



WELCOME TO LIFE IN THE FAST LANE

2.3-liter MZR all-aluminum 4-cylinder
Turbocharged, intercooled & direct-injected
Forged crankshaft & connecting rods
Sport-tuned intake & exhaust systems
Close-ratio 6-speed manual gearbox
Torque-sensing conical limited-slip differential
263 hp @ 5500 rpm/280 lb-ft of torque @ 3000 rpm
155 mph top speed (electronically limited)

* Dynamic Stability Control is not a substitute for safe driving practices.
† Bluetooth is a registered trademark of Bluetooth SIG, Inc.

HOLD THE ROAD, NOT YOUR BREATH

Fully independent, MAZDASPEED-tuned suspension
MacPherson struts in front/multi-link in rear
High-performance springs
Heavy-duty front & rear stabilizer bars
12.60-inch ventilated front disc brakes
11.02-inch solid rear disc brakes
ABS, Electronic Brakeforce Distribution & Brake Assist
Traction Control System & Dynamic Stability Control*

ATTRACT A CROWD

Fully functional hood scoop
18-inch alloy wheels
Billevel rear spoiler
MAZDASPEED aero body parts
Dual chrome exhaust outlets
Integral fog lights
Side mirrors with directional indicators
Rear window wiper

ACHIEVE INNER PEACE

MAZDASPEED electroluminescent gauges & boost gauge
Racing-inspired, high-bolstered front bucket seats
Drilled aluminum foot pedals
Bluetooth† hands-free phone & audio capabilities
Multi Information Display
Dual-zone climate control
Special MAZDASPEED scuff plates
Illuminated steering-wheel-mounted controls for stereo, Bluetooth† & cruise control

PEACE OF MIND ALSO COMES STANDARD

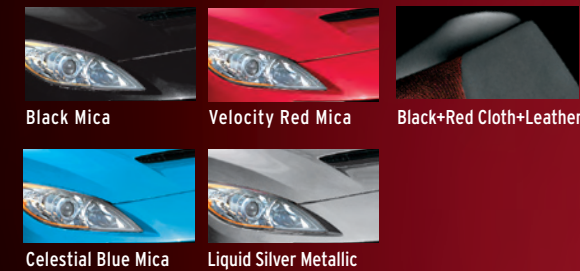
We want your new MAZDASPEED3 to be a source of pride, exhilaration and peace of mind for years to come. Which is why, like every new 2010 Mazda sold in the U.S., it's protected by all of the following:

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

For details, please ask your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

‡ Whichever comes first.

★★★★★
**5-STAR RATING
FRONT-IMPACT
CRASH SAFETY***

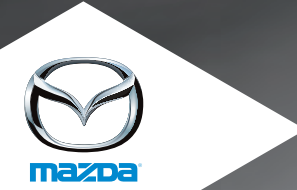


ZOOM-ZOOM. FOREVER.

* Government star ratings are part of NHTSA's New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete results, visit www.safercar.gov.

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

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2010 MAZDASPEED3
zoom-zoom

2010 MAZDASPEED3

IT'S TIME TO SEPARATE THE FAST FROM THE HALF-FAST.

Who says you have to sacrifice fast for sensible? The MAZDASPEED3* is a true high-output, high-velocity performer for the price of a pretender. And an adrenaline fix of the first order. Based on the all new, all that 2010 MAZDA3 5-Door, MAZDASPEED3 delivers cutting-edge performance that's also civilized enough for daily driving. And our engineers didn't miss a trick. Under the hood, a 263-hp turbocharged, intercooled and direct-injected 2.3-liter MZR cranks out a whopping 280 lb-ft of torque. Topping out at a mind-numbing 155 mph. Awaiting your eager grip is a close-ratio 6-speed manual gearbox linked up to a limited-slip differential. Inviting you to go pedal-to-metal are drilled aluminum foot pedals. And gluing it all to the road is a beefed-up, track-tuned fully independent suspension system that greatly reduces body roll. Plus an advanced Traction Control System and Dynamic Stability Control.† To promote straight-arrow, fade-resistant stopping, it's equipped with ventilated front discs and solid rear disc brakes, ABS, Electronic Brakeforce Distribution and Brake Assist. Aiding and abetting all this fun even more is a fully functional hood scoop, MAZDASPEED body parts front and rear, a bilevel rear spoiler, sport-tuned exhaust and trick 18-inch alloys. And to really seal the deal, Mazda's comprehensive new-car factory warranty. So test-drive a new MAZDASPEED3-ASAP. And put any thoughts of other rides like Civic Si or GTI behind you. Waaaaay behind you.



