



2020 MAZDA 3













2020 Mazda3 sedan AWD with Premium Package shown in Machine Gray Metallic | 2020 Mazda3 Sport AWD with Premium Package shown in Soul Red Crystal Metallic

WELCOME TO THE CLUB.

A Mazda is never just a Mazda.
It's a feeling.

It's a shot of anticipation just
before you press start.

It's that urge to take one last
look as you walk away.

It's the notion that a vehicle
should move your body
as well as your soul.

It's a love affair with the road.
Any road.

It's a knowing glance that
passes between Mazda drivers.

It's the feeling that you don't just
own a Mazda, you have a lifelong,
irrevocable membership in
The Clubhouse of Driving Passion.

FEEL ALIVE™





ARTFUL DESIGN

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

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



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

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

MAZDA3 SPORT





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

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

MAZDA3 SEDAN



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

JAPANESE MASTERY

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and dedication are poured into every vehicle. The Takumi master clay modellers are so highly skilled, they can carve a block of clay into a work of art – with their eyes closed. Instinctually, they ensure every curve of the vehicle is pleasing to the touch. Exhaustive efforts are made to perfect the outcome of their design. Leaving you with their very best. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.



HUMAN CENTRICITY

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

We believe in building vehicles for humans – by humans. In everything we do, we aspire to make your driving experience as intuitive as possible. Creating a oneness between you and your vehicle. Seamless connections that help you engage with the moment. Which is why we engineer to a feeling, not a specification. To leave you feeling energized. Rejuvenated. You, at one with your Mazda.





*Don't drive while distracted or while using a hand-held device.



Your inspiration. Your space. Your command station. This is the driver-centric cabin within the Mazda3 where every control is situated within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. The centre console and HMI Commander control are positioned for optimal comfort of the wrist and forearm. And the Mazda Connect* infotainment system has been enhanced with Apple CarPlay™ integration for your iPhone™ (shown) and Android Auto™ integration. Communication between you and your vehicle becomes second nature – by design.

INGENIOUS SOLUTIONS

Only a company this obsessed with creating the ideal driving experience could engineer innovations and solutions that others deemed impossible. We continually challenge ourselves, defy convention, reinvent and do the unexpected. Because this is how we create a more enriching driving experience.

The Mazda3 has been reimagined to work in harmony with your sensibilities. The seats are shaped to maintain an upright position for your spine and support its natural S-shape curve. A suspension that considers the way the human body moves naturally – and balances that to the car's movements – for improved handling and comfort. And new engine technology that offers impressive fuel efficiency without compromising performance. Countless efforts have been made to enhance the joy from driving through a completely holistic, smarter approach: Skyactiv Technology. Bringing you and machine together to create inherent connection.





AN ADDED MEASURE OF CONFIDENCE

We've never been satisfied with the status quo. We refuse to do things the way they have been done for years. Which is why our available all-wheel-drive system is created to perform like no other. Breakthrough technology that helps predict the unexpected. This is i-Activ AWD. Inventive engineering that helps detect the possible loss of traction by actively monitoring everything from outside temperature and windshield wiper usage to the driver's steering and braking inputs. And Skyactiv-Vehicle Dynamics with G-Vectoring Control Plus helps improve steering accuracy by shifting vehicle weight upon turn entry and exit to achieve a smoother, more responsive drive. Together, these innovations contribute to more confident driving, no matter the conditions.



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



*i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.
†Always 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.



Setting out to make room for a concert hall inside the cabin of the Mazda3 was no easy task. Recreating what feels like a live performance meant our acoustic engineers considered every intricate detail of sound. With extensive research in psychoacoustics, our engineers measured spatial effects, the delay and reflections of sound within the cabin and even the vibrations of the air to determine the placement of speakers. And with the available 12-speaker premium sound system, Bose® and Mazda have further achieved an energizing auditory experience – from any seat in the house.

Built to achieve a “spirit of comfort”, Hakuju Hall is an intimate concert space in Tokyo, Japan – where the audience can truly experience every intonation in the music. Designed to incorporate a “health” aspect, this unique venue provides unrivalled acoustics from any seat in the house.

EFFORTLESS JOYFUL DRIVING

Every Mazda ever built began with one idea: you. It's our declaration that you experience effortless, joyful driving in every turn and every straightaway. How you feel is our rule of measurement. The Mazda3 is engineered to deliver an energizing and awakening experience, even insulating you from distracting noise while allowing for engine and road sounds that heighten your sense of connection to the drive. So you can focus on what will bring you joy: exceptional driving.

