

2012 Mazda3



mazda

WHAT DO YOU DRIVE?

Is it inspiring?

What were the people who built your car thinking?

Are they just another behemoth car maker following the rules?

Or do they break them?

*Do they push the boundaries of tradition and habit
to achieve the unachieved?*

*Are they insightful craftsmen,
obsessing over the details with a crazed passion?*

*Building less - building better -
for a discerning few?*

*Are you one of the few
who cares about what you drive,
how it drives
and the way it makes you feel?*

We're with you.

*Because we believe if it's not worth driving,
it's not worth building.*

We build Mazdas.

What do you drive?

ZOOM-ZOOM

Exhilaration runs in the family.

There are so many different ways to experience the uniquely thrilling drive of the new 2012 MAZDA3. Whether you choose the 4-door sedan or 5-door hatchback, a 2.0 L or 2.5 L engine, every MAZDA3 is designed to let you personalize your mix of power, efficiency and amenities. For the ultimate balance of performance and fuel economy, explore the trims that feature our brand-new, groundbreaking SKYACTIV-G engine with either a SKYACTIV-Drive automatic transmission or a SKYACTIV-MT manual transmission. And for the true performance addict, there's the notorious MAZDASPEED3. No matter which one you choose, the performance and passion of the MAZDA3 is always in its blood.

Is it possible to engineer zero compromise? Absolutely.

It's what happens when raising standards comes standard. It performs like a sports car, is refined like a luxury car and priced like an economy car. Fuel efficient, fully loaded and class shattering, it's the culmination of an entire line of Mazda innovations distilled into a single vehicle. It's a reminder of what Mazda is capable of and a symbol of what's to come. It's what happens when our best engineers, designers and craftsmen set out not to make a car, but to make a stand without compromise. Because at Mazda, we believe you shouldn't either. Introducing the 2012 MAZDA3.



Fully loaded comes standard.

In the world of compact cars, the MAZDA3 is a statement. One that says you should never have to settle for basic, bland or boring. No matter which MAZDA3 you choose, they all come fully equipped with a wide range of features you wouldn't expect to find in a compact car. And the best part? They're all standard.

Power door locks and mirrors

4-wheel disc brakes

Power windows with driver's one-touch down and switch illumination

Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)

Dynamic Stability Control (DSC) and Traction Control System (TCS)

Precise rack-and-pinion steering with Electro-Hydraulic Power Assist

Sport-tuned 4-wheel independent suspension with front and rear stabilizer bars

AM/FM CD player with 4 speakers, MP3 functionality and auxiliary audio input jack

Advanced dual front air bags

Dual front side air bags

Side-impact air curtains with front- and rear-passenger coverage

Active front headrests for added whiplash protection

Keyless entry with 2-action unlock

16-inch wheels

It's not the first 4.9 L/100 km (58 mpg)* sedan, just the first one worth driving.



When we engineered zero compromise, we aimed for absolute.

Our goal? Ultimate efficiency.

To achieve the unheard of, where fuel economy, low emissions and outstanding driving performance co-exist in cars accessible to everyone.

And to pull that off meant obsessively analyzing everything we ever did, then starting with a clean slate.

It meant engineering from the ground up and re-engineering everything to work together in unprecedented harmony.

But most importantly, it meant re-imagining what's possible.



We imagined an engine that pushes engineering boundaries by delivering the compression ratio of a Formula 1 race car at 12:1, creating 15% more low rpm torque - yet 15% better fuel economy - all on 87 octane fuel.



We imagined a smooth-shifting automatic transmission so smart it perfectly rev-matches downshifts faster than a dual-clutch transmission, while helping to improve fuel economy.



We imagined a manual transmission that helps maximize fuel efficiency more than any of its predecessors, built with less material but just as rigid. A transmission that's smaller, lighter, stronger and has the shortest shift throw in its class.

We imagined it all and more, and then we made it reality.

Fuel economy. Performance. Together.

Introducing SKYACTIV TECHNOLOGY from Mazda.

The future of driving begins now. www.mazda.ca/skyactiv

*Estimated highway fuel economy on the MAZDA3 GS-SKY AT. Actual results may vary. MPG is listed in Imperial gallons.



It's open to just about anything.

Once again, Mazda elevates the category. This time with unexpected room and versatility. The MAZDA3 Sport is designed to be all about you, the open road and a ton of stuff. Including a convenient fifth door and 60/40-split fold-down rear seat. With more overall interior room, it's able to easily transport longer, larger items - and still leave room for a backseat driver. Fold down the whole rear seat, and you've got additional cargo space for sports equipment, camping gear, luggage and whatever else gets you through the long haul.* Or short haul. And speaking of haul, the potent 167-hp engine has more than enough juice to get it all to whatever exciting Point B you have in mind.

*Please remember to properly store all cargo.

We started with something very good, then made it very, very naughty.

Every great car potentially has a darker side. And when you're this good, you're just asking for trouble. The MAZDASPEED3 is a perfect example. A turbocharged, intercooled, direct-injected jolt of automotive adrenaline, it's definitely a beast under the hood. We're talking a powerful combination of 263 hp and 280 lb.ft. of torque, all courtesy of an arsenal of go-fast enhancements that include a high-output all-aluminum MZR 2.3 L engine, specific forged crankshaft and connecting rods, plus optimally tuned intake and exhaust. Connecting that power to the pavement is a 6-speed manual gearbox optimized to exploit the engine's wide torque band and Dynamic Stability Control* with a Traction Control System. Also in play: larger-diameter ventilated front disc brakes with ABS, Electronic Brake Force Distribution and Brake Assist; thicker-diameter front and rear stabilizer bars; and a MAZDASPEED suspension system. Precisely engineered to efficiently transform every drop of gas into rocket fuel, the MAZDASPEED3 is a fully warranted, straight-up tuner that's straight off the Mazda factory line.