1 Turn Morning Commutes Into Track Days. The MAZDASPEED3's turbocharged, intercooled and direct-injected 2.3-liter powerplant pumps out 263 hp and a whopping 280 lb-ft of torque. An advanced, all-aluminum MZR design, it features Direct-Injection Spark Ignition (DISI) to improve combustion, boost torque and optimize fuel efficiency. With an engine like this, morning jvas can now be substituted with jolts of adrenaline. **2 Boost Your Outlook.** A new, centrally located boost gauge makes it easy to continuously monitor the turbocharger's vital contribution to the engine's formidable output. Things are definitely looking up. **3 Bring Yourself Up To Speed.** A precise 6-speed close-ratio manual gearbox is standard and awaits your eager grip. Also helping to ensure that the MAZDASPEED3's abundant power is effectively transferred to the pavement are a torque-sensing conical limited-slip differential, a Traction Control System and Dynamic Stability Control.† It's nothing short of a high-tech power trip.



* Available only at authorized MAZDASPEED Dealers. † Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.



TREAT YOUR POCKET TO A LOT MORE ROCKET.

The world is full of haves and have-nots. But with an all-new MAZDASPEED3, you can have it all. Because inside its high-tech cabin, creature comforts abound. Standard perks include: MAZDASPEED electroluminescent gauges. Bluetooth** hands-free phone and audio capabilities. A Multi Information Display. Trip computer. A leather-wrapped steering wheel and shift knob. Illuminated steering-wheel-mounted controls for stereo, Bluetooth* and cruise-control functions. Dual-zone climate control. Racing-inspired, high-bolstered front bucket seats. Even special metal insert MAZDASPEED scuff plates. Jump on the available MAZDASPEED Tech Package, and the deal gets even sweeter. With a 242-watt Bose® 10-speaker Surround Sound Audio System featuring Centerpoint® and AudioPilot® 2 technologies. SIRIUS Satellite Radio® with 6-month subscription.† An in-dash 6-disc CD changer. A full-color, compact navigation system. Perimeter alarm. A Mazda Advanced Keyless Entry System. Plus Push Button Start. So test-drive a new MAZDASPEED3 soon. And see how comfortable—and affordable—high-performance can be when you have a single priority. Zoom-Zoom. Forever.



1 Step On It. Drilled aluminum foot pedals give the MAZDASPEED3's cockpit a track-inspired look by handsomely integrating form, function and flash. **2 Now Hear This.** An available Bose Centerpoint Surround Sound Audio System boasts 242 watts and 10 speakers and uses patented Centerpoint signal-processing circuitry to produce stunning, 360° synthesized surround sound from regular CDs and MP3s. Equally impressive, its AudioPilot 2 noise compensation technology automatically adjusts frequencies to compensate for distracting road, wind and cabin noises. **3 It's For You.** Bluetooth* hands-free phone and audio capabilities are both standard on the MAZDASPEED3. Make and receive calls, access voice mail, even play music via simple voice commands and your Bluetooth*-compatible cell phone. **4 Connect With Your Favorite Tunes.** An auxiliary-audio input jack for your favorite MP3 player is also standard on MAZDASPEED3. An iPod® Integration Module is available. **5 Get The Picture.** The available compact navigation system uses a full-color Multi Information Display, which also provides audio system info, trip computer calculations, systems data, the ambient temperature and even maintenance reminders.

MAZDASPEED

** Bluetooth is a registered trademark of Bluetooth SIG, Inc. † Available only in the U.S., except Alaska and Hawaii.