheet of paper and never stop until you've created something spectacular. Just like the Mazda3—a stylish, nimble vehicle that's as light and strong as it is technologically advanced and beautiful. When you dare the impossible, you achieve the incredible.

## **YOU HAVE TO MASTER EVERY DETAIL.**

*“If you expect the best of everything, including style,  
the Mazda3 is the only choice.”*

- Nicole, Mazda3 customer



*A 2014 Car and Driver 10Best*

*Road & Track Best of Everything – Best Economy Car*

*Mazda is KBB.com's 2014 lowest 5-Year Cost to Own Brand<sup>†</sup>*



Mazda3 s Grand Touring 4-Door model shown in Titanium Flash Mica (left) and Mazda3 s Grand Touring 5-Door model shown in Soul Red Metallic

## **TO ENGINEER A CAR FOR PERFECTIONISTS, IT HELPS TO BE ONE.**

Versatile. Nimble. Striking. The Mazda3 is all of these things. It's the culmination of courageous engineering, creative design and the fearless conviction to achieve the impossible. Designed by perfectionists for perfectionists, our engineers built the Mazda3 with premium KODO design sensibilities inside and out. And more advanced safety innovations than any other car in its class.\* It's loaded with available high-end features and next-generation innovations, along with Mazda's legendary driving dynamics. Better than ever and as versatile as it's always been, the Mazda3 proves that one car can offer everything—all in a fun-to-drive, affordable package.

\*Based on comparison of non-luxury compact vehicles as categorized by *Automotive News*, 2012. <sup>†</sup>2013 and 2014 model-year vehicle's projected cost to own for the initial five-year ownership period is based on the average Kelley Blue Book 5-Year Cost to Own data, which considers depreciation and costs such as fuel and insurance. For more information, visit [www.kbb.com](http://www.kbb.com).

## OUR MOST TECHNOLOGICALLY ADVANCED MAZDA YET.

The Mazda3 never stops pushing the limits of innovation and design—from its excellent fuel efficiency and cutting-edge technologies to its premium available amenities and head-turning design. From the inside out, you can expect the unexpected from the Mazda3. It's a car that truly offers more of everything and settles for nothing less than the best—as you can see from these numerous standard and available advanced features and innovations.

- 4-wheel disc brakes
- Anti-lock Brake System
- Electronic Brakeforce Distribution
- Brake Assist
- Six standard air bags\*
- Blind Spot Monitoring†
- Rear Cross Traffic Alert†
- Forward Obstruction Warning‡
- High Beam Control
- Lane Departure Warning System\*\*
- Smart City Brake Support††
- Mazda Radar Cruise Control††
- SKYACTIV®-G 2.0L and 2.5L gasoline engines
- SKYACTIV®-MT manual transmission
- SKYACTIV®-Drive automatic transmission
- i-ELOOP regenerative engine braking system
- SKYACTIV®-Body
- SKYACTIV®-Chassis
- 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
- CD/MP3 player
- MAZDA CONNECT™ infotainment system\*\*\* with:
  - 7-inch full-color touch-screen display
  - Multi-function Commander control
  - HD Radio®
  - Pandora® internet radio integration
  - Stitcher™ internet radio integration
  - Stream Facebook and Twitter audio feeds via Aha™ internet radio integration
  - SMS text message audio delivery and reply
- SiriusXM Satellite Radio†††
- Mazda navigation system
- 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
- 18-inch aluminum alloy wheels
- 4-wheel independent suspension
- Active Grille Shutters
- Mazda Advanced Keyless Entry System
- Rain-sensing windshield wipers
- Rearview camera†††
- Up to 47.1 cubic feet of cargo space (5-Door models)
- Up to an EPA-est 41 highway MPG\*\*\*\*
- Soul Red Metallic paint
- KODO "Soul of Motion" design
- Adaptive Front-lighting System
- Auto on/off headlights
- Bi-Xenon headlights
- LED daytime running lights
- LED combination taillights

UP TO AN EPA-EST

41

HWY MPG\*\*\*\*



\*Always wear your seat belt and secure children in the rear seat in appropriate child restraints. †Always check your mirrors. Be aware of the traffic around you. ‡Forward Obstruction Warning System 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. \*\*Lane Departure Warning System 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. ††Smart City Brake Support operates under certain low-speed conditions. 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. †††Mazda Radar Cruise Control System 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. \*\*\*\*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 gear. Not all features are compatible with all phones. Message and data rates may apply. ††††SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications. ††††Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. \*\*\*\*Based on EPA estimates for 2015 Mazda3 i 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary.

Mazda3 s Grand Touring 4-Door model shown in Soul Red Metallic



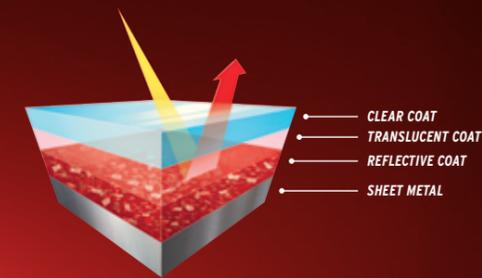
## A REFLECTION ON PASSIONATE ENGINEERING.

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 relying solely on computer-aided design. By using special tools crafted by the artists themselves, Mazda was able to produce a design so precise that it measures within a fraction of a millimeter of the engineers' original vision. It's a level of craftsmanship that might seem extreme, but we're Mazda, and defying convention is how we build cars worth driving.



### / 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 reflections.



**/ THE BIRTH OF SOUL /**

To create Soul Red Metallic, we put an innovative three-coat painting process into action. By using two separate coats of high-brightness aluminum flakes and high-chroma red pigment, we created a deep and vivid color that's unlike any other red on the road.



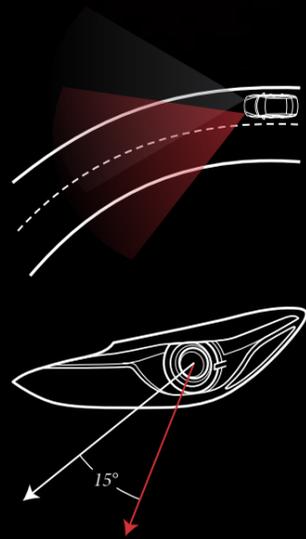
**IF LOOKS ARE A PROMISE OF WHAT TO EXPECT, EXPECT A LOT.**

Every muscular line and refined curve of the Mazda3 embodies the most dramatic expression of our KODO "Soul of Motion" design yet. Slightly lower and wider, the Mazda3's crouching stance, prominent grille and piercing headlamps make a formidable first impression. But more than just being beautiful, the Mazda3's sculpted exterior also improves aerodynamics by providing a very low coefficient of drag—a fancy way of saying that better aerodynamics equals improved gas mileage, performance and handling. It's just another example of how, with Mazda, there's always more than meets the eye.