FEEL ALIVE™





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

SPECIFICATIONS

ENGINES

Skyactiv-G 2.0 DOHC 16-valve 4 cylinder
155 hp @ 6,000 rpm
150 lb-ft of torque @ 4,000 rpm

Skyactiv-G 2.5 DOHC 16-valve 4 cylinder
186 hp @ 6,000 rpm
186 lb-ft of torque @ 4,000 rpm

Skyactiv-G 2.5 DOHC 16-valve 4 cylinder
Cylinder Deactivation
186 hp @ 6,000 rpm
186 lb-ft of torque @ 4,000 rpm

TRANSMISSION & DRIVETRAIN

Skyactiv-MT 6-speed manual transmission (standard)
Available Skyactiv-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch
Available Skyactiv-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters
G-Vectoring Control Plus (GVC Plus)
Front-wheel drive (standard)
Available i-Activ AWD

FUEL CAPACITY

50 L (FWD)
48 L (AWD)

CARGO VOLUME MAZDA3 (SAE)

374 L (behind rear seats)
940 L (with rear seats folded, up to ceiling)

CARGO VOLUME MAZDA3 SPORT (SAE)

569 L (behind rear seats)
1,334 L (with rear seats folded, up to headrests)

DIMENSIONS MAZDA3

Overall length (mm): 4,662
Wheelbase (mm): 2,726
Overall width (mm): 2,028
Overall height (mm): 1,445

DIMENSIONS MAZDA3 SPORT

Overall length (mm): 4,459
Wheelbase (mm): 2,726
Overall width (mm): 2,028
Overall height (mm): 1,440

FEATURES

MAZDA3 GX with Convenience Package and MAZDA3 SPORT GX

16" alloy wheels
LED headlights and rear combination tail lights
G-Vectoring Control Plus (GVC Plus)
Rearview camera (wide angle)
8.8"-wide colour display with Mazda Connect
Mazda Harmonic Acoustics with 8 speakers
Apple CarPlay™ and Android Auto™
Cloth upholstery

Manually adjustable driver's seat (8-way)
Heated front seats
Meter set with 7" LCD display
Automatic-off headlights
Keyless entry
Steering-wheel-mounted Bluetooth® and audio controls
Cruise control
Select i-Activsense Safety Features

MAZDA3 GS with Luxury Package and MAZDA3 SPORT GS with Luxury Package

Optional Skyactiv-G 2.5 with Cylinder Deactivation*
Optional i-Activ AWD (All-Wheel Drive)
Select i-Activsense Safety Features
Leatherette-trimmed upholstery
Power adjustable driver's seat (10-way, includes lumbar support) and memory function
Power moonroof
Heated exterior mirrors
Rain-sensing front wipers

Automatic on/off headlights
Exterior mirrors with reverse tilt-down function
Auto-dimming rearview mirror
Automatic dual-zone climate controls
Heated leather steering wheel
Leather-wrapped steering wheel
Leather-wrapped shift knob
Rear seat centre armrest with cup holders

MAZDA3 GT with Premium Package and MAZDA3 SPORT GT with Premium Package

Skyactiv-G 2.5 with Cylinder Deactivation
Optional i-Activ AWD (All-Wheel Drive)
18" alloy wheels
Leather-trimmed upholstery
Power adjustable driver's seat (10-way, includes lumbar support) and memory function
Bose® premium sound system with 12 speakers
SiriusXM® Satellite Radio (complimentary 3-month trial subscription)
SiriusXM Traffic Plus and Travel Link services (complimentary 5-year trial subscription)

Windshield-projected colour Active Driving Display (ADD)
Navigation system
Advanced keyless entry (proximity and ignition)
Front wiper de-icer
Auto-dimming exterior mirror (driver's side)
Exterior mirrors linked with memory seat function
Rear parking sensors
Frameless rearview mirror with auto-dimming
Homelink® wireless control system
Includes i-Activsense Safety Features

AVAILABLE i-ACTIVSENSE SAFETY FEATURES:

Advanced Blind Spot Monitoring (ABSM) and Rear Cross Traffic Alert (RCTA)†, Mazda Radar Cruise Control with Stop & Go function (MRCC with Stop & Go function)**, Smart City Brake Support (SCBS)**, Smart Brake Support (SBS)**, Pedestrian Detection (forward sensing)**, Distance Recognition Support System (DRSS)**, Forward Obstruction Warning (FOW)**, Lane-keep Assist System (LAS)**, Lane Departure Warning System (LDWS)**, High Beam Control system (HBC)**, Driver Attention Alert (DAA)**, Traffic Sign Recognition System (TSR)††††, Smart Brake Support Rear (SBS-R)***, Smart Brake Support Rear Crossing (SBS-RC)***.

*Skyactiv-G 2.5 with Cylinder Deactivation is available on GS AWD Sedan and GS AWD Sedan with Luxury Package.

**Standard on the GS and GT models.

***GT model with available Premium Package.

†Standard on all models except the GX sedan without Convenience Package.

††TSR functionality may not be compatible with all regional road signs in Canada.