> **Transmission:** A precise 6-speed close-ratio short-throw manual gearbox is standard and ready to transfer MAZDASPEED3's copious power to the pavement. It's teamed with a standard torque-sensing conical limited-slip differential and Mazda's torque management system.

>> **Engine:** An all-aluminum turbocharged and intercooled MZR 2.3 L engine rockets the MAZDASPEED3 down the road. Its Direct-Injection Spark Ignition optimizes combustion, torque and fuel efficiency, plus tuned intake and exhaust systems always provide peak performance.

>>> **Foot Pedals:** Competition-inspired drilled aluminum pedals - just the kind of performance-oriented form and function you'd expect from MAZDASPEED3.





Driver-focused. To keep you road-focused.

From the moment you sit in the MAZDA3, it's crystal clear that every technological touch point was specifically designed to keep you focused on the drive, not the technology itself. An available 8-way, power-adjustable driver's seat† positions you for optimum control. The centre stack is positioned to make it easier for you to see the gauges and controls, while convenient steering-wheel-mounted controls* put audio, cruise control, navigation and Bluetooth®* hands-free capabilities within thumbs' reach. Get a clear view of the road with the help of available rain-sensing wipers, and dual power remote and heated outside mirrors. At Mazda, we believe technology should focus on you, so you can focus on driving.

*Standard on GS and GT models, available with the Comfort Package on the GX AC.
†Standard on the GT model, available with the Leather Package on GS models.

When you obsess over details, every stitch counts.

From the look and feel of it, you'd think it was a luxury car. Every aspect of the MAZDA3's interior is crafted to be as rewarding as possible; that includes details commonly found in high-priced luxury cars. On GT models, we meticulously stitched real leather to the MAZDA3's high-bolstered seats, steering wheel and shifter. But we didn't stop there. Every dashboard is exquisitely crafted for a tactile feel that flows seamlessly with the graceful lines and curves throughout the rest of the interior. It's an environment that is both comfortable and refined, down to the smallest of details.

High-tech hospitality.

The MAZDA3 is a state-of-the-art, technological powerhouse of convenience designed to make you feel like a guest. From the intelligent key system (GT-E Package) that instantly recognizes you at the touch of a button, to its sequential welcoming illumination that extends a warm welcome by automatically raising the interior lights in an elegant sequence, the MAZDA3 comes well equipped with a wide array of technological features that keep you informed, entertained and connected.



Intelligent Key System with Keyless Entry & Start

Even before you enter your MAZDA3, it's already anticipating your arrival. Its intelligent key system recognizes you and comes to life before your eyes. It remotely locks or unlocks doors, trunk or rear lift-gate - all without you having to take your keyless entry fob out of your pocket. (GT-E Package.)



Dual-Zone Automatic Climate Controls

Keep yourself and your front passenger comfortable by customizing the environment with available dual-zone automatic climate controls. (GT model.)



Bluetooth® Hands-Free Phone and Audio

Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls is as easy as pushing a button and saying hello, while staying entertained with streaming audio is now wireless. (Standard on GS and GT models. Available with the GX AC Comfort Package.)



iPod

Enjoy your iPod through your MAZDA3's audio system while charging it at the same time. This available accessory quickly connects your music to your Mazda, allowing you to navigate your entire music library.



Push-Button Ignition

Eliminate the need for an ignition key with the push-button start, available with the MAZDA3 GT-E Package and the MAZDASPEED3 Technology Package.



Multi-Information Display

Located in the upper dashboard near the driver's natural line of sight is an innovative Multi-Information Display that elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders. (GT model.)