魂動

KODO : SOUL OF MOTION

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



**/ BENDING LIGHT /**

Standard on s Grand Touring models, the Adaptive Front-lighting System automatically adjusts the angle of the vehicle's headlights according to the steering angle and vehicle speed. When cornering or approaching intersections at night, the headlights' beam illuminates the path the car will actually follow, thereby enhancing driver safety.

## A CLEAR VISION OF THE ROAD AHEAD.

The Mazda3's KODO-design headlamps are not only striking, but provide a sharper vision of the road. Available Bi-Xenon headlights incorporate a dynamic light-guiding ring and feature LED Daytime Running Lights for more effective illumination. And s Grand Touring models offer an Adaptive Front-lighting System that helps you better see the curves of the road, and available High Beam Control that 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.

\*High Beam Control offered only with the s Grand Touring Technology Package.

UP TO AN EPA-ESTIMATED

**41** HWY MPG\*

## SKYACTIV<sup>®</sup> TECHNOLOGY

### PERFORMANCE AND EFFICIENCY ARE NEVER MUTUALLY EXCLUSIVE.

While other car companies are compromising power to improve fuel efficiency, Mazda has taken a dramatically different approach. Far more than just an engine with hybrid-like efficiency, SKYACTIV<sup>®</sup> TECHNOLOGY is a holistic system that takes the entire car into consideration, delivering a series of innovations 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 astounding EPA-estimated 41 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 41 highway MPG\* on four-door models and up to an EPA-estimated 40 highway MPG† on five-door models.

#### 02A // SKYACTIV-DRIVE / (Shown)

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. On s models, Sport Mode provides a more performance-oriented shift logic, allowing you to hold gears longer and giving you more control when driving in challenging conditions such as on curvy mountain roads.

#### 02B // SKYACTIV-MT /

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

#### 03 // SKYACTIV-CHASSIS /

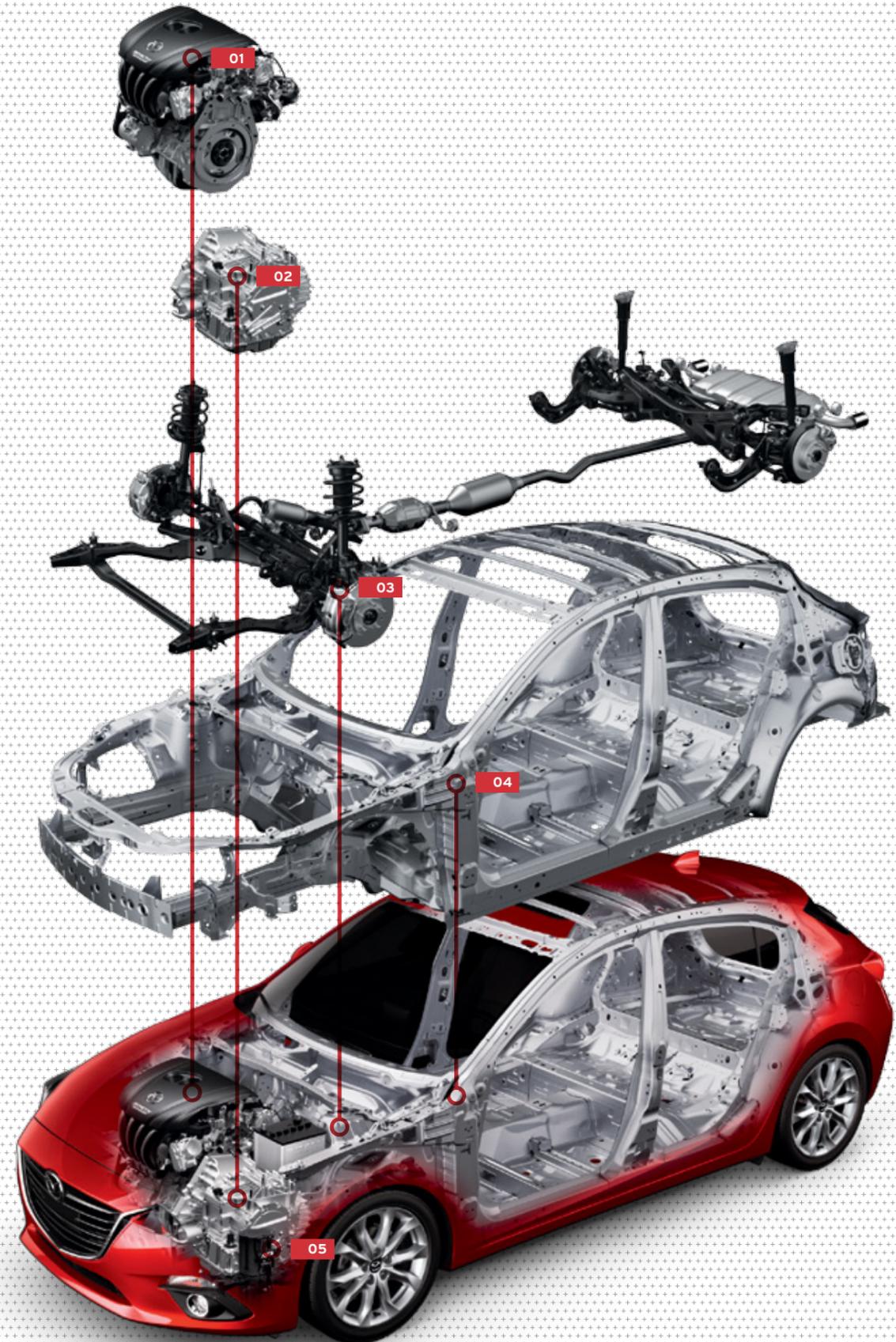
The Mazda3's steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

#### 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 it be 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—for fuel savings as much as 5 percent‡.



SKYACTIV is a registered trademark of Mazda Motor Corporation.

