

2018 MAZDA3



WELCOME TO THE CLUB.



1967 Cosmo Sport 110S; Mazda's first rotary engine vehicle.

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.

Cover image shown with optional equipment.

BORN FROM A LOVE OF DRIVING.

In the 2018 MAZDA3, art meets engineering. From the sculptural perfection of our KODO "Soul of Motion" design and our engineers' passion for creating a car that's light, strong and technologically spectacular, the MAZDA3 proves that one car can fulfill everything you love about driving.

From precision engineering that marries excellent performance with fuel economy in a vehicle with a superb safety record, to craftsmanship designed to withstand Canadian climates, to elevated design touches, the MAZDA3 comes loaded with the latest in breakthrough technology, driver-centric instruments and displays, and legendary driving dynamics. Even before you start the engine, it evokes the feeling of motion. Mazda knows that all of it matters. Because Driving Matters. The 2018 MAZDA3 is as versatile as it's always been and better than ever - settling for nothing less than the best driving experience possible.





魂動

KODO : SOUL of MOTION

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

Mazda designers never stop at good enough. In crafting the MAZDA3, they examined every curve, every line and every angle to achieve bolder, more dignified proportions - refinements that embody the most dramatic expression of KODO design. Slightly lower and wider than the previous generation, the 2018 MAZDA3's crouching stance, assertive grille and redesigned, piercing headlights and fog lights make a formidable first impression. But more than just being beautiful, the MAZDA3 is designed with a focus on aerodynamics to provide a very low coefficient of drag. Because better aerodynamics equals improved performance and handling. It's an essential way we elevate your driving experience.

SKYACTIV TECHNOLOGY

Far more than an engine with exceptional efficiency, SKYACTIV TECHNOLOGY is a holistic system that takes the entire car into consideration to improve reliability and the overall driving experience. Power and performance are delivered in abundance, alongside impressive fuel economy.



UP TO AN ESTIMATED
L/100 KM HWY*

6.2

L/100 KM CITY*

8.5

SKYACTIV-G

The SKYACTIV-G engine delivers powerful torque at low- to mid-range speeds, linear acceleration response and an exhilaratingly powerful feel.

SKYACTIV-MT

This six-speed manual transmission has the shortest shift throw in its class. Inspired by the legendary MX-5 Miata, it's also smaller, lighter and stronger than any we've built before.

SKYACTIV-BODY

Our efficient structural design and use of ultra-high-tensile steel in critical areas mean the MAZDA3's body is lighter than normal, yet stiffer and stronger. Just one more way we work to make you safer behind the wheel.

SKYACTIV-DRIVE

Our high-performance automatic transmission combines the direct feel of a manual transmission with the silky smoothness of an automatic. You get sharper, more responsive acceleration and sporty performance.

SKYACTIV-CHASSIS

The steering and suspension systems achieve two seemingly contradictory goals at once: To be nimble at low speeds, yet stable at high speeds. Plus, its lighter weight allows for a more direct and agile feel.

i-ELOOP

Every time you lift your foot off the accelerator, i-ELOOP[†] converts the car's own inertia into electricity, charging the battery, preventing fuel from being wasted and improving fuel economy by as much as 5 percent*.

SKYACTIV-VEHICLE DYNAMICS

To turn the entire driving experience, including driving on a straight line, turns and halts, into a truly harmonious experience, Mazda integrated control of the car's key components to strengthen the *Jinba Ittai* driving feel.

MORE INNOVATION. MORE DRIVING EXHILARATION.

Working behind the scenes, award-winning SKYACTIV-VEHICLE DYNAMICS with G-Vectoring Control helps achieve a smoother, less fatiguing drive for you and your passengers by subtly adjusting engine torque and shifting vehicle weight during everyday commutes and spirited drives. The result is steering that is more precise and a ride that is more comfortable for drivers and passengers alike.



mazda.ca/skyactiv

MORE CONFIDENCE

Due to irregularities and undulations in the road surface, your vehicle does not always travel along the expected line, forcing you to make steering corrections. With GVC, your MAZDA3 responds to driver inputs with fewer steering adjustments, so your vehicle behaves as you intend and you enjoy a more confident drive.

MORE COMFORT

Fatigue steadily builds as you continue to make minor steering corrections. GVC helps alleviate these corrections, especially over long distances. Plus, smooth transitions between G-forces suppress head and body sway, allowing for a more comfortable ride for you and your passengers.

ENHANCED PEACE OF MIND

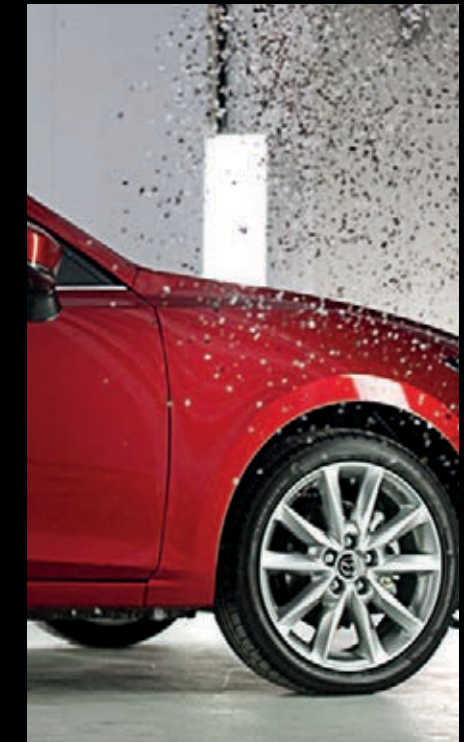
GVC enhances handling, stability and the feeling of the tires gripping the road. You'll gain an even greater feeling of control and security during evasive manoeuvres as well as in rain, snow and on poor road surfaces.

