

2012 Mazda3



mazda

WHAT DO YOU DRIVE?

Is it inspiring?

What were the people who built your car thinking?

*Are they just another behemoth carmaker 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

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 a stand that they're not going to compromise. Because at Mazda, we believe you shouldn't either. Introducing the 2012 Mazda3.

MAZDA 3

One of the Top 10 Coolest New Cars Under \$18,000 for the 8th consecutive year.

Kelley Blue Book's kbb.com*

*Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. For more information about the Top 10 Coolest New Cars Under \$18,000 from Kelley Blue Book's kbb.com, visit www.kbb.com.



Mazda3 5-Door ^



Mazda3 4-Door v



Mazdaspeed3 ^



Fully loaded comes standard.

In the world of compact cars, the Mazda3 is a statement. A statement that 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.

- Steering-wheel-mounted audio controls
- 4-wheel disc brakes
- Power windows with one-touch down/up driver's window
- Anti-lock Brake System with Electronic Brakeforce Distribution and Brake Assist
- Dynamic Stability Control and Traction Control System
- Precise rack-and-pinion steering with Electro-Hydraulic Power Assist Steering
- Sport-tuned 4-wheel independent suspension with front and rear stabilizer bars
- 4-speaker AM/FM/CD audio system with automatic level control and auxiliary-audio input jack
- Advanced dual front air bags
- Dual front side-impact air bags
- Side-impact air curtains with front- and rear-passenger coverage
- Active front headrests for added whiplash protection
- Tire Pressure Monitoring System
- 16-inch wheels



Mazda3 with SKYACTIV® TECHNOLOGY ^



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-liter or 2.5-liter 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, SKYACTIV®-Drive automatic transmission and 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.

"The Mazda3 is a three-time *Automobile Magazine* All-Star for its excellent chassis and engaging driving feel!"

Automobile Magazine, July 2011

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 *i* SV and Sport models feature a 2.0-liter engine rated at 33 mpg highway/25 mpg city*. The 2.5-liter 167-hp† Mazda3 *s* engine turns in 29 mpg highway/22 mpg city‡. And for the ultimate in fuel efficiency, the Mazda3 *i* Touring and Grand Touring with the all-new SKYACTIV®-G 2.0-liter engine delivers 155 hp and up to 40 mpg‡.

Transmissions

The Mazda3 *s* Touring and Grand Touring models offer a precise 6-speed manual or an electronically controlled 5-speed Sport automatic transmission with manual-shift mode. The Mazda3 *i* SV and Sport models offer the same 5-speed automatic or a 5-speed manual. The Mazda3 *i* Touring and Grand Touring offer the fuel-saving options of the all-new 6-speed SKYACTIV®-MT manual or SKYACTIV®-Drive 6-speed automatic transmission.

Standard Rear Independent Suspension

The responsive, spirited performance of Mazda3's engines are complemented by a precisely tuned 4-wheel independent suspension system. Standard on all models, this sophisticated suspension combines front MacPherson struts with an advanced multilink 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 pin-point steering power, enhanced agility and increased fuel economy.

*EPA-estimated fuel economy with manual transmission. †165 hp (PZEV). ‡EPA-estimated fuel economy with automatic transmission. **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. SKYACTIV® is a registered trademark of Mazda Motor Corporation.





"It is a whole new, more efficient way of engineering cars. Really...."

autoweek.com, August 2011

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 coexist in cars accessible to everyone.

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

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

But most importantly, it meant reimagining 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 built 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.mazdausa.com/skyactiv

Vehicle shown with accessory side sill extensions.

It's not the first 40-mpg sedan. It's just the first one worth driving.

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 includes a high-output all-aluminum MZR 2.3-liter 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 Brakeforce Distribution and Brake Assist; larger-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 the Mazda Advanced Torque Management System.

>> **Engine:** An all-aluminum turbocharged and intercooled MZR 2.3-liter 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.



*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.



"One of the biggest pluses this car offers is inside, where materials and controls are the best in class."

Motor Trend, November 2009



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 center 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.

*Bluetooth® is a registered trademark of Bluetooth SIG, Inc.

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 Advanced Keyless Entry that instantly recognizes you at the touch of a button, to its Welcome Lighting System that extends a warm welcome by automatically illuminating 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.