\*Based on EPA estimates for 2015 Mazda3 i 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary. †Based on EPA estimates for 2015 Mazda3 i 5-Door models with 2.0L engine automatic transmission 30 city/40 highway MPG. Actual results will vary. ‡Actual results will vary based on driving conditions.

## MORE INNOVATION. MORE DRIVING EXHILARATION.

Exhilaration has always run in the Mazda3 family. And now the driving experience is even better. By engineering the Mazda3's core system such as the powertrain, chassis and body with SKYACTIV TECHNOLOGY, we improved the Mazda3's already excellent performance and handling. Amplifying the exhilaration is the precisely tuned 4-wheel independent suspension system and your choice of spirited 2.0-liter and 2.5-liter SKYACTIV-G gasoline engines, with the 2.5-liter offering up to 184 horsepower. Also helping to make your drive nimble and responsive is the Mazda3's Electric Power Assist Steering that allows you to maneuver with better accuracy. While Dynamic Stability Control\* helps your wheels grip the road during quick turns. Precise, powerful and performance-oriented, the Mazda3 proves that more than ever before, passion and performance are in its blood.

### / FREE FLOWING /

Even the design of the Mazda3's grille improves gas mileage. Select Mazda3 models are equipped with Active Grille Shutters that temporarily close the grille shutters to limit excess airflow to the engine bay, improving aerodynamics.



### / THE WHEEL REINVENTED /

Even at a standstill, the dynamic twists and turns in the Mazda3's wheel spokes give them the look of speed in motion. But beyond their athletic, high-end appearance, the available 18-inch aluminum alloy wheels are specially designed to suppress road noise and heighten handling stability.

Mazda3 s Grand Touring 4-Door model shown in Titanium Flash Mica

\*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.

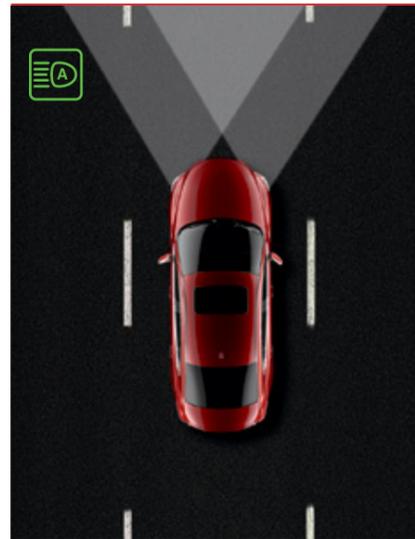
## LIFE IN THE FAST LANE NEVER FELT SO SAFE.

You don't necessarily expect safety innovations to improve the driving experience. Unless you're a performance-obsessed automaker like Mazda. For the Mazda3, our engineers insisted on offering our full suite of i-ACTIVSENSE safety innovations—an available collection of advanced safety technologies not offered in any other car in its class. An active approach to safety, i-ACTIVSENSE is designed to put you closely in tune with your surroundings based on the belief that by making you more aware of road conditions, you'll be better prepared to either help prevent an accident or lessen its severity.

## i-ACTIVSENSE

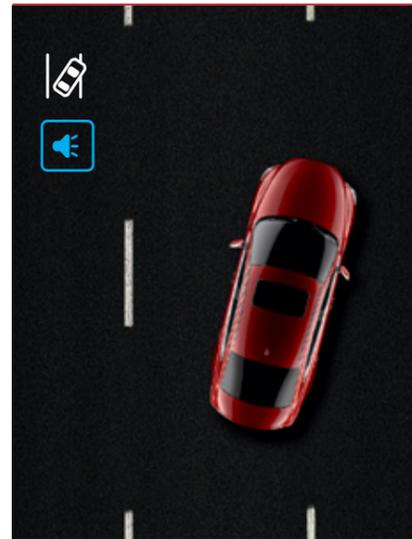


Mazda3 s Grand Touring 5-Door model shown with Technology Package



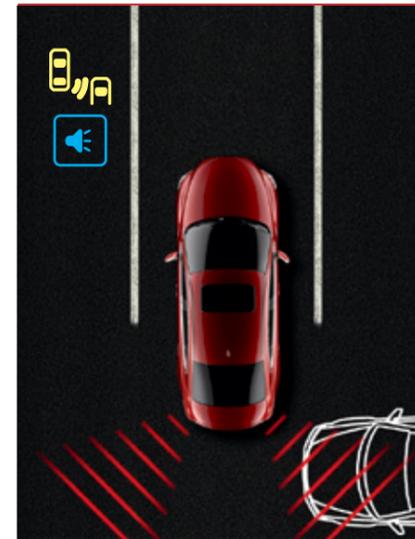
### / HIGH BEAM CONTROL /

High Beam Control helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.



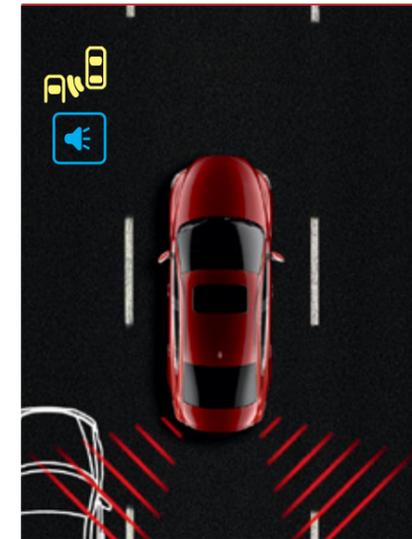
### / LANE DEPARTURE WARNING SYSTEM\* /

This system gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 41 mph or higher.



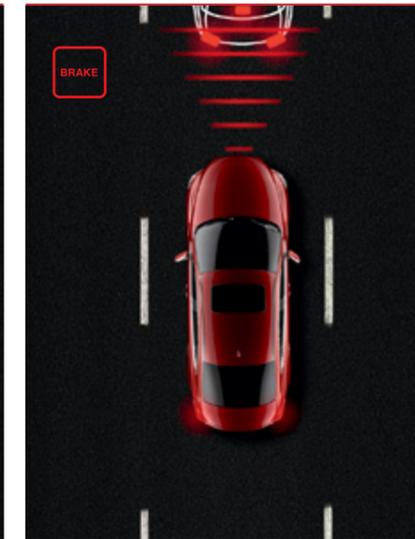
### / REAR CROSS TRAFFIC ALERT† /

When backing out, this system detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver's-side mirror.