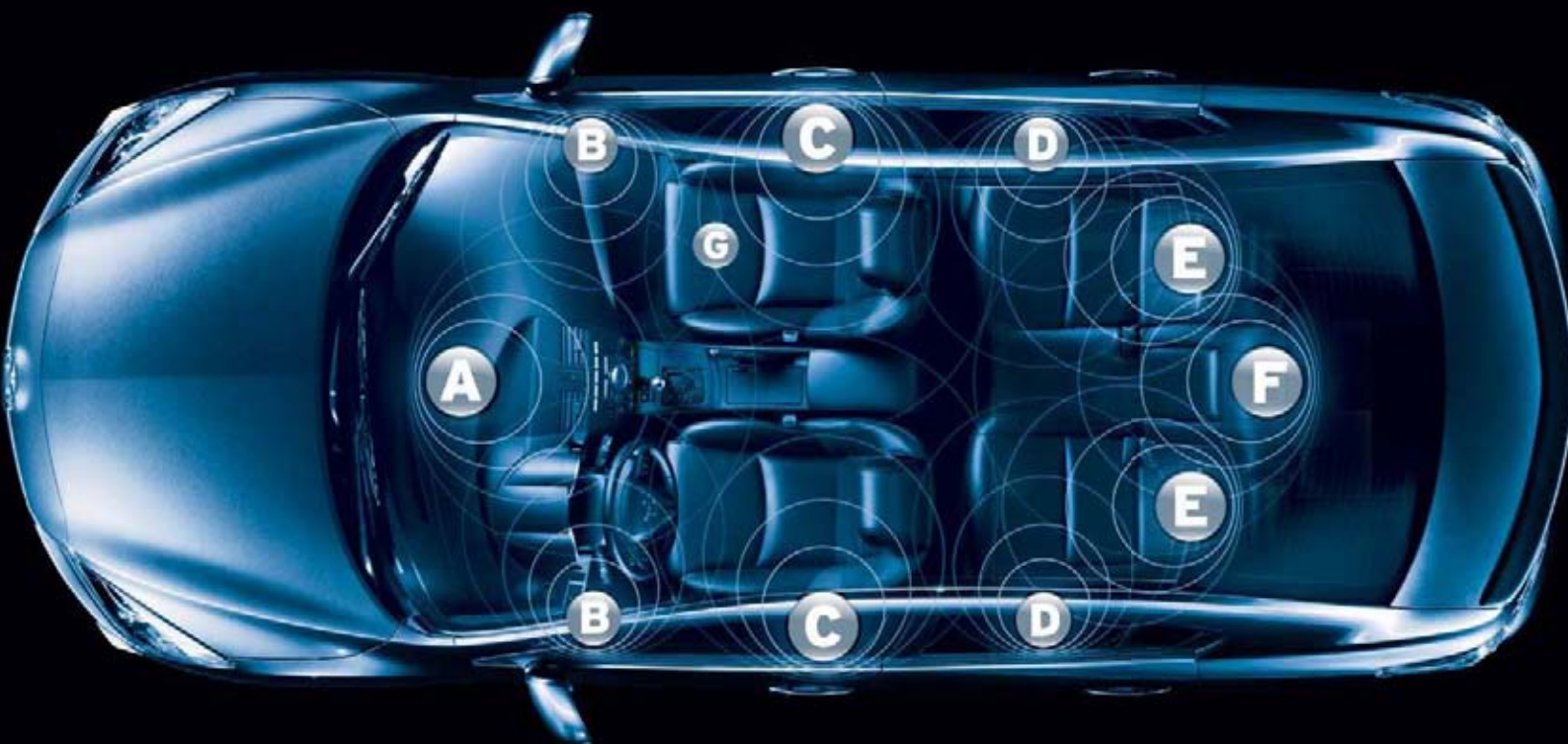
Navigation System

Get to where you're going with ease with the available compact navigation system. It provides you with turn-by-turn directions and features automatic zoom, route highlighting and active road name display. And with steering-wheel-mounted controls, programming is within thumbs' reach. (GT-E Package.)

10 speakers.
265 watts.
5 front-row seats.

No matter where you sit in the MAZDA3, the Bose® Centerpoint® Surround Sound System makes you feel like you're enjoying an intimate, concert for one - or five. Standard on the MAZDA3 GT and the MAZDASPEED3 is an exclusive sound system you can't get anywhere else. Specifically tuned for the MAZDA3's unique cabin acoustics, it features 10 high-performance neodymium magnet speakers powered by a 265-watt amplifier. Exclusive processing technology turns ordinary CDs or MP3 discs into 360° of pure audio exhilaration. And for all you audiophiles out there with a true ear for details, the MAZDA3 offers a wide array of state-of-the-art audio features you have to hear to believe.

- A** 3.25-inch Twiddler® neodymium mid/high range speaker
- B** Two 1-inch neodymium tweeters (in L/R A-pillars)
- C** Two 6.5-inch neodymium wide-range speakers (in L/R front doors)
- D** Two 5.25-inch neodymium wide-range speakers (in L/R rear doors)
- E** Two 3.25-inch Twiddler® neodymium mid/high-range speakers (in L/R rear deck)
- F** One 9-inch, high-performance Nd® woofer (centre-mounted in rear deck)
- G** 10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology



Burn rubber, not fuel.

At Mazda, we strive to transform every single drop of fuel into pure adrenaline. No matter which MAZDA3 you choose, you can count on one thing: Every engine, transmission and suspension system is precisely engineered to deliver a lot of fun on not a lot of gas.

Engines

Advanced, all-aluminum, 16-valve, MZR race-proven engines power the MAZDA3 family, all of which utilize variable valve timing to help minimize fuel consumption while maximizing performance. MAZDA3 GX, GX AC, GS and MAZDA3 Sport GX, GX AC models feature a 2.0 L engine rated at 5.9 L/100 km highway/8.1 L/100 km city*. The 2.5 L 167-hp engine turns in 6.9 L/100 km highway/10.2 L/100 km city*. And for the ultimate in fuel efficiency, the MAZDA3 GS-SKY with the all-new SKYACTIV-G 2.0 L engine delivers 155 hp and up to 4.9 L/100 km†.

Transmissions

The MAZDA3 GT, MAZDA3 Sport GS and GT offer a precise 6-speed manual or an optional electronically controlled 5-speed Sport mode automatic transmission. The MAZDA3 GX, GX AC, GS and MAZDA3 Sport GX, GX AC models offer the same 5-speed automatic or a 5-speed manual. The GS-SKY models offer the fuel-saving options of the all-new 6-speed SKYACTIV-MT manual or available SKYACTIV-Drive 6-speed Sport mode automatic transmission.