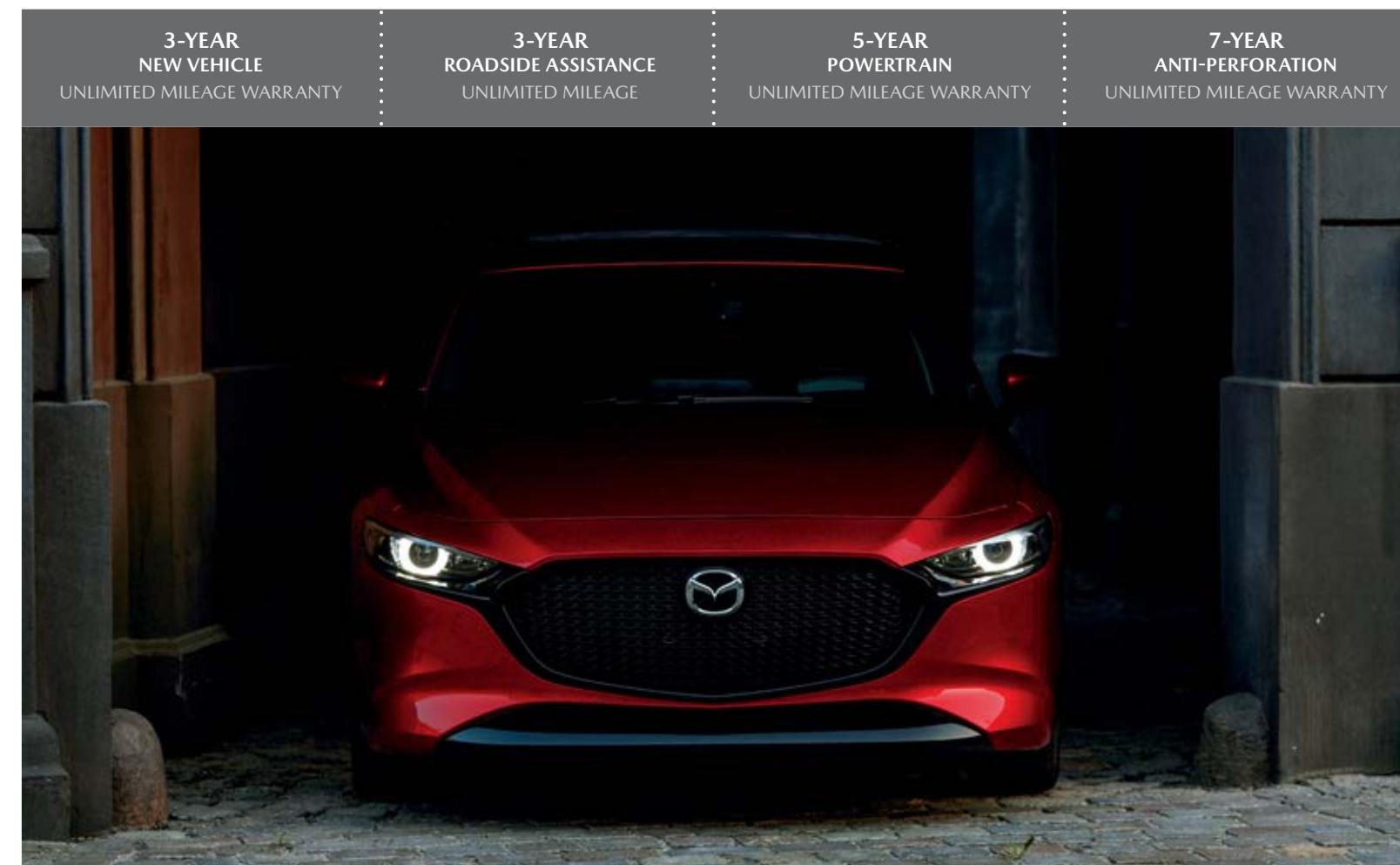
AVAILABLE ACCESSORIES:

Alloy wheels (16" to 18" Dark Hyper Silver/Titanium/Matte Gunmetal/Gloss Gunmetal/Satin Black), Navigation (SD Card), Remote Engine Start, All-Weather Floor Mats – Low Wall Type/High Wall Type, Auto-dimming Mirror with HomeLink® (Frameless Type), First Aid Kit, Illuminated Scuff Plates, Interior Lighting Kit, Roadside Assistance Kit, Wireless Charger, Cargo Tray, Roof Rack and Accessories, Bumper Guard (Rear), Door Visors, Engine Block Heater, Moonroof Wind Deflector, Mud Guards, Premium Touch-up Paint Pen, Wheel Locks.

MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.





FINANCING WITHOUT THE FUSS

Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial 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 mazda.ca.

MAZDA MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2020 Mazda3 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda3 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer or visit mazda.ca.

MAZDA TEST-DRIVE EXPERIENCE

Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers.

GRADUATE PROGRAM

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

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Thank you for considering a Mazda.

As you can see from the stories in this brochure, everyone at Mazda is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're a part of The Clubhouse of Driving Passion, where driving is celebrated in its purest form.

I look forward to seeing you at the Clubhouse.

Sincerely,

David Klan
President and CEO
Mazda Canada Inc.

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For full details on the 2020 Mazda3 model line-up, please visit mazda.ca or your local Mazda dealer.

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FEEL ALIVE™



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