### / BLIND SPOT MONITORING† /

At speeds above 7 mph, radar sensors detect objects in the left or right blind spots. If the driver signals a lane change while an object is present, a light in the corresponding side mirror blinks and a warning chime sounds.



### / MAZDA RADAR CRUISE CONTROL‡ /

This system judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance, making highway drives less strenuous.

### / FORWARD OBSTRUCTION WARNING\*\* /

This system detects slower or stopped vehicles in front of the Mazda3 and gives an alert early enough for the driver to brake or take evasive action, helping to reduce the risk of a potential collision.

### / SMART CITY BRAKE SUPPORT†† /

When travelling at speeds between 3 and 18 mph, this intuitive system detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

\*Lane Departure Warning System 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. †Always check your mirrors. Be aware of the traffic around you. ‡Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. \*\*Forward Obstruction Warning 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. ††Smart City Brake Support operates under certain low-speed conditions. 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.



### BRINGING THE DRIVING EXPERIENCE ALIVE, LITERALLY.

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 heart beat when you enter the cabin. And when you use the push button to start the ignition, the side gauges also illuminate, while the available Active Driving Display rises to greet you. 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 Active Driving Display helps you take your mind off distractions by projecting critical driving information directly in front of you, right within your line of sight. Strategically positioned directly in the driver's field of view and above the gauge cluster, this innovative display allows you to process information faster by keeping your eyes focused toward one place—the road ahead.

Information displayed: vehicle speed, navigational directions, safety alerts and cruise-control data

#### / TAKE CONTROL /

Conveniently located on your steering wheel, paddle shifters (standard on s models with automatic transmission) allow you to upshift and downshift without taking your hands off the wheel. Or your eyes off the road.

Mazda3 s Grand Touring 5-Door interior shown in Almond leather



Mazda3 s Grand Touring 4-Door interior shown in Almond leather

#### **/ 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 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 dual-stitched seats. On the available leather-trimmed and leatherette seats, this stitching creates an interior look that is as carefully crafted as it is beautiful.

#### **TO FIND INNER BEAUTY, WE LOOKED OUTSIDE THE BOX.**

The Mazda3's interior appointments offer a level of distinction that doesn't exist in comparable affordable compact cars. We used high-end materials and refined surface treatments such as the satin chrome finish on the climate control knobs and the new carbon fiber-look meter hood. The streamlined dash design and instrument panel give the driver and front passenger better visibility and a feeling of spaciousness typically found in luxury vehicles. And whether you're seated in the front or roomy rear cabin, the Mazda3 offers generous foot room and more overall interior spaciousness than the Ford Focus, Honda Civic and Hyundai Elantra.

## COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

Our most technologically advanced Mazda is also equipped with our most technologically advanced cockpit. With available MAZDA CONNECT™, our next-generation infotainment system,\* you get a host of social media access, entertainment and information options. All you have to do is pair your smartphone with the Mazda3 via Bluetooth® wireless connectivity to stream popular social media, music and infotainment apps such as Pandora®, Aha™ and Stitcher™. Control the system and view information on your available 7-inch full-color touch-screen display. 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. And even with all these options, we still help you keep your eyes on the road. All the functions displayed on your touch screen can also be operated with the available multi-function Commander control, conveniently located at your fingertips on the center console.

### / TAKE COMMAND /

Available on most Mazda3 models, the multi-function Commander control positioned on the center console offers a seamless way to control the functions displayed on the available full-color touch-screen monitor—such as audio, navigation and hands-free telephone.



### / ENTERTAIN /

Of course AM/FM radio is always a choice, but now there are new 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 entertained with streaming audio from your compatible mobile device. And SMS Text Message Audio Delivery and Reply is available on select Mazda3 models, so you can enjoy fully integrated text display and audible readout, 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.



PANDORA®



Bluetooth is a registered trademark of Bluetooth SIG, Inc.

\*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 gear. Not all features are compatible with all phones. Message and data rates may apply.

# IN TUNE WITH YOU

We believe a connected driving experience should encompass every sense, including 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, including CDs, MP3 devices, radio broadcasts and available SiriusXM Satellite Radio.\* 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 the stereo information to create a more lifelike surround experience, while AudioPilot® 2 technology compensates for ambient noise within the cabin.