Standard Rear Independent Suspension

The responsive, spirited performance of MAZDA3's engines is complemented by a precisely tuned 4-wheel independent suspension system. Standard on all models, this sophisticated suspension combines front MacPherson struts with an advanced multi-link design at the rear, along with front and rear stabilizer bars. Also standard on all MAZDA3 models is a Traction Control System that helps provide the drive wheels with a better grip during quick acceleration and Dynamic Stability Control‡ that helps make every turn more precise, more responsive, more enjoyable and unquestionably Mazda.

Electro-Hydraulic Power-Assist Steering

The MAZDA3's revolutionary Electro-Hydraulic Power-Assist Steering utilizes hydraulic pressure from a pump driven by an electric motor that works independently of the car's engine. The result? Improved pinpoint steering power, enhanced agility and increased fuel economy.



*Estimated fuel economy with manual transmission. Actual results may vary.

†Estimated fuel economy with automatic transmission. Actual results may vary.

‡Dynamic Stability Control (DSC) is not a substitute for safe driving practices.



Bi-Xenon Adaptive Front Lighting System.

The best way to protect you and your passengers starts with seeing what's ahead of you. The MAZDA3 comes fully equipped with an available Adaptive Front Lighting System and self-levelling Bi-Xenon high-intensity discharge headlights. These headlights are specifically designed to help you see around corners at night, literally. As you turn into a corner, the adaptive inside headlights move up to 15° in the direction of your turn, thereby improving visibility and allowing you to spot potential hazards and dangers up ahead.

Structural Safety

Stronger, safer yet lighter, every MAZDA3 utilizes Mazda's "Triple H" construction system that reinforces the floor, sides and roof, resulting in a safe, secure structure around the driver and passenger compartments. Its high-tensile steel reinforcements increase the strength of critical body areas and enhance basic structural integrity, as well as improve overall handling and provide increased impact protection.



Air Bags

Advanced dual front air bags* that utilize inflators with both crash-zone and driver's/passenger's seat weight sensors are standard on all MAZDA3 models - as are dual front side-impact air curtains* with coverage for front and rear passengers.



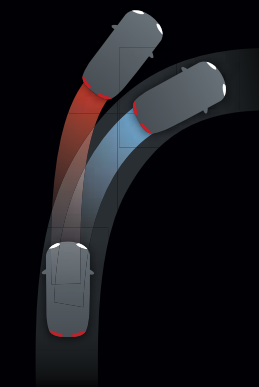
Blind-Spot Monitoring System

A class-leading, state-of-the-art Blind-Spot Monitoring System† utilizes motion sensor technology and automatically warns you of an approaching vehicle or object in your blind spots by activating an icon in the appropriate side mirror. The icon blinks and a warning beeps when the driver initiates the turn signal.



Brakes

Stopping is as much about performance as anything, so we equipped the MAZDA3 with a wide range of standard braking features. Like 4-wheel disc brakes. An Anti-lock Brake System so the driver can make controlled stops. Electronic Brake Force Distribution to determine how much force to apply to the brakes. And Brake Assist to reduce stopping distance in emergency situations.



Active Safety

Standard Dynamic Stability Control‡ modulates the throttle and brakes when a sudden loss of traction is detected to help keep the vehicle stable during a turn. Standard Traction Control System detects any loss of traction, then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.

*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.
 ‡Dynamic Stability Control (DSC) is not a substitute for safe driving practices.

BLACK MICA

CRYSTAL WHITE PEARL

INDIGO LIGHTS MICA

VELOCITY RED MICA

NEWPORT SLATE METALLIC

SKY BLUE MICA

MAZDA3 & MAZDA3 Sport Colour Combinations

PAINT COLOURS	GX/GX AC		GS/GS-SKY		GT	
	BLACK CLOTH	BEIGE CLOTH	BLACK CLOTH/LEATHER	BEIGE CLOTH/LEATHER	BLACK LEATHER	BEIGE LEATHER
Black Mica	•		•		•	
Crystal White Pearl	•	•	•	•	•	•
Indigo Lights Mica	•		•		•	
Velocity Red Mica	•		•		•	
Newport Slate Metallic	•		•		•	
Sky Blue Mica	•		•		•	
Aluminum Metallic Mica	•		•		•	
Graphite Mica	•		•		•	

• = Available

MAZDA3 & MAZDA3 Sport Specifications and Capacities

SPECIFICATIONS	MAZDA3 GX, GX AC & GS	MAZDA3 GS-SKY	MAZDA3 GT	MAZDA3 Sport GX, GX AC	MAZDA3 Sport GS-SKY	MAZDA3 Sport GS & GT
Engine type	2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	2.5 L DOHC 16-valve 4-cylinder	2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	2.5 L DOHC 16-valve 4-cylinder
Displacement	1,999 cc	1,998 cc	2,489 cc	1,999 cc	1,998 cc	2,489 cc
Compression ratio	10.0:1	12.0:1	9.7:1	10.0:1	12.0:1	9.7:1
Horsepower SAE net	148 @ 6,500 rpm	155 @ 6,000 rpm	167 @ 6,000 rpm	148 @ 6,500 rpm	155 @ 6,000 rpm	167 @ 6,000 rpm
Torque SAE net lb. ft.	135 @ 4,500 rpm	148 @ 4,100 rpm	168 @ 4,000 rpm	135 @ 4,500 rpm	148 @ 4,100 rpm	168 @ 4,000 rpm
Fuel system	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)
Recommended fuel	Regular	Regular	Regular	Regular	Regular	Regular
Fuel economy city/highway (L/100 km)*						
Manual	8.1/5.9	7.7/5.0	10.2/6.9	8.1/5.9	7.6/5.1	10.2/6.9
Automatic	8.7/6.0	7.1/4.9	9.2/6.7	8.7/6.0	7.1/5.0	9.2/6.7
Curb weight (kg)						
Manual	1,304	1,304	1,378	1,312	1,318	1,387
Automatic	1,332	1,340	1,404	1,343	1,351	1,412