Mazda Advanced Keyless Entry & Start System

Even before you enter your Mazda3, it's already anticipating your arrival. Its Advanced Keyless Entry recognizes you and comes to life before your eyes. It remotely locks or unlocks doors, trunk or rear liftgate—all without you having to take your keyless entry fob out of your pocket.



Push Button Start

Eliminate the need for an ignition key with Push Button Start, standard on Mazda3 s models and available on Mazdaspeed3 with the optional Technology Package.



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.



iPod®† Integration System

Enjoy your iPod® through your Mazda3's audio system while charging it at the same time. The accessory iPod® Integration system quickly connects your music to your Mazda, allowing you to navigate your entire music library. And to expand your audio selection, there's also the available SiriusXM™ Satellite Radio‡.



Dual-zone automatic climate controls

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



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.

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.

*Bluetooth® is a registered trademark of Bluetooth SIG, Inc. †Apple and iPod® are registered trademarks of Apple Inc. iPhone® not compatible with iPod® adapter. ‡SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio. Included in Tech Package. Available only in the U.S., except Alaska and Hawaii.

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 all Mazda3 s models, Mazda3 i Grand Touring and Mazdaspeed3, and available on Mazda3 i Touring, 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-degrees 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.

- › 3.25-inch Twiddler® neodymium mid/high-range speaker
- › Two 1-inch neodymium tweeters (in L/R A-pillars)
- › Two 6.5-inch neodymium wide-range speakers (in L/R front doors)
- › Two 5.25-inch neodymium wide-range speakers (in L/R rear doors)
- › Two 3.25-inch Twiddler® neodymium mid/high-range speakers (in L/R rear deck)
- › One 9-inch, high-performance Nd® woofer (center-mounted in rear deck)
- › Bose® digital amplifier with Centerpoint® signal-processing circuitry (under passenger's front seat)
- › SurroundStage® digital processing circuitry
- › AudioPilot® noise compensation technology with eight channels of custom equalization and digital signal processing





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 Grand Touring 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.

"It's hard to beat the balance of joy and practicality of the Mazda3."

Winding Road, August 2010

5 doors. 17 cubic feet. Endless possibilities.

The more you need from the Mazda3, the more it seems to give. With more overall interior room than VW Golf, the Mazda3 5-Door is a compact with up to 17 cubic feet of vast cargo space. Its convenient 5th door and 60/40 split fold-down rear seatback allows it to easily transport longer, larger items. Simply fold down the entire 60/40 rear seat back, and you've got additional cargo space for sports equipment, camping gear, luggage and more—much more.



It's a speed demon—and a guardian angel.

There's a reason the Mazda3 earned the highest rating for frontal crash test performance from the Insurance Institute of Highway Safety. In fact, there are a lot of reasons. From improved overall handling, to greater impact support, to a wide array of innovative safety technologies, the Mazda3 is precisely engineered to protect you—and your peace of mind—from every angle.



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-leveling 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 seat/passenger 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-exclusive 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.

Tire-Pressure Monitoring System

Designed to monitor air pressure in real time, this system automatically alerts you before one or more tires become critically low.

Brakes

Stopping is as much a performance aspect as anything, so we equipped the Mazda3 with standard power-assisted 4-wheel disc brakes and a wide range of other standard braking features. The Anti-lock Brake System pulses the brakes several hundred times a second, preventing wheel lock so the driver can make controlled stops. Electronic Brakeforce Distribution monitors pedal pressure and vehicle weight to determine how much force to apply to the front and rear brakes, while Brake Assist automatically increases braking pressure, thereby reducing 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.

The Insurance Institute for Highway Safety has awarded the Mazda3 its coveted 2011 Top Safety Pick award.



*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 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.

DNA straight from the raceway.

At Mazda, motorsports is in our blood. It's part of our heritage, and you'll find "the soul of a sports car" in every Mazda we make. It's a passion that spans decades, inspiring us to compete in over 24 distinct club and pro-level motorsports series. The Continental Tire Sports Car Challenge Series is a dramatic example. Six Mazda teams have chosen to battle the best that BMW, Chevrolet, Honda and Porsche have to offer by using race-prepped Mazdaspeed3s to battle for victories all across North America, and won. What's more, these cars use the same stock Mazda MZR 2.3-liter powerplant that comes standard in the same Mazdaspeed3 you drive every day. At Mazda, we believe the best street cars make the best race cars. That's why on any given weekend, more Mazdas are road-raced than any other car*.



*Based on Sports Car Club of America racing data.