## IN EVERY SENSE.

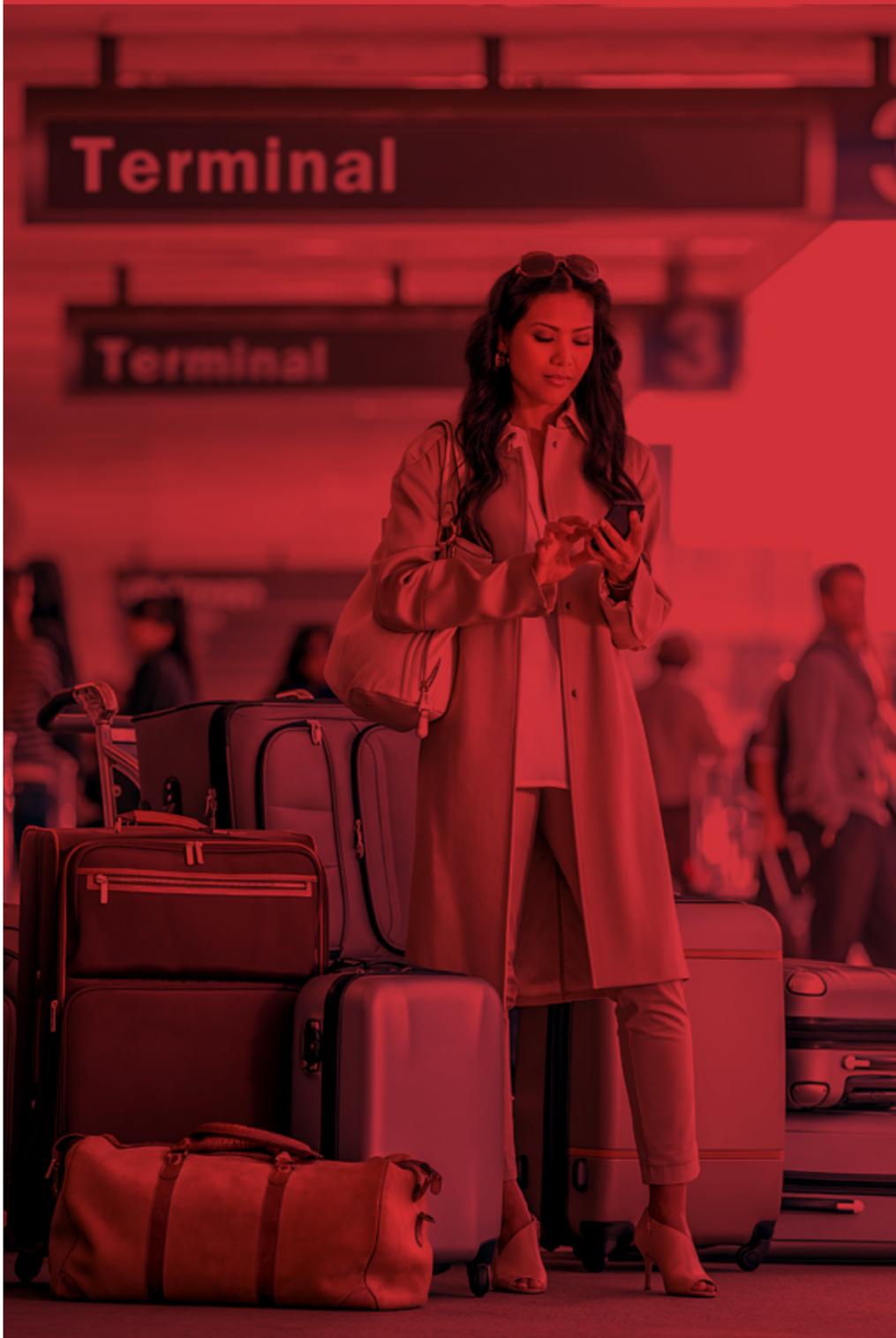


### / SPEAKERS /

- A 65mm mid-range squawker x 2
- B Front-door 9-inch woofer x 2
- C Front 80mm mid-range center speaker x 1
- D Rear-door 5.25-inch woofer x 2
- E 65mm mid-range squawker x 2
- F 5200-series digital amplifier



\*SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.



## 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, every Mazda3 model offers plenty of versatility. Its available 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.

Mazda3 s Grand Touring 5-Door interior shown in black leather

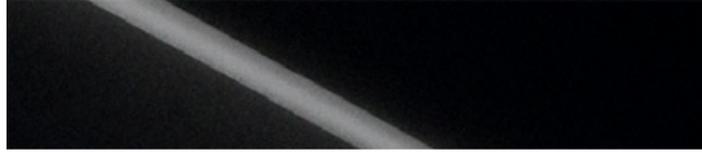
## MAZDA3 COLORS



Soul Red Metallic\*



Meteor Gray Mica



Jet Black Mica



Liquid Silver Metallic



Blue Reflex Mica



Titanium Flash Mica



Deep Crystal Blue Mica



Snowflake White Pearl Mica\*

\*Extra cost option.

## MAZDA3 UPHOLSTERY

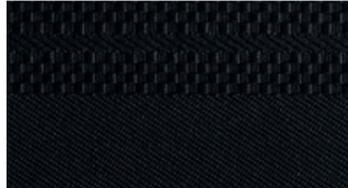
*i* SV AND *i* SPORT

*i* TOURING

*i* GRAND TOURING AND *s* TOURING

*s* GRAND TOURING

Black Cloth



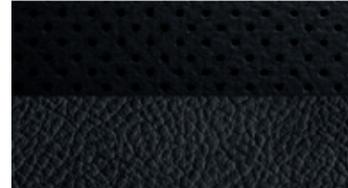
Black Cloth



Black Leatherette



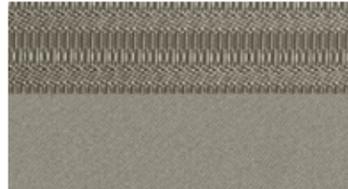
Black Leather



Sand Cloth



Sand Cloth



Almond Leather



## MAZDA3 WHEELS

16-inch Wheel Cover



16-inch Alloy



18-inch Alloy



EVERY MODEL IN THE MAZDA LINEUP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA2 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA. BECAUSE IT TAKES CONVICTION, CREATIVITY AND COURAGE TO BUILD CARS WORTH DRIVING.

MAZDA2



MX-5 MIATA



MAZDA3 5-DOOR



MAZDA6



MAZDA5



MAZDA CX-5



MAZDA CX-9



MAZDA3 4-DOOR

## MAZDA3 SPECIFICATIONS & CAPACITIES

|                                    | <b>Mazda3 i</b><br>4-Door & 5-Door  | <b>Mazda3 s</b><br>4-Door & 5-Door                           |
|------------------------------------|---|--|
| <b>ENGINE</b>                      |   |  |
| 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  | 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)    | Tier2-BIN5 / PZEV   | Tier2-BIN5 / ULEV (MT); Tier2-BIN5 / PZEV (AT)               |
| <b>DRIVETRAIN</b>                  |   |  |
| Type                               | Front-wheel drive   |  |
| Manual Transmission                | SKYACTIV-MT 6-speed   | SKYACTIV-MT 6-speed  |
| Automatic Transmission             | SKYACTIV-Drive 6-speed with manual-shift mode                               | SKYACTIV-Drive 6-speed with manual-shift mode and Sport mode |
| <b>CHASSIS</b>                     |   |  |
| 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 radial   | P215/45 R18 all-season radial                                |

## 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 i models, with MT / AT | 2,854 / 2,918 |
| - Mazda3 s models, with MT / AT | 2,947 / 3,001 |
| EPA passenger volume (cu ft)    | 96.3          |
| 4-Door trunk volume (cu ft)     | 12.4          |

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

|                                   |                     |
|-----------------------------------|---------------------|
| Mazda3 i models, with MT / AT     | 29 / 41* : 30 / 41† |
| Mazda3 s models, with MT / AT     | 25 / 37†; 28 / 39** |
| Mazda3 s models, AT with i-ELOOP  | 29 / 40††           |
| Fuel tank capacity (U.S. gallons) | 13.2                |

## MAZDA3 i SV 4-DOOR



### DRIVETRAIN

SKYACTIV-G 2.0L gasoline engine  
SKYACTIV-MT 6-speed manual  
or available SKYACTIV-Drive 6-speed automatic transmission