EXTERIOR DIMENSIONS	
Wheelbase (mm)	2,640
Overall width (mm)	1,755
Overall height (mm)	1,470
Track (fr/fr) (mm)	
16" wheels	1,535/1,520
17" wheels	1,530/1,515
Overall length (mm)	
MAZDA3	4,595
MAZDA3 Sport	4,505
Turning circle, curb-to-curb (m)	10.4

*Estimated fuel economy. Your actual fuel consumption may vary.

INTERIOR DIMENSIONS	MAZDA3	MAZDA3 Sport
Headroom (fr/fr) (mm)	987/953	987/964
Headroom (fr/fr) with moonroof (mm)	967/950	967/957
Legroom (fr/fr) (mm)	1,068/919	1,068/919
Shoulder room (fr/fr) (mm)	1,395/1,371	1,395/1,371
CAPACITIES		
Seating	5 persons	5 persons
Cargo volume (L)	335	481
Passenger volume (L)	2,665	2,678
Total interior volume (L)	3,000	3,159
Fuel tank		
2.0 L	55 L (GX/GX AC/GS/GS-SKY)	55 L (GX/GX AC/GS-SKY)
2.5 L	60 L (GT)	60 L (GS/GT)

MAZDA3 & MAZDA3 Sport Upholstery

Black Cloth (GX/GX AC)	Beige Cloth (GX/GX AC)	16" steel wheels (GX/GX AC)
		
Black Cloth (GS/GS-SKY)	Beige Cloth (GS/GS-SKY)	16" alloy wheels (GS/GS-SKY)
		
Black Leather (GT)	Beige Leather (GT)	17" alloy wheels (GT)
		

MAZDA3 & MAZDA3 Sport Wheel Options**MAZDA3 & MAZDA3 Sport Features**

ENGINE & TRANSMISSION	MAZDA3					MAZDA3 Sport				
	GX	GX AC	GS	GS-SKY	GT	GX	GX AC	GS	GS-SKY	GT
2.0 L DOHC 16-valve 4-cylinder engine	S	S	S	-	-	S	S	-	-	-
SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine	-	-	-	S	-	-	-	-	S	-
2.5 L DOHC 16-valve 4-cylinder engine	-	-	-	-	S	-	-	S	-	S
5-speed manual transmission	S	S	S	-	-	S	S	-	-	-
6-speed manual transmission	-	-	-	-	S	-	-	S	-	S
SKYACTIV-MT 6-speed manual transmission	-	-	-	S	-	-	-	-	S	-
5-speed Sport mode automatic transmission	0	0	0	-	0	0	0	0	-	0
SKYACTIV-Drive 6-speed Sport mode automatic transmission	-	-	-	0	-	-	-	-	0	-
SUSPENSION & BRAKES										
Power-assisted 4-wheel disc brakes	S	S	S	S	S	S	S	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S	S	S	S	S	S	S	S
Rack-and-pinion with Electro-Hydraulic Power-Assist Steering	S	S	S	S	S	S	S	S	S	S
Front independent strut suspension with coil springs	S	S	S	S	S	S	S	S	S	S
Rear independent multi-link suspension with coil springs	S	S	S	S	S	S	S	S	S	S
Front and rear stabilizer bars	S	S	S	S	S	S	S	S	S	S
Dynamic Stability Control (DSC)	S	S	S	S	S	S	S	S	S	S
Traction Control System (TCS)	S	S	S	S	S	S	S	S	S	S
SAFETY & SECURITY										
Dual front air bags, dual front side air bags and dual side air curtains	S	S	S	S	S	S	S	S	S	S
Engine immobilizer theft-deterrent system	S	S	S	S	S	S	S	S	S	S
Anti-theft alarm system	S	S	S	S	S	S	S	S	S	S
Active adjustable front seat headrests	S	S	S	S	S	S	S	S	S	S
Adjustable rear seat headrests	S	S	S	S	S	S	S	S	S	S
Adjustable front safety-belt anchors	S	S	S	S	S	S	S	S	S	S
3-point safety belts for all occupants	S	S	S	S	S	S	S	S	S	S
Driver's and front passenger's safety-belt pretensioners and load limiters	S	S	S	S	S	S	S	S	S	S
Integrated child-seat anchors	S	S	S	S	S	S	S	S	S	S
Child-proof door locks	S	S	S	S	S	S	S	S	S	S
Side-door impact-protection beams	S	S	S	S	S	S	S	S	S	S
EXTERIOR										
Side sill extensions	A	A	A	A	A	A	A	S	S	S
Black front grille with matte finish grille bar	S	S	S	S	-	S	S	S	S	-
Black front grille with glossy black grille bar	-	-	GS-L	GS-L	S	-	-	GS-L	GS-L	S
Body-coloured door handles	S	S	S	S	S	S	S	S	S	S
Body-coloured roof spoiler	-	-	-	-	-	S	S	-	-	-
Body-coloured sporty roof spoiler	-	-	-	-	-	-	-	S	S	S
Rear lip spoiler	-	-	-	-	S	-	-	-	-	-
Body-coloured power-operated door mirrors	S	S	S	S	S	S	S	S	S	S
Dual heated door mirrors	-	-	S	S	S	-	-	S	S	S
Halogen headlights	S	S	S	S	-	S	S	S	S	-
Bi-Xenon headlights (HID) with manual levelling feature	-	-	-	-	S	-	-	-	-	S
Automatic headlight control	-	-	S	S	S	-	-	S	S	S
Adaptive Front Lighting System (AFS) with automatic headlight levelling	-	-	-	-	GT-E	-	-	-	-	GT-E
Sporty LED taillights	-	-	-	-	S	-	-	-	-	S
Variable intermittent windshield wipers	S	S	-	-	-	S	S	-	-	-