*6.2 L/100 km highway/8.5 L/100 km city for the MAZDA3 sedan GX and GS with 2.0 L engine and manual transmission and 6.4 L/100 km highway/8.4 L/100 km city for the MAZDA3 Sport GX and GS with 2.0 L engine and automatic transmission. Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.
†Available on the GT model with Technology Package.
‡Actual results will vary based on driving conditions.

CANADA'S WORST CONDITIONS ARE OUR BEST TEST.

When meticulous engineering meets an unwavering commitment to quality, the result is unmistakably Mazda. We test in some of Canada's most extreme climates and conditions to ensure our vehicles can withstand the elements.

We're so confident in the durability of our vehicles that we back each one with Mazda Unlimited, Canada's only unlimited mileage warranty program. With our 7-year Anti-Perforation Warranty, you can feel confident too knowing that you're driving a vehicle that was designed to last.



CORROSIVE CLIMATES

With salt water blowing off the ocean, and more hydrogen in the air than normal, Halifax is the perfect storm for corrosion. That's why we recruit Mazda owners from Halifax and assess how their vehicles fare against the climate.

> **SKYACTIV-Body:** In contrast to traditional car bodies, the fluid design and unique curvature of our SKYACTIV-Body eliminates many right angles and brackets where moisture can seep in. This dramatically minimizes opportunities for corrosion.

> **Sealed Doors:** While many vehicle doors shift over time, ours are stamped from just two pieces of sheet metal. This means that Mazda car doors fit tightly in their frame, minimizing opportunities for corrosion.



EXTREME COLD

The frigid temperatures and dramatic snowfalls of Lac Saint-Jean, Quebec, help us test for the immediate effects of cold weather. This helps us ensure the reliability of our vehicles in the most extreme winter conditions.

> **Synthetic Oil:** To combat cold starts, we only use high-quality synthetic oil in our engines. This improves oil flow and reduces friction in cold temperatures so you can keep driving in almost any weather.

> **Engine Insulation:** We seal our engines on the bottom and insulate them on the top to further protect them from the elements. This enclosure also ensures that heat radiates quicker for optimal engine performance, even in freezing cold temperatures.



WINTER ROADS

Montreal uses a destructive combination of salt and gravel on icy roads. This mixture can flick up and chip the paint, exposing metal that can be vulnerable to corrosion. We test here so that our vehicles are prepared for this threat.

> **Zinc-Coated Steel:** We fortify areas of our vehicles that are especially vulnerable to corrosion with plates of zinc-coated steel. This specialized metal makes corrosion nearly impossible, offering your vehicle added protection.



TAKE CONTROL

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

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

Enjoy driving a car that's designed to meet the practicalities of life on the road in a well-crafted environment that delivers on the promise of an exhilarating drive. The moment you open the door, you'll notice the small design details and the quality of the materials. When you fire up the ignition with the Push Button Start, the side gauges light up, while the available, full-colour Active Driving Display* rises to greet you. Plus, with the available heated, leather steering wheel† and high-end finishes - including an available elegant centre console design with Electronic Parking Brake (EPB)‡ - the evolved cockpit delivers a relaxed and enjoyable drive, no matter how far the journey.



DASH YOUR INHIBITIONS

The available full-colour Active Driving Display* projects critical driving information directly in front of you, right within your line of sight, helping you take your mind off distractions and keep your eyes focused toward one place - the road ahead. Information displayed: vehicle speed, navigational directions, safety alerts, cruise control data and traffic sign information** such as speed limit, do not enter and stop signs (when available).

*Available on GS models with i-ACTIVSENSE Package and GT models with Premium Package.
†Standard on the GS and GT models.
‡Available on the GX sedan with Convenience Package. Standard on the Sport GX and sedan/Sport GS and GT.
**TSR functionality may not be compatible with all regional road signs in Canada.



TAKE COMMAND

The multifunction HMI Commander switch*, positioned on the centre console, offers a seamless way to control the functions displayed on the available full-colour touchscreen display* - such as audio, hands-free telephone*, and the available navigation system†.

KEEP THE ROAD IN SIGHT AND THE WORLD AT YOUR FINGERTIPS.

No matter where you're headed, the MAZDA CONNECT* advanced infotainment system helps keep you entertained, informed and connected to the outside world. Pair your smartphone with the MAZDA3 via Bluetooth®** to stream content from popular social media, music and infotainment apps. The multifunction HMI Commander* control allows you to effortlessly navigate the 7-inch full-colour touchscreen display* without distraction. Also enjoy access to standard USB input and an available navigation system† with cutting-edge features such as voice command and advanced lane guidance. Now all you have to focus on is driving.



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, listen to your own playlist or choose something from the integrated Internet radio apps such as 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. SMS Text Message Audio Delivery and Reply† is available on select MAZDA3 models, so you can enjoy fully integrated text display and audio readout, and the ability to reply by choosing from a number of preset return messages.



NAVIGATE

Our convenient available 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.



BOSE® AUDIO

The Bose® Centerpoint® 2 Surround Sound System**, available in the MAZDA3 GT, is custom engineered to reproduce high-quality sound for the MAZDA3. Centerpoint® 2 surround technology creates a truly immersive sound experience. SurroundStage® delivers a balanced 360 sound field to each seat. While AudioPilot® 2 technology adjusts the music to compensate for the effects of unwanted noise.