### EXTERIOR

Gloss black 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  
16-inch steel wheels with full wheel covers  
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 curtains\*\*  
Whiplash-reducing front seat headrests  
Child-safety rear door locks  
Collapsible steering column  
Engine-immobilizer anti-theft system  
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 Control\*\*\* and Traction Control System

### INTERIOR

5-passenger seating capacity  
Air conditioning with pollen filter  
Power door locks with 2-stage unlocking feature and remote keyless entry  
Power windows with driver's-one-touch up/down  
Push Button Start  
AM/FM audio system with digital clock and 4 speakers  
Auxiliary-audio input jack  
USB audio input port  
Dual 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  
Fold-down rear seatback  
Rear-door bottle holders  
Rear window defogger  
Cloth-trimmed sport seats  
Cloth-trimmed door panel inserts  
Remote hood, trunk and fuel door releases  
Tachometer (MT only)  
Dual trip odometers  
Tilt and telescopic steering column  
Trip computer (MT only)  
Carpeted floor mats

## MAZDA3 i SPORT 4-DOOR

Includes the following features in addition to or in place of the Mazda3 i SV:



### EXTERIOR

Body-colored dual folding power side mirrors

### SAFETY

E911 automatic emergency notification

### INTERIOR

Steering-wheel-mounted audio and cruise controls  
60/40 split fold-down rear seatbacks  
6-speaker audio system and dual USB audio input ports  
Bluetooth hands-free phone and audio streaming  
MAZDA CONNECT™ Infotainment system††† with:  
- 7-inch full-color touch-screen display  
- Multi-function 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  
Cruise control  
Dual front map lights  
Tachometer  
Trip computer

## FOR BOTH MAZDA3 i SV AND i SPORT 4-DOOR

### BLACK CLOTH

### EXTERIOR COLORS



### SAND CLOTH

### EXTERIOR COLORS



### 16-INCH WHEEL COVER



## MAZDA3 *i* TOURING 4-DOOR

Includes the following features in addition to or in place of the Mazda3 *i* Sport:



### EXTERIOR

- 16-inch alloy wheels
- Body-colored dual folding heated power side mirrors with integrated turn signal lamps
- Rear deck lip spoiler
- Bright beltline trim
- Halogen fog lights

### SAFETY

- Blind Spot Monitoring<sup>†††</sup> with Rear Cross Traffic Alert<sup>†††</sup>

### INTERIOR

- Mazda Advanced Keyless Entry
- Premium cloth-trimmed sport seats
- Rearview camera<sup>\*\*\*\*</sup>
- Leather-wrapped steering wheel with red stitching
- Leather-wrapped parking brake handle with red stitching
- Leather-wrapped shift knob with red stitching
- Rear-seat center armrest with cupholders

### OPTIONS AND PACKAGES

**Touring Technology Package** includes power sliding-glass moonroof with one-touch open, Bose<sup>®</sup> 9-speaker Surround Sound system with Centerpoint<sup>®</sup> 2 and AudioPilot<sup>®</sup> 2, CD player, SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package<sup>††††</sup> dual-zone automatic climate control system, sunglasses holder, illuminated driver and front-passenger vanity mirrors, roof-mounted shark fin antenna

#### BLACK CLOTH



#### EXTERIOR COLORS



#### SAND CLOTH



#### EXTERIOR COLORS



#### 16-INCH ALLOY WHEEL



## MAZDA3 *i* GRAND TOURING 4-DOOR

Includes the following features in addition to or in place of the Mazda3 *i* Touring:



### EXTERIOR

- Power sliding-glass moonroof with one-touch open
- Roof-mounted shark fin antenna

### INTERIOR

- Dual-zone automatic climate control system
- 6-way power-adjustable driver's seat
- Variable heated front seats
- Leatherette-trimmed sport seats
- Leatherette-trimmed door panel inserts
- Mazda navigation system
- Bose<sup>®</sup> 9-speaker Surround Sound system with Centerpoint<sup>®</sup> 2 and AudioPilot<sup>®</sup> 2
- SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access Package<sup>††††</sup>
- CD player
- Illuminated driver and front-passenger vanity mirrors
- Sunglasses holder

#### BLACK LEATHERETTE



#### EXTERIOR COLORS



#### 16-INCH ALLOY WHEEL



## MAZDA3 *s* TOURING 4-DOOR

Includes the following features in addition to or in place of the Mazda3 *i* Grand Touring:



### ENGINE

- SKYACTIV-G 2.5L gasoline engine
- SKYACTIV-MT 6-speed manual or available SKYACTIV-Drive 6-speed automatic transmission with Sport mode option
- Steering-wheel-mounted paddle shifters (AT only)

### EXTERIOR

- 18-inch alloy wheels
- P215/45 R18 all-season tires
- Gloss black front grille

### INTERIOR

- Active Driving Display

#### BLACK LEATHERETTE



#### EXTERIOR COLORS



#### 18-INCH ALLOY WHEEL



## MAZDA3 *s* GRAND TOURING 4-DOOR

Includes the following features in addition to or in place of the Mazda3 *s* Touring:



### EXTERIOR

- Auto on/off headlights
- LED daytime running lights
- Bi-Xenon headlights with auto leveling
- Adaptive Front-lighting System
- LED combination taillights
- Rain-sensing windshield wipers

### INTERIOR

- Auto-dimming rearview mirror with HomeLink<sup>®</sup>
- Perforated leather-trimmed sport seats

### PACKAGES

**Grand Touring Technology Package** includes i-ELOOP regenerative engine braking system, active grille shutters, High Beam Control, Lane Departure Warning System<sup>††††</sup> Forward Obstruction Warning<sup>\*\*\*\*\*</sup> Smart City Brake Support<sup>†††††</sup> and Mazda Radar Cruise Control<sup>†††††</sup>