MAZDA3 & MAZDA3 Sport Features (cont'd)

EXTERIOR (cont'd)	MAZDA3					MAZDA3 Sport				
	GX	GX AC	GS	GS-SKY	GT	GX	GX AC	GS	GS-SKY	GT
Rain-sensing intermittent windshield wipers	-	-	S	S	S	-	-	S	S	S
Rear window defroster	S	S	S	S	S	S	S	S	S	S
Rear wiper	-	-	-	-	-	S	S	S	S	S
Sporty fog lights	-	-	GS-L	GS-L	S	-	-	GS-L	GS-L	S
Sporty exhaust outlet garnish	-	-	S	S	-	-	-	-	-	-
Dual sport exhaust outlet garnish	-	-	-	-	S	-	-	S	-	S
2.5 L badge	-	-	-	-	S	-	-	S	-	S
Roof rack mounting hardware	S	S	S	S	S	S	S	S	S	S
WHEELS & TIRES										
16" steel wheels	S	S	-	-	-	S	S	-	-	-
16" alloy wheels	-	CP	S	S	-	-	CP	S	S	-
17" alloy wheels	-	-	-	-	S	-	-	-	-	S
205/55R16 all-season tires	S	S	S	S	-	S	S	S	S	-
205/50R17 all-season tires	-	-	-	-	S	-	-	-	-	S
Temporary spare tire	S	S	S	S	S	S	S	S	S	S
COMFORT & CONVENIENCE										
Air conditioning with micron air filter	-	S	S	S	S	-	S	S	S	S
Dual-zone automatic climate controls	-	-	-	-	S	-	-	-	-	S
Rear seat heater ducts	S	S	S	S	S	S	S	S	S	S
Steering-wheel-mounted cruise controls	-	CP	S	S	S	-	CP	S	S	S
Tilt and telescopic steering wheel	S	S	S	S	S	S	S	S	S	S
Internal fuel door release	S	S	S	S	S	S	S	S	S	S
Internal trunk release	S	S	S	S	S	-	-	-	-	-
Auto-dimming rearview mirror	-	-	-	-	S	-	-	-	-	S
Power door locks	S	S	S	S	S	S	S	S	S	S
Speed-sensing door locks	S	S	S	S	S	S	S	S	S	S
Driver's and front passenger's central locking switch	S	S	S	S	S	S	S	S	S	S
Keyless entry with 2-action unlock feature (includes two transmitters)	S	S	S	S	S	S	S	S	S	S
Intelligent key system (keyless entry and start) with push-button ignition	-	-	-	-	GT-E	-	-	-	-	GT-E
Illuminated entry	S	S	S	S	S	S	S	S	S	S
Power windows with driver's one-touch down and switch illumination	S	S	S	S	S	S	S	S	S	S
Trunk/cargo lamp	S	S	S	S	S	S	S	S	S	S
Map lamps	S	S	S	S	S	S	S	S	S	S
Driver's and passenger's sunvisors with vanity mirror	S	S	S	S	S	S	S	S	S	S
12-volt power outlet (2)	S	S	S	S	S	S	S	S	S	S
Dual front cup holders	S	S	S	S	S	S	S	S	S	S
Passenger assist grips (3)	S	S	S	S	S	S	S	S	S	S
Coat hooks (2)	S	S	S	S	S	S	S	S	S	S
Blind-Spot Monitoring System (BMS)	-	-	-	-	GT-E	-	-	-	-	GT-E
Power glass moonroof with tilt and slide	-	-	0	0	S	-	-	0	0	S
SEAT & TRIM										
Reclining front bucket seats with thigh support	S	S	S	S	S	S	S	S	S	S
Adjustable driver's seat lifter	S	S	S	S	-	S	S	S	S	-
8-way power-adjustable driver's seat	-	-	GS-L	GS-L	S	-	-	GS-L	GS-L	S
Adjustable heated front seats	-	-	S	S	S	-	-	S	S	S
60/40-split fold-down rear seatback	S	S	S	S	S	S	S	S	S	S
Rear centre armrest with 2 cup holders	-	-	S	S	S	-	-	S	S	S

MAZDA3 & MAZDA3 Sport Features (cont'd)