*Available on the sedan GX with Convenience Package and standard on the sedan GS and GT and Sport GX, GS and GT models.
 †Available on GT models with Premium Package.
 ‡Aha, Stitcher and SMS text functionality are a part of MAZDA CONNECT and are only compatible with certain devices.
 **Available on the GT model with Premium Package.



THE LITTLE THINGS WILL ALWAYS MATTER TO US.

Cabin enhancements made to the MAZDA3 offer a new level of distinction nonexistent in comparable affordable compact cars. Never satisfied with the status quo, we considered every interior detail for quality and comfort. The MAZDA3's sport seats are contoured to mould perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. Adding to its perfected style are available dual-stitched leather-trimmed seats* that are as carefully crafted as they are beautiful. Plus, by making the seat perforations moderately large and the distances between them small, our engineers created leather-trimmed upholstery* that's not only soft and breathable, but also absorbs road noise for an enhanced audio-listening environment.

*Available on GT models with Premium Package.



FINER POINTS

High-end materials and refined surface treatments such as the satin chrome finish on the door handles feel more like sculptural art pieces.

A SOUND IDEA

Mazda designers enhanced exterior noise control using a matrix of sound-deadening materials, tighter body gaps and improved sound insulation. The result is a quieter ride that lets you hear your music or conversation better - or just enjoy the peace and quiet a little more.

STORAGE FLEXIBILITY THAT GIVES YOU ROOM TO ROAM.

With the MAZDA3 Sport hatchback, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With a generous 1,334 L of cargo space with the rear seats folded, you'll have enough room for all your camping gear, work gear, party gear, or whatever gear you need. Plus, the easy-access lift-gate means easy loading. And when you have more passengers than gear? The MAZDA3 Sport offers plenty of versatility with 60/40-split fold-down rear seats. Simply fold down one section of the rear seat to allow for both passenger room and cargo. And when you need to be all about passengers, the MAZDA3 Sport accommodates five with room to spare.



PASSIONATE ENGINEERING = A GREAT SAFETY RECORD.

Our engineers' painstaking attention to detail is what makes the MAZDA3 not only thrilling to drive, but also means they craft every component with an eye for safety. Like all our engineering, safety is strategized and planned from the ground up, right alongside handling and fuel economy, to ensure that your MAZDA3 loves you just as much as you love it. From air bags, to structural design, the MAZDA3 has you covered.



STRUCTURAL SAFETY

The MAZDA3's SKYACTIV-Body is a unique body construction that delivers safety in abundance. Using ultra-high-tensile steel in critical areas, the MAZDA3 is crafted for high rigidity, low weight and superior impact safety.



AIR BAGS

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



BRAKES

Brakes are both a performance issue and a safety issue, so we equipped the MAZDA3 with a wide variety of standard braking features, such as 4-wheel disc brakes. An Anti-Lock Brake system for controlled stops. Electronic Brake Force Distribution to determine how much force to apply to the brakes.



ACTIVE SAFETY

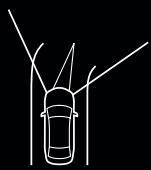
To keep your MAZDA3 stable in turns, Dynamic Stability Control (DSC)† modulates the throttle and brakes when a sudden loss of traction is detected. The Traction Control System (TCS) then adjusts the throttle to provide the drive wheels with a better grip on the road and more sure-footed acceleration during difficult driving conditions.

*Always wear your seat belt and secure children in the rear seat in appropriate child restraints.
†Dynamic Stability Control is not a substitute for safe driving practices.

i-ACTIVSENSE

OUR PASSION FOR DRIVING MEANS A PASSION FOR SAFETY.

Being proactive and avoiding an accident in the first place is always the safest route. The available i-ACTIVSENSE suite of safety features are specifically designed to help predict an accident and help you proactively respond to road hazards. Which means that in the MAZDA3, you can focus on what really matters - the road ahead. Sophisticated safety innovations that alert you to hazards so you can better avoid collisions, or lessen their impact, is how we engineer confidence.



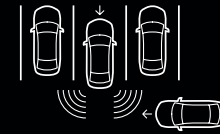
ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)

The MAZDA3's KODO-design Adaptive Front-lighting System* is not only striking, but also provides a sharper vision of the road ahead. It 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 beam of the headlights illuminates the path the car will actually follow, thereby enhancing driver safety. Beautiful design fused with highly advanced technologies. There's no better way to illuminate your journey.



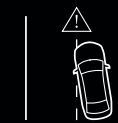
SMART BRAKE SUPPORT (SBS)

Similar to Smart City Brake Support, the available Smart Brake Support* is intended to help avoid or reduce the severity of a collision, but operates at higher rates of speed. The Collision Warning feature will alert the driver that braking is immediately necessary. If the radar sensor and Forward Sensing Camera (FSC) sensor determine that a collision is unavoidable, automatic brake control is performed to help reduce damage in the event of a collision.



REAR CROSS TRAFFIC ALERT (RCTA)

When backing up, Rear Cross Traffic Alert*▲ detects a vehicle approaching from the side and promptly alerts the driver with both an audible and visual warning in both the side mirror, Active Driving Display and 7-inch touchscreen display. It's especially helpful at night when visibility is poor.



LANE DEPARTURE WARNING SYSTEM (LDWS)

The Lane Departure Warning System* automatically senses lane markings on the road and alerts the driver when it predicts the vehicle is going to unintentionally depart from its lane.