#### BLACK LEATHER



#### EXTERIOR COLORS



#### ALMOND LEATHER



#### EXTERIOR COLORS



#### 18-INCH ALLOY WHEEL



<sup>\*</sup>Based on EPA estimates for 2015 Mazda3 *i* 4-Door models with 2.0L engine and manual transmission 29 city/41 highway MPG. Actual results will vary. <sup>†</sup>Based on EPA estimates for 2015 Mazda3 *i* 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary. <sup>‡</sup>Based on EPA estimates for 2015 Mazda3 *s* 4-Door models with 2.5L engine and manual transmission 25 city/37 highway MPG. Actual results will vary. <sup>\*\*</sup>Based on EPA estimates for 2015 Mazda3 *s* 4-Door models with 2.5L engine and automatic transmission 28 city/39 highway MPG. Actual results will vary. <sup>††</sup>Based on EPA estimates for 2015 Mazda3 *s* 4-Door models with 2.5L engine and Technology Package 29 city/40 highway MPG. Actual results will vary. <sup>‡‡</sup>Always wear your seat belt and secure children in the rear seat in appropriate child restraints. <sup>\*\*\*</sup>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. <sup>†††</sup>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 gear. Not all features are compatible with all phones. Message and data rates may apply. <sup>††††</sup>Always check your mirrors. Be aware of the traffic around you. <sup>\*\*\*\*</sup>Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. <sup>†††††</sup>SiriusXM 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. <sup>‡‡‡‡</sup>Lane Departure Warning System 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. <sup>\*\*\*\*\*</sup>Forward Obstruction Warning System 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. <sup>†††††</sup>Smart City Brake Support operates under certain low-speed conditions. 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. <sup>†††††</sup>Mazda Radar Cruise Control System 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.

# MAZDA3 5-DOOR

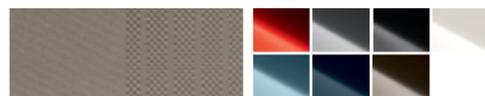
| EXTERIOR DIMENSIONS (INCHES)                      |                      |
|---|----------------------|
| Wheelbase   | 106.3                |
| Track, front                                      | 61.2                 |
| Track, rear                                       | 61.4                 |
| 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 & CAPACITIES                              |                      |
| Curb weight (lb)                                  |                      |
| - Mazda3 i models, with MT / AT                   | 2,852 / 2,919        |
| - Mazda3 s models, with MT / AT                   | 2,978 / 3,016        |
| 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)     |                      |
| Mazda3 i models, with MT / AT                     | 29 / 40* ; 30 / 40†  |
| Mazda3 s models, with MT / AT                     | 26 / 35† ; 27 / 37** |
| Mazda3 s models, AT with i-ELOOP                  | 28 / 39††            |
| Fuel tank capacity (U.S. gallons)                 | 13.2                 |

## MAZDA3 i SPORT 5-DOOR

### BLACK CLOTH



### SAND CLOTH



### 16-INCH WHEEL COVER



## MAZDA3 i SPORT 5-DOOR



### DRIVETRAIN

SKYACTIV-G 2.0L gasoline engine  
SKYACTIV-MT 6-speed manual  
or available SKYACTIV-Drive 6-speed automatic transmission

### EXTERIOR

Body-colored dual folding power side mirrors  
Body-colored bumpers  
Rear roofline spoiler  
Clear-lens halogen headlights  
Daytime running lights  
Dual exhaust outlets with bright tip finishers  
Integrated high-mount center brake light  
Rear window wiper  
16-inch steel wheels with full wheel covers  
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 curtains††  
Whiplash-reducing front seat headrests  
Child-safety rear door locks  
Collapsible steering column  
Engine-immobilizer anti-theft system  
SKYACTIV-Body with Ring Structure and front and rear side impact door beams  
LATCH rear seat child safety-seat-anchors & upper tethers  
Tire-Pressure Monitoring System, Dynamic Stability Control\*\*\* and Traction Control System  
E911 automatic emergency notification

### INTERIOR

Air conditioning with pollen filter  
Power door locks with 2-stage unlocking feature and remote keyless entry  
Power windows with driver's-one-touch up/down  
Push Button Start and steering-wheel-mounted audio and cruise controls  
AM/FM audio system with digital clock and 6 speakers  
MAZDA CONNECT™ Infotainment system††† with:  
- 7-inch full-color touch-screen display  
- Multi-function Commander control  
- Infotainment system voice command  
- HD Radio  
- Aha™ internet radio integration  
- Pandora® internet radio integration  
- Stitcher™ internet radio integration  
- Radio Broadcast Data System program information  
- SMS text message audio delivery and reply  
Auxiliary-audio input jack, dual USB audio input port, and 12V power outlet  
Bluetooth hands-free phone and audio streaming  
Center-console armrest with covered storage compartment  
Driver's and front-passenger's covered visor vanity mirror and dual front map lights  
Manual driver's seat height adjuster  
60/40 split fold-down rear seatbacks  
Rear window defogger  
Cloth-trimmed sport seats and door panel inserts  
Cruise Control  
Tilt and telescopic steering column  
Dual trip odometers, trip computer, and tachometer  
Carpeted floor mats

## MAZDA3 i TOURING 5-DOOR

Includes the following features in addition to or in place of the Mazda3 i Sport:



### EXTERIOR

16-inch alloy wheels  
Body-colored dual folding heated power side mirrors with integrated turn signal lamps  
Bright beltline trim  
Halogen fog lights

### SAFETY

Blind Spot Monitoring††† with Rear Cross Traffic Alert†††

### INTERIOR

Mazda Advanced Keyless Entry  
Premium cloth-trimmed sport seats  
Rearview camera\*\*\*\*  
Leather-wrapped steering wheel with red stitching  
Leather-wrapped parking brake handle with red stitching  
Leather-wrapped shift knob with red stitching  
Rear-seat center armrest with cupholders

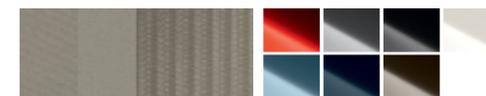
### OPTIONS AND PACKAGES

**Touring Technology Package** includes power sliding-glass moonroof with one-touch open, Bose® 9-speaker Surround Sound system with Centerpoint® 2 and AudioPilot® 2, SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access package†††† CD player, dual-zone automatic climate control system, sunglasses holder, illuminated driver and front-passenger vanity mirrors, roof-mounted shark fin antenna

### BLACK CLOTH



### SAND CLOTH



### 16-INCH ALLOY WHEEL



\*Based on EPA estimates for 2015 Mazda3 i 5-Door models with 2.0L engine and manual transmission 29 city/40 highway MPG. Actual results will vary. †Based on EPA estimates for 2015 Mazda3 i 5-Door models with 2.0L engine and automatic transmission 30 city/40 highway MPG. Actual results will vary. ‡Based on EPA estimates for 2015 Mazda3 s 5-Door models with 2.5L engine and manual transmission 26 city/35 highway MPG. Actual results will vary. \*\*Based on EPA estimates for 2015 Mazda3 s 5-Door models with 2.5L engine and automatic transmission 27 city/37 highway MPG. Actual results will vary. ††Based on EPA estimates for 2015 Mazda3 s 5-Door models with 2.5L engine and Technology Package 28 city/39 highway MPG. Actual results will vary. †††Always wear your seat belt and secure children in the rear seat in appropriate child restraints. \*\*\*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. ††††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 gear. Not all features are compatible with all phones. Message and data rates may apply. ††††Always check your mirrors. Be aware of the traffic around you. \*\*\*\*Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ††††SiriusXM 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. ††††Lane Departure Warning System 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. \*\*\*\*\*Forward Obstruction Warning System 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. †††††Smart City Brake Support operates under certain low-speed conditions. 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. †††††Mazda Radar Cruise Control System 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.