SEAT & TRIM (cont'd)	MAZDA3					MAZDA3 Sport				
	GX	GX AC	GS	GS-SKY	GT	GX	GX AC	GS	GS-SKY	GT
Cloth upholstery	S	S	S	S	-	S	S	S	S	-
Leather-trimmed upholstery	-	-	GS-L	GS-L	S	-	-	GS-L	GS-L	S
Leather-wrapped 3-spoke steering wheel	-	-	S	S	S	-	-	S	S	S
Leather-wrapped shift knob	-	-	S	S	S	-	-	S	S	S
Moulded leather-like door trim	-	-	GS-L	GS-L	S	-	-	GS-L	GS-L	S
Silver finish on inner door handles	-	-	S	S	S	-	-	S	S	S
Custom-fitted floor mats	S	S	S	S	S	S	S	S	S	S
INSTRUMENT PANEL & STORAGE										
Tachometer	S	S	S	S	S	S	S	S	S	S
Exterior temperature gauge	S	S	S	S	S	S	S	S	S	S
Ignition key illumination	S	S	S	S	S	S	S	S	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags	S	S	S	S	S	S	S	S	S	S
Trip computer with fuel economy/range and average speed data	-	-	-	-	S	-	-	-	-	S
Monochromatic Multi-Information Display (MID)	-	-	-	-	S	-	-	-	-	S
Colour Multi-Information Display (MID) with navigation system	-	-	-	-	GT-E	-	-	-	-	GT-E
Centre console box with lid	S	S	S	S	-	S	S	S	S	-
Centre console box with sliding lid	-	-	-	-	S	-	-	-	-	S
Soft leather-like sliding console box lid	-	-	GS-L	GS-L	S	-	-	GS-L	GS-L	S
Overhead console with sunglasses storage	-	-	-	-	S	-	-	-	-	S
Front door storage pockets with bottle holders	S	S	S	S	S	S	S	S	S	S
Rear door bottle holders	S	S	S	S	S	S	S	S	S	S
Illuminated glove compartment	S	S	S	S	S	S	S	S	S	S
Passenger's side seat-back pocket	S	S	S	S	S	S	S	S	S	S
AUDIO										
AM/FM CD player with 4 speakers and MP3 functionality	S	S	-	-	-	S	S	-	-	-
AM/FM CD player with 4 speakers, 2 tweeters and MP3 functionality	-	CP	S	S	S	-	CP	S	S	S
Bluetooth® hands-free phone integration with Audio Profile	-	CP	S	S	S	-	CP	S	S	S
10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology	-	-	-	-	S	-	-	-	-	S
Auxiliary audio input	S	S	S	S	S	S	S	S	S	S
SIRIUS® Satellite Radio (free 6-month subscription)	-	-	-	-	GT-E	-	-	-	-	GT-E
Steering-wheel-mounted audio controls	-	CP	S	S	S	-	CP	S	S	S
S = Standard O = Optional A = Accessory CP = Convenience Package GS-L = Leather Package GT-E = GT-E Package - = Not available										

MAZDA3 & MAZDA3 Sport Packages

CONVENIENCE PACKAGE (GX AC): 16" alloy wheels, Bluetooth® hands-free phone integration with Audio Profile, AM/FM CD player with 4 speakers, 2 tweeters and MP3 functionality and steering-wheel-mounted cruise and audio controls.

LEATHER PACKAGE (GS & GS-SKY): Black front grille with glossy black grille bar, sporty fog lights, 8-way power-adjustable driver's seat, leather-trimmed upholstery, moulded leather-like door trim and soft leather-like sliding console box lid.

GT-E PACKAGE (GT): Colour Multi-Information Display (MID) with navigation system, SIRIUS® Satellite Radio, Blind-Spot Monitoring System (BMS), Adaptive Front Lighting System (AFS) with automatic headlight levelling and intelligent key system (keyless entry and start) with push-button ignition.

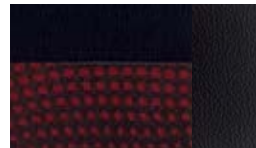
MAZDASPEED3 Colour Combinations

PAINT COLOURS	BLACK WITH RED CLOTH/LEATHER
Black Mica	●
Crystal White Pearl	●
Velocity Red Mica	●
Aluminum Metallic Mica	●

● = Available

MAZDASPEED3 Upholstery

Black with Red Cloth/Leather

**MAZDASPEED3 Wheels**

18" alloy wheels

**MAZDASPEED3 Specifications and Capacities**

SPECIFICATIONS	
Engine type	2.3 L DOHC 16-valve 4-cylinder MZR with DISI turbo
Displacement	2,260 cc
Compression ratio	9.5:1
Horsepower SAE net	263 @ 5,500 rpm
Torque SAE net lb. ft.	280 @ 3,000 rpm
Fuel system	Electronic Fuel Injection (EFI)
Recommended fuel	Unleaded premium
Fuel economy city/highway (L/100 km)*	11.5/8.0
Curb weight (kg)	1,461 (min), 1,509 (max)
*Estimated fuel economy. Your actual fuel consumption may vary.	
EXTERIOR DIMENSIONS	
Wheelbase (mm)	2,640
Overall length (mm)	4,510
Overall width (mm)	1,770
Overall height (mm)	1,460
Track (fr/rr) (mm)	1,535/1,525
Turning circle, curb-to-curb (m)	11.0
INTERIOR DIMENSIONS	
Headroom (fr/rr) (mm)	987/964
Legroom (fr/rr) (mm)	1,068/919
Shoulder room (fr/rr) (mm)	1,395/1,371
Total interior volume (L)	3,159
CAPACITIES	
Seating	5 persons
Passenger volume (L)	2,678
Cargo volume (L)	481
Cargo volume (rear seats folded) (L)	1,213
Fuel tank (L)	60