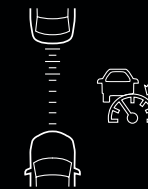
LANE-KEEP ASSIST SYSTEM (LAS)

Available Lane-keep Assist System* adds to the warnings of the Lane Departure Warning System. When it senses a potential unintentional lane departure, it will perform minor steering corrections to help guide your vehicle back to the centre of the lane.



DISTANCE RECOGNITION SUPPORT SYSTEM (DRSS)

At speeds above 30 km/hr, the Distance Recognition Support System* measures the distance between your vehicle and the vehicle ahead and recommends a comfortable following distance. If your vehicle encroaches on this distance, a warning light illuminates.



MAZDA RADAR CRUISE CONTROL (MRCC)

Mazda Radar Cruise Control* judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance. The system's Close Proximity Warning provides audible and visual warnings when it senses a fast approach to the vehicle ahead.



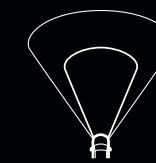
TRAFFIC SIGN RECOGNITION SYSTEM (TSR)

Using strategically mounted cameras, the Traffic Sign Recognition+ system can actually read road signs such as speed limit, do not enter and stop signs**. This information then shows up in the colour Active Driving Display so you can stay alert and informed without taking your eyes off the road.



SMART CITY BRAKE SUPPORT (SCBS)

When travelling at speeds between 4-30 km/hour, the Forward Sensing Camera (FSC) detects objects ahead and Smart City Brake Support* prepares the vehicle by adjusting brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.



HIGH BEAM CONTROL SYSTEM (HBC)

High Beam Control* system 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.



ADVANCED BLIND SPOT MONITORING (ABSM)

Blind Spot Monitoring*▲ 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 your corresponding side mirror blinks and a warning chime sounds.

*Available on GS models with i-ACTIVSENSE Package and GT models with Premium Package.

†Standard on GS and GT models.

‡Available on GT models with Technology Package.

▲Always check your mirrors. Be aware of traffic around you.

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

MAZDA3 & MAZDA3 SPORT COLOURS



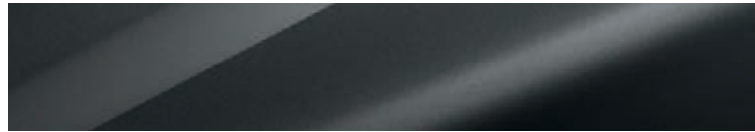
Snowflake White Pearl



Eternal Blue Mica



Sonic Silver Metallic



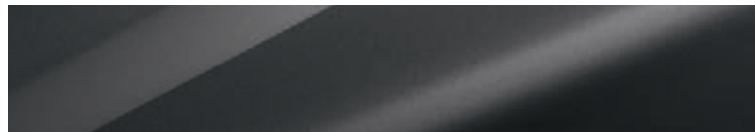
Machine Grey Metallic



Soul Red Metallic



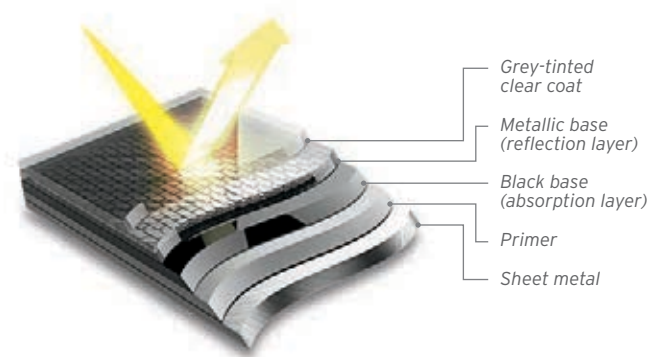
Jet Black Mica



Meteor Grey Mica



Deep Crystal Blue Mica



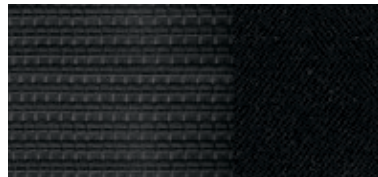
EVEN THE PAINT IS INNOVATIVE

Machine Grey Metallic is a new signature paint from Mazda, offering the lustre and depth reserved for concept vehicles. Conceived by the creative minds of our designers, this rich hue is the result of myriad spray processing innovations.

Aluminum paint flakes align in a uniform pattern that parallels the surface of the MAZDA3's body panels for dramatic hues with intense luminosity and a reflective, liquid-like quality.

MAZDA3 & MAZDA3 SPORT UPHOLSTERY

Black Cloth (GX)



Premium Black Cloth (GS/GT)



Black Leather (GT with Premium Package or Technology Package)



Pure White Leather (GT with Premium Package or Technology Package)



MAZDA3 & MAZDA3 SPORT WHEELS

16" steel wheels - with wheel covers (GX)



16" alloy wheels - silver (GS)



18" alloy wheels - silver (GT)



18" alloy wheels - gunmetal (GT with Premium Package)



MAZDA3 GX

Includes the following features:



SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine

Horsepower SAE net: 155 @ 6,000 rpm

Torque SAE net lb ft: 150 @ 4,000 rpm

SKYACTIV-MT 6-speed manual transmission

G-Vectoring Control (GVC)

Front independent MacPherson strut suspension with coil springs and stabilizer bar

Rear independent multi-link suspension with coil springs and stabilizer bar

Rack-and-pinion steering with rpm-sensing variable power assist

Electric assist power steering

Power-assisted 4-wheel disc brakes

Hand-operated mechanical parking brake

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

Emergency Brake Assist (EBA)

Dynamic Stability Control (DSC)

Traction Control System (TCS)