## MAZDA3 i GRAND TOURING 5-DOOR

Includes the following features in addition to or in place of the Mazda3 i Touring:



### EXTERIOR

Power sliding-glass moonroof with one-touch open  
Roof-mounted shark fin antenna

### INTERIOR

Dual-zone automatic climate control system  
6-way power-adjustable driver's seat  
Variable heated front seats  
Leatherette-trimmed sport seats  
Leatherette-trimmed door panel inserts  
Mazda navigation system  
Bose® 9-speaker Surround Sound system with Centerpoint® 2 and AudioPilot® 2  
SiriusXM Satellite Radio with 4-month subscription to the Sirius All Access Package††††  
CD player  
Illuminated driver and front-passenger vanity mirrors  
Sunglasses holder

### BLACK LEATHERETTE



### 16-INCH ALLOY WHEEL



## MAZDA3 s TOURING 5-DOOR

Includes the following features in addition to or in place of the Mazda3 i Grand Touring:



### ENGINE

SKYACTIV-G 2.5L gasoline engine  
SKYACTIV-MT 6-speed manual  
or available SKYACTIV-Drive 6-speed automatic transmission with Sport mode option  
Steering-wheel-mounted paddle shifters (AT only)

### EXTERIOR

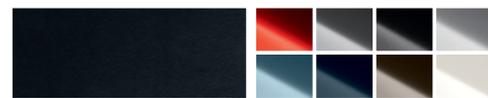
18-inch alloy wheels  
P215/45 R18 all-season tires  
Gloss black front grille

### INTERIOR

Active Driving Display

#### BLACK LEATHERETTE

#### EXTERIOR COLORS



#### 18-INCH ALLOY WHEEL



## MAZDA3 s GRAND TOURING 5-DOOR

Includes the following features in addition to or in place of the Mazda3 s Touring:



### EXTERIOR

Auto on/off headlights  
LED daytime running lights  
Bi-Xenon headlights with auto leveling  
Adaptive Front-lighting System  
LED combination taillights  
Rain-sensing windshield wipers

### INTERIOR

Auto-dimming rearview mirror with HomeLink®  
Perforated leather-trimmed sport seats

### PACKAGES

**Grand Touring Technology Package** includes i-ELOOP regenerative engine braking system, active grille shutters, High Beam Control, Lane Departure Warning System<sup>†††</sup> Forward Obstruction Warning<sup>††††</sup> Smart City Brake Support<sup>†††††</sup> and Mazda Radar Cruise Control<sup>††††</sup>

#### BLACK LEATHER

#### EXTERIOR COLORS



#### ALMOND LEATHER

#### EXTERIOR COLORS



#### 18-INCH ALLOY WHEEL



### WE'RE COMMITTED TO OUR DRIVERS.

Every new 2015 Mazda3 is protected by a:

- 3-year/36,000-mile\* "bumper-to-bumper" limited warranty
- 3-year/36,000-mile\* 24/7 Emergency Roadside Assistance program
- 5-year/60,000-mile\* limited powertrain warranty
- 5-year/unlimited-mileage warranty against body rust-through

\*Whichever comes first.



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

### FINANCING WITHOUT THE FUSS.



Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services<sup>1</sup> 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.

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

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

*"The new Mazda3 is a great-looking car that's inherently engaging from behind the wheel."* Road & Track, July 2013



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

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

Customize your new Mazda3 with Genuine Mazda Accessories. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New-Vehicle Limited Warranty as your new Mazda. Ask your dealer for details.

### 01 // 18-INCH FORGED RAYS WHEELS WITH DIAMOND EDGE /

Made by RAYS, these 18-inch Gloss Black Forged Wheels give your Mazda3 added style to match its sleek exterior design.



### 02 // 18-INCH DARK ALLOY WHEELS /

Bring out the Mazda3's dark side with these 18-inch Dark Alloy Wheels.

### 03 // 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 Sills, 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.



### 04 // CARGO TRAY\* /

Life doesn't have to be messy, at least not inside your Mazda3. This flexible, durable Cargo Tray protects against spills and other damage. Removes easily for quick cleanup.

\* Please remember to properly secure all cargo.



### 05 // DOORSILL TRIM PLATES /

A touch of class coming and going. Dress up your Mazda3 with these stylish Doorsill Trim Plates.



### 06 // ALL-WEATHER FLOOR MATS /

Fitted perfectly to your Mazda3, these All-Weather Floor Mats guard against water, sand, mud, snow or whatever you drag through the door.



### 07 // REAR BUMPER GUARD /

Tailored and sleek, our durable stainless steel Rear Bumper Guard not only looks great, but helps protect the rear bumper from chips and scratches.



### 08 // MAZDA NAVIGATION SYSTEM /

Enjoy all the advanced features of today's navigation devices, including voice commands and advanced lane guidance with our factory-integrated Mazda Navigation System. The system even offers a 3D interactive map with step-by-step audio directions.



For a full list of Genuine Mazda Accessories for your Mazda3, please visit: [accessories.MazdaUSA.com](http://accessories.MazdaUSA.com)



Last year, during our Mazda Drive for Good™ charitable program, our Mazda Dealers and partners raised millions of dollars for a number of national and local charities. But what's even more significant is that collectively, we pledged more than 50,000 hours of volunteer time to local and national organizations across the country. Our Mazda Dealers have a long history of giving back both time and money to their own 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 millions to worthy causes across the United States since 1992.

Because giving back is the Mazda Way.



*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.*

*It extends beyond just helping you find the right vehicle.*

*It's what happens after you leave our dealership.*

*This is our way of changing the game in customer service.*

*One customer experience at a time.*

**THIS IS THE MAZDA WAY.**