MAZDASPEED3 Features

ENGINE & TRANSMISSION	
2.3 L DOHC 16-valve 4-cylinder MZR engine	S
Direct Injection Spark Ignition (DISI) Turbo system	S
6-speed manual transmission	S
Front-wheel drive	S
Limited-Slip Differential (LSD)	S
SUSPENSION & BRAKES	
Front: Sport-tuned independent strut with coil springs	S
Rear: Sport-tuned independent multi-link with coil springs	S
Front and rear stabilizer bars	S
Rack-and-pinion steering with Electro-Hydraulic Power Assist	S
Oversized power-assisted front and rear disc brakes	S
Traction Control System (TCS)	S
Dynamic Stability Control (DSC)	S
SAFETY & SECURITY	
Dual front air bags, dual side air bags and dual side air curtains	S
Side-door impact-protection beams	S
Engine immobilizer theft-deterrent system	S
Anti-theft alarm system	S
Front active adjustable headrests	S
Adjustable rear seat headrests	S
Adjustable front safety-belt anchors	S
Integrated child-seat anchors	S
3-point safety belts for all occupants	S
Driver's and front passenger's safety-belt pretensioners and load limiters	S
Child-proof door locks	S
EXTERIOR	
MAZDASPEED unique body-coloured front grille	S
MAZDASPEED unique body-coloured rear spoiler	S
MAZDASPEED unique body-coloured side sill extensions	S
MAZDASPEED unique body-coloured sporty bumpers	S
Fog lights	S
Automatic headlight control	S
Body-coloured door handles	S
Body-coloured power-operated heated door mirrors	S
Intermittent rear wiper	S
LED taillights	S
Rain-sensing intermittent windshield wipers	S

MAZDASPEED3 Features (cont'd)

EXTERIOR (cont'd)	
Rear window defroster	S
Roof rack mounting hardware	S
Dual sport exhaust outlet garnish	S
LED turn signal on door mirrors	S
Bi-Xenon (HID) headlights	S
Adaptive Front Lighting System (AFS) with automatic headlight levelling	TP
Blind-Spot Monitoring System (BMS)	TP
WHEELS & TIRES	
18" MAZDASPEED bright finish alloy wheels	S
225/40R18 tires	S
Temporary spare tire	S
INTERIOR	
MAZDASPEED half-leather sporty bucket seats	S
Heated front seats	S
MAZDASPEED unique floor mats	S
MAZDASPEED unique moulded cloth door trim	S
MAZDASPEED unique scuff plates	S
Alloy foot pedals and driver's side alloy foot rest with perforated design	S
Black leather-wrapped shift knob with red stitching	S
Black leather-wrapped 3-spoke steering wheel with red stitching	S
60/40-split fold-down rear seatback	S
8-way power-adjustable driver's seat	TP
Chrome finish on inner door handle	S
Air conditioning with micron air filter	S
Dual-zone automatic climate controls	S
Exterior temperature gauge	S
Steering-wheel-mounted cruise controls	S
Tilt and telescopic steering wheel	S
Internal fuel door release	S
Power door locks	S
Central locking switch on driver's and front passenger's door	S
Intelligent key system (keyless entry) with push-button ignition	TP
Illuminated entry	S
Power windows with driver's side one-touch up and down feature	S
Rear heater ducts	S
Trunk/cargo lamp	S
Driver's and passenger's sunvisors with illuminated covered vanity mirrors	S

INTERIOR (cont'd)	
Overhead console with storage	S
Passenger assist grips (3)	S
Front ashtray	S
12-volt power outlet	S
Coat hooks (2)	S
Auto-dimming rearview mirror	S
Dual front cup holders	S
Map lamps	S
Centre console box with lid	S
Front door storage pockets with bottle holders	S
Rear door bottle holders	S
Illuminated lockable glove compartment	S
Passenger's side seatback pocket	S
Rear centre armrest with 2 cup holders	S
MAZDASPEED unique tri-mode electroluminescent gauge	S
Ignition key illumination	S
Tachometer	S
Warning lights for oil pressure, check engine, low windshield washer fluid, low fuel level, door ajar and air bags	S
Colour Multi-Information Display (MID) with navigation system	TP
Trip computer with fuel economy/range and average speed data	S
AUDIO	
AM/FM CD player with MP3 functionality	S
10-speaker premium Bose® audio system with Centerpoint® Surround Sound System and AudioPilot® noise compensation technology	S
Bluetooth® hands-free phone integration with Audio Profile	S
Steering-wheel-mounted audio controls	S
Auxiliary audio input	S
SIRIUS® Satellite Radio (free 6-month subscription)	TP
S = Standard TP = Technology Package	

MAZDASPEED3 Package

TECHNOLOGY PACKAGE: Adaptive Front Lighting System (AFS) with automatic headlight levelling, Blind-Spot Monitoring System (BMS), 8-way power-adjustable driver's seat, intelligent key system (keyless entry) with push-button ignition, colour Multi-Information Display (MID) with navigation system, and SIRIUS® Satellite Radio.

Features in **bold** type are unique to MAZDASPEED3.

**IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.**

**WE BUILD MAZDAS.
WHAT DO YOU DRIVE?**

ZOOM-ZOOM

See Accessory Brochure for Accessory Options.

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

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2012 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.

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

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

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

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.



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



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

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.



Get more detailed information on your MAZDA3. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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