Hill Launch Assist (HLA)

Tire Pressure Monitoring System (TPMS)

Dual front air bags, dual front side air bags and dual side air curtains

Engine immobilizer theft-deterrent system

Whiplash-reducing front seat headrests

Integrated child-seat anchors

16" steel wheels with full wheel covers and 205/60R16 all-season tires

Temporary spare tire

Auto-off halogen headlights

Body-coloured power-operated door mirrors

Body-coloured door handles

Black front grille

Black window trim

Audio display screen

AM/FM radio with 4 speakers

USB (1) and auxiliary audio input

Remote keyless entry system with trunk release and panic mode

Push Button Start

Tilt and telescopic steering wheel

Power windows with driver's one-touch up and down feature and timer

Speed-sensing double-action power door locks

Variable intermittent windshield wipers

Front door storage pockets with bottle holders

Front centre storage console with cup holders and tray

Driver's and passenger's sunvisors with vanity mirror

Custom-fitted floor mats

Day/night rearview mirror

Rear window defroster

Passenger assist grips

Rear coat hooks

Illuminated entry

Front room lamp

Cargo/trunk light

12-volt power outlet with retained power

Internal fuel door, trunk and hood releases

Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags

Cloth upholstery and door trim

6-way manually adjustable driver's seat

4-way manually adjustable passenger's seat

Folding bench rear seatback

Height-adjustable front and rear seat headrests

Passenger's side seat-back pocket

GX OPTIONS

SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch

Comfort Package (if package is stand-alone, requires automatic transmission)

Air conditioning with manual climate controls, tachometer, trip computer, and steering-wheel-mounted audio controls.

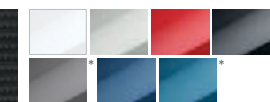
Convenience Package (requires Comfort Package)

Smart City Brake Support (SCBS), Electronic Parking Brake (EPB) with upgraded console design, steering-wheel-mounted cruise controls, steering-wheel-mounted Bluetooth® controls, 7-inch colour touchscreen display with MAZDA CONNECT, rearview camera (wide angle), HMI Commander switch, 6 speakers, HD Radio, additional USB port, navigation-ready (requires navigation SD card accessory), exterior temperature display, front room lamp with spot lamp, rear room lamp, and bright finish interior door handles.

BLACK CLOTH



EXTERIOR COLOURS



*Eternal Blue Mica and Meteor Grey Mica are available with Convenience Package only.

MAZDA3 GS

Includes GX with Comfort and Convenience Packages equipment plus:



16" alloy wheels
Premium cloth upholstery
60/40-split fold-down rear seatback
Adjustable heated front seats
Advanced Blind Spot Monitoring system (ABSM)
Rear Cross Traffic Alert (RCTA)
Automatic on/off headlights
Rain-sensing intermittent windshield wipers
Heated door mirrors with integrated turn signal indicators
Leather-wrapped steering wheel
Heated steering wheel
Leather-wrapped shift knob
Rear centre armrest with cup holders
Overhead console with sunglasses holder
Illuminated vanity mirrors
Satin silver finish on heater controls
Bright finish window trim
Plated steering wheel bezel

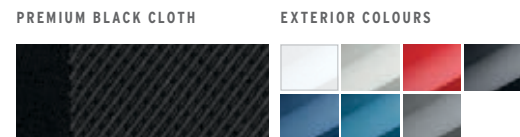
GS OPTIONS

SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch

Power glass moonroof with interior sunshade, tilt-up ventilation and one-touch open feature

i-ACTIVSENSE Package (requires automatic transmission and moonroof)

Colour Active Driving Display (ADD), Mazda Radar Cruise Control (MRCC), Smart Brake Support (SBS), Forward Obstruction Warning (FOW), Lane-keep Assist System (LAS), Lane Departure Warning System (LDWS), High Beam Control System (HBC), Distance Recognition Support System (DRSS), LED headlights with automatic headlight levelling and LED signature lighting, LED taillights, and black metallic grille colour.



MAZDA3 GT

Includes GS with moonroof equipment plus:



SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder engine
Horsepower SAE net: 184 @ 5,700 rpm
Torque SAE net lb ft: 185 @ 3,250 rpm
18" alloy wheels and 215/45R18 all-season tires
LED headlights with automatic headlight levelling and LED signature lighting
LED taillights
LED fog lights
Dual-zone automatic climate controls
Body-coloured rear spoiler

GT OPTIONS

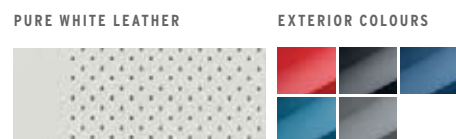
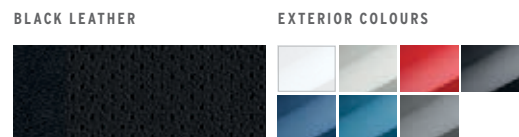
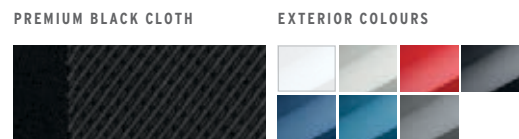
SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch mode and paddle shifters

Premium Package

Leather-trimmed upholstery, 6-way power-adjustable driver's seat, driver's manual lumbar support, 9-speaker premium Bose® audio system, CD player with MP3 functionality, voice-activated navigation system, gunmetal finish alloy wheels (replaces silver finish), colour Active Driving Display (ADD), Advanced Keyless Entry System, Mazda Radar Cruise Control (MRCC), Smart Brake Support (SBS), Forward Obstruction Warning (FOW), Lane-keep Assist System (LAS), Lane Departure Warning System (LDWS), High Beam Control System (HBC), Distance Recognition Support System (DRSS), auto-dimming rearview mirror, bright finish centre and side louver bezels, bright finish decoration panel, and black metallic front grille.

Technology Package (requires automatic transmission and Premium Package)

i-ELOOP regenerative braking system, active air shutter, Adaptive Front-lighting System (AFS), SiriusXM™ Satellite Radio (free trial subscription), HomeLink® wireless control system, and Traffic Sign Recognition system (TSR)†.



MAZDA3 SPECIFICATIONS & CAPACITIES

	ENGINE	GX/GS	GT	
	Engine type	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder	
	Displacement	1,998 cc	2,488 cc	
	Compression ratio	13.0:1	13.0:1	
	Horsepower SAE net	155 @ 6,000 rpm	184 @ 5,700 rpm	
	Torque SAE net lb. ft.	150 @ 4,000 rpm	185 @ 3,250 rpm	
	Fuel system	Direct Injection	Direct Injection	
	Recommended fuel	Regular	Regular	
	Fuel economy city/highway (L/100 km)*			
	6MT	8.5/6.2	9.3/6.9	*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on 5-cycle testing, visit mazda.ca/5cycle .
	6AT	8.4/6.4	8.8/6.6	
	6AT with i-ELOOP (GT)	-	8.5/6.4	

	CURB WEIGHT (KG)	GX WITHOUT A/C	GX/GS	GT
		1,302 (MT)	1,303 (MT)/1,334 (AT)	1,361 (MT)/1,404 (AT)

EXTERIOR DIMENSIONS		INTERIOR DIMENSIONS	
Wheelbase (mm)	2,700	Headroom (fr/rr) (mm)	981/955
Overall width (mm)	2,053	Headroom (fr/rr) with moonroof (mm)	956/952
Overall height (mm)	1,455	Legroom (fr/rr) (mm)	1,073/909
Track (fr/rr) (mm)	1,555/1,560	Shoulder room (fr/rr) (mm)	1,452/1,382
Overall length (mm)	4,580		
Turning circle, curb-to-curb (m)	10.6		

CAPACITIES	
Seating	5
Cargo volume (L)	350
Passenger volume (L)	2,727
Fuel tank (L)	50

2018 MAZDA3 MODEL LINE-UP AT A GLANCE**

	TRANSMISSION	DRIVE CONFIGURATION	ENGINE	DESCRIPTION
	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
GX	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Comfort and Convenience Packages
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Comfort Package
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Comfort and Convenience Packages
GS	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Moonroof
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Moonroof
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Moonroof and i-ACTIVSENSE Packages
GT	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.5 L I4	
	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.5 L I4	Premium Package
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.5 L I4	
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.5 L I4	Premium Package
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.5 L I4	Premium and Technology Packages

**For full details on the 2018 MAZDA3 model line-up, please visit mazda.ca or your local Mazda dealer.

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

MAZDA3 SPORT GX

Includes the following features:

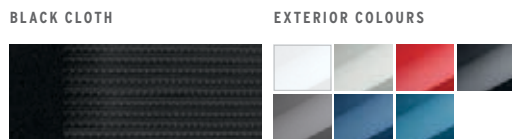


SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder engine
Horsepower SAE net: 155 @ 6,000 rpm
Torque SAE net lb ft: 150 @ 4,000 rpm
SKYACTIV-MT 6-speed manual transmission
G-Vectoring Control (GVC)
Front independent MacPherson strut suspension with coil springs and stabilizer bar
Rear independent multi-link suspension with coil springs and stabilizer bar
Rack-and-pinion steering with rpm-sensing variable power assist
Electric assist power steering
Power-assisted 4-wheel disc brakes
Electronic Parking Brake (EPB) with updated console design
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)
Emergency Brake Assist (EBA)
Dynamic Stability Control (DSC)
Traction Control System (TCS)
Hill Launch Assist (HLA)
Smart City Brake Support (SCBS)
Tire Pressure Monitoring System (TPMS)
Dual front air bags, dual front side air bags and dual side air curtains
Engine immobilizer theft-deterrent system
Whiplash-reducing front seat headrests
Integrated child-seat anchors
16" steel wheels with full wheel covers and 205/60R16 all-season tires
Temporary spare tire
Dual exhaust outlets with chrome finishers
Auto-off halogen headlights
Body-coloured power-operated door mirrors
Body-coloured door handles
Body-coloured rear roof spoiler
Black front grille
Black window trim
7-inch colour touchscreen display with MAZDA CONNECT
HMI Commander switch
AM/FM/HD radio with 6 speakers
USB (2) and auxiliary audio input
Steering-wheel-mounted audio controls
Steering-wheel-mounted Bluetooth® controls
Navigation-ready (requires navigation SD card accessory)
Integrated Aha™ Internet Radio functionality†
Integrated Stitcher™ Internet Radio functionality†
SMS text message audio delivery and reply†
Rearview camera (wide angle)
Remote keyless entry system with panic mode
Push Button Start
Tilt and telescopic steering wheel
Power windows with driver's one-touch up and down feature and timer
Tachometer
Air conditioning with manual climate controls

Trip computer
Exterior temperature display
Steering-wheel-mounted cruise controls
Speed-sensing double-action power door locks
Variable intermittent windshield wipers
Intermittent rear wiper and washer
Front door storage pockets with bottle holders
Front centre storage console with cup holders and tray
Driver's and passenger's sunvisors with vanity mirror
Custom-fitted floor mats
Day/night rearview mirror
Rear window defroster
Passenger assist grips
Rear coat hooks
Illuminated entry
Front room lamp with spot lamp
Rear room lamp
Removable cargo cover
Cargo/trunk light
12-volt power outlet with retained power
Internal fuel door and hood releases
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure and air bags
Cloth upholstery and door trim
6-way manually adjustable driver's seat
4-way manually adjustable passenger's seat
60/40-split fold-down rear seatback
Height-adjustable front and rear seat headrests
Passenger's side seat-back pocket
Bright finish interior door handles

GX OPTIONS

SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch



†Aha, Stitcher and SMS text functionality are a part of MAZDA CONNECT and are only compatible with certain devices.

MAZDA3 SPORT GS

Includes GX equipment plus:



16" alloy wheels
Premium cloth upholstery
Adjustable heated front seats
Advanced Blind Spot Monitoring System (ABSM)
Rear Cross Traffic Alert (RCTA)
Automatic on/off headlights
Rain-sensing intermittent windshield wipers
Heated door mirrors with integrated turn signal indicators
Leather-wrapped steering wheel
Heated steering wheel
Leather-wrapped shift knob
Rear centre armrest with cup holders
Overhead console with sunglasses holder
Illuminated vanity mirrors
Satin silver finish on heater controls
Bright finish window trim
Plated steering wheel bezel

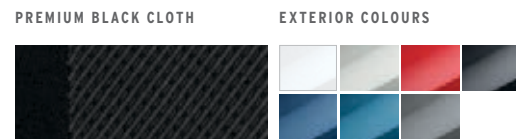
GS OPTIONS

SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode and Drive Selection switch

Power glass moonroof with interior sunshade, tilt-up ventilation and one-touch open feature

i-ACTIVSENSE Package (requires automatic transmission and moonroof)

Colour Active Driving Display (ADD), Mazda Radar Cruise Control (MRCC), Smart Brake Support (SBS), Forward Obstruction Warning (FOW), Lane-keep Assist System (LAS), Lane Departure Warning System (LDWS), High Beam Control System (HBC), Distance Recognition Support System (DRSS), LED headlights with automatic headlight levelling and LED signature lighting, LED taillights, and black metallic grille colour.



MAZDA3 SPORT GT

Includes GS with moonroof equipment plus:



SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder engine
Horsepower SAE net: 184 @ 5,700 rpm
Torque SAE net lb ft: 185 @ 3,250 rpm
18" alloy wheels and 215/45R18 all-season tires
LED headlights with automatic headlight levelling and LED signature lighting
LED taillights
LED fog lights
Dual-zone automatic climate controls

GT OPTIONS

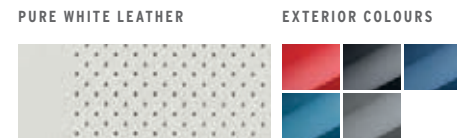
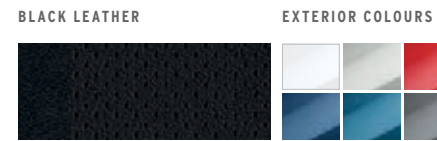
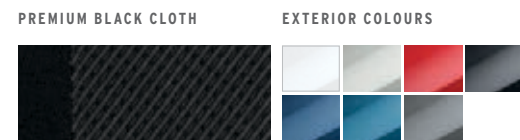
SKYACTIV-Drive 6-speed automatic transmission with manual-shift mode, Drive Selection switch mode and paddle shifters

Premium Package

Leather-trimmed upholstery, 6-way power-adjustable driver's seat, driver's manual lumbar support, 9-speaker premium Bose® audio system, CD player with MP3 functionality, gunmetal finish alloy wheels (replaces silver finish), navigation system, colour Active Driving Display (ADD), Advanced Keyless Entry System, Mazda Radar Cruise Control (MRCC), Smart Brake Support (SBS), Forward Obstruction Warning (FOW), Lane-keep Assist System (LAS), Lane Departure Warning System (LDWS), High Beam Control system (HBC), Distance Recognition Support System (DRSS), auto-dimming rearview mirror, bright finish centre and side lower bezels, bright finish decoration panel, and black metallic front grille.

Technology Package (requires automatic transmission and Premium Package)

i-ELOOP regenerative braking system, active air shutter, Adaptive Front-lighting System (AFS), SiriusXM™ Satellite Radio (free trial subscription), HomeLink® wireless control system, and Traffic Sign Recognition System (TSR)††.



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

MAZDA3 SPORT SPECIFICATIONS & CAPACITIES

ENGINE	GX/GS	GT	
Engine type	SKYACTIV-G 2.0 L DOHC 16-valve 4-cylinder	SKYACTIV-G 2.5 L DOHC 16-valve 4-cylinder	
Displacement	1,998 cc	2,488 cc	
Compression ratio	13.0:1	13.0:1	
Horsepower SAE net	155 @ 6,000 rpm	184 @ 5,700 rpm	
Torque SAE net lb. ft.	150 @ 4,000 rpm	185 @ 3,250 rpm	
Fuel system	Direct Injection	Direct Injection	
Recommended fuel	Regular	Regular	
Fuel economy city/highway (L/100 km)*			*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on 5-cycle testing, visit mazda.ca/5cycle .
6MT	8.6/6.4	9.6/7.0	
6AT	8.4/6.4	9.0/6.7	
6AT with i-ELOOP (GT)	-	8.7/6.6	

CURB WEIGHT (KG)	GX/GS	GT
	1,307 (MT)/1,336 (AT)	1,376 (MT)/1,406 (AT)

EXTERIOR DIMENSIONS	
Wheelbase (mm)	2,700
Overall width (mm)	2,053
Overall height (mm)	1,455
Track (fr/rr) (mm)	1,555/1,560
Overall length (mm)	4,470
Turning circle, curb-to-curb (m)	10.6

INTERIOR DIMENSIONS	
Headroom (fr/rr) (mm)	981/955
Headroom (fr/rr) with moonroof (mm)	956/952
Legroom (fr/rr) (mm)	1,073/909
Shoulder room (fr/rr) (mm)	1,452/1,382

CAPACITIES	
Seating	5
Cargo volume (L)	572 (behind rear seats)/1,334 (with rear seats folded)
Passenger volume (L)	2,730
Fuel tank (L)	50

2018 MAZDA3 SPORT MODEL LINE-UP AT A GLANCE**

	TRANSMISSION	DRIVE CONFIGURATION	ENGINE	DESCRIPTION
GX	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
GS	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Moonroof
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Moonroof
GT	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.0 L I4	Moonroof and i-ACTIVSENSE Packages
	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.5 L I4	
	SKYACTIV-G 6-speed manual	Front Wheel Drive	SKYACTIV-G 2.5 L I4	Premium Package
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.5 L I4	
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.5 L I4	Premium Package
	SKYACTIV-Drive 6-speed automatic	Front Wheel Drive	SKYACTIV-G 2.5 L I4	Premium and Technology Packages

**For full details on the 2018 MAZDA3 Sport model line-up, please visit mazda.ca or your local Mazda dealer.

© Bluetooth is a registered trademark of Bluetooth SIG, Inc.
 © Bose, © Centerpoint, © AudioPilot and © SurroundStage are registered trademarks of Bose Corporation.
 © HomeLink and the HomeLink house are registered trademarks of Johnson Controls, Inc.
 ™ SiriusXM, the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio Inc. and are used under license.
 ™ Aha is a registered trademark of Harman International Industries, Inc.
 ™ Stitche is a registered trademark of Stitche.

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

Customize your new MAZDA3 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



AERO KIT

Give your MAZDA3 a bold, aerodynamic stance. Accessorize your ride with our Brilliant Black Aero Kit that includes Front Air Dam, Side Sills, Rear Diffuser and Rear Spoiler. Pick and choose only the accessories you like or go all-out and deck your drive with all four.



MAZDA MOBILE START

With Mazda Mobile Start, now you can remotely start, lock or unlock your Mazda using a smartphone app. You can even activate a panic alarm, and if you've forgotten where you parked your Mazda, you can use the app to find it virtually anywhere. Applicable on automatic transmission vehicles only.



CARGO TRAY

Life doesn't have to be messy, at least inside your MAZDA3. This flexible, durable Cargo Tray* protects against spills and other damage. Removes easily for quick cleanup.



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.



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.



NAVIGATION SYSTEM

Get where you need to go with our in-dash, integrated navigation system. Enjoy advanced lane guidance, 3D interactive map, intuitive voice commands and much more.

VISIT MAZDA.CA FOR ACCESSORY OPTIONS.

*Please remember to properly secure all cargo.

**MAZDA VEHICLES ARE DESIGNED TO BE DRIVEN,
AND TO PROVE IT, WE'VE INTRODUCED MAZDA UNLIMITED -
THE ONLY WARRANTY PROGRAM OF ITS KIND IN CANADA.**



3-YEAR NEW VEHICLE UNLIMITED MILEAGE WARRANTY	3-YEAR ROADSIDE ASSISTANCE UNLIMITED MILEAGE	5-YEAR POWERTRAIN UNLIMITED MILEAGE WARRANTY	7-YEAR ANTI-PERFORATION UNLIMITED MILEAGE WARRANTY
--	---	---	---

.....
**Mazda Unlimited features unlimited
mileage for our 3-year New Vehicle,
3-year Roadside Assistance, 5-year
Powertrain and 7-year Anti-Perforation
warranties, so you can focus on every
thrilling moment spent behind the
wheel instead of the odometer.**

What does Mazda Unlimited mean for you?

- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go



To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.



**WE'RE MORE THAN
A DEALERSHIP.
WE'RE A CLUBHOUSE.**

We're the clubhouse where Mazda enthusiasts unite. Where a passion for driving meets vehicles made for driving.

Where every Mazda dealership team knows that passion inside and out.

From that first initiation rite of a soul-rousing test drive, to every drive you take and every customer service visit you make.

**WELCOME TO THE CLUBHOUSE
OF DRIVING PASSION.**

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 ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2018 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 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 inspected, gassed up and fitted with floor mats.

 **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 Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance 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.

 **GRADUATE PROGRAM** 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 equipment, options, specifications, prices and other information may have occurred which would not be reflected in these pages. All information included in this brochure is based upon the available information at the time of publication. Although such information is believed to be correct at the time of publication, accuracy cannot be guaranteed. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right, at any time without providing any further notice or incurring any obligations, to correct any errors, inaccuracies or omissions that may exist in this brochure, as well as to make changes to any of the information included in this brochure. 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. Some vehicles shown may be models from other jurisdictions. Canadian models and specifications may vary.

ZOOM-ZOOM

Follow us on:



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

© 2017 Mazda Canada Inc., 55 Vogell Road, Richmond Hill, Ontario L4B 3K5



mazda

DRIVING MATTERS

Part No. 9999-92-M318-EN