Mazda3 Specifications & Capacities

	Mazda3 i 4-Door SV & Sport	Mazda3 i 4-Door & 5-Door Touring & Grand Touring	Mazda3 s 4-Door & 5-Door Touring & Grand Touring		
ENGINE					
Engine type	MZR 2.0L DOHC 16-valve 4-cylinder with VVT	SKYACTIV®-G 2.0L DOHC 4-cylinder with VVT	MZR 2.5L DOHC 16-valve 4-cylinder with VVT		
Horsepower	148 hp @ 6500 rpm	155 hp @ 6000 rpm (PZEV = 154 hp @ 6000 rpm)	167 hp @ 6000 rpm (PZEV = 165 hp @ 6000 rpm)		
Torque	135 lb-ft @ 4500 rpm	148 lb-ft @ 4100 rpm	168 lb-ft @ 4000 rpm (PZEV = 167 lb-ft @ 4000 rpm)		
Redline	6500 rpm	6500 rpm	6200 rpm		
Displacement (cc)	1999	1998	2489		
Bore x Stroke (mm)	87.5 x 83.1	83.5 x 91.2	89.0 x 100.0		
Compression Ratio	10.0:1	12.0:1	9.7:1		
Fuel System	Electronically controlled multiport fuel injection	Advanced Direct Injection	Electronically controlled multiport fuel injection		
Recommended Fuel		Regular unleaded			
Valvetrain	Chain-driven dual overhead cams, 4 valves per cylinder with variable intake valve timing (VVT)				
Ignition System	Direct coil-on-plug electronic ignition with platinum-tipped spark plugs				
Engine Block		Aluminum alloy			
Cylinder Head		Aluminum alloy			
Emission Control Type (Fed/Cal)	Tier2-BIN5 / Ultra Low Emissions Vehicle (ULEV)	Tier2-BIN5 / Partial Zero Emissions Vehicle (PZEV)	Tier2-BIN5 / Partial Zero Emissions Vehicle (PZEV)		
DRIVETRAIN					
Type	Front-wheel drive (FWD)				
Manual Transmission	5-speed overdrive	SKYACTIV®-MT 6-speed overdrive [Touring only]	6-speed overdrive		
Automatic Transmission	5-speed electronically controlled Sport with Adaptive Shift Logic and manual-shift mode [Sport only]	SKYACTIV®-Drive 6-speed electronically controlled Sport with manual-shift mode	5-speed electronically controlled Sport with Adaptive Shift Logic and manual-shift mode		
CHASSIS					
Brakes					
- Front / Rear	10.9-inch vented disc / 10.4-inch solid disc		11.8-inch vented disc / 11.0-inch solid disc		
- ABS	4-wheel, 4-channel with Electronic Brakeforce Distribution (EBD) and Brake Assist				
Steering type	Power rack-and-pinion with variable assist				
Power assist	Electro-Hydraulic Power Assist Steering (EHPAS)				
Overall steering ratio	16.2:1				
Steering wheel turns, lock-to-lock	2.9				
Turning circle, curb-to-curb (ft)	34.2				
Suspension	4-wheel independent				
- Front / Rear	MacPherson strut with stabilizer bar / MultiLink with stabilizer bar				
Wheel size (in)	16 x 6.5		17 x 7.0		
Tire size	P205/55 R16 all-season radial		P205/50 R17 all-season radial		
	Mazda3 i 4-Door SV & Sport	Mazda3 i 4-Door Touring & Grand Touring	Mazda3 s 4-Door Touring & Grand Touring	Mazda3 i 5-Door Touring & Grand Touring	Mazda3 s 5-Door Touring & Grand Touring
WEIGHTS & CAPACITIES					
Curb weight (lb)					
- Manual transmission	2866	2872	3046	2896	3048
- Automatic transmission	2929	2950	3103	2969	3104
Fuel capacity (gallons)	14.5	14.5	15.9	14.5	15.9
INTERIOR DIMENSIONS					
Headroom, front / rear without moonroof (in)	38.9 / 37.5	38.9 / 37.5 [n/a for GT]	n/a	38.9 / 38.0 [n/a for GT]	n/a
Headroom, front / rear with moonroof (in)	n/a	38.1 / 37.4	38.1 / 37.4	38.1 / 37.7	38.1 / 37.7
Shoulder room, front / rear (in)	54.9 / 54.0	54.9 / 54.0	54.9 / 54.0	54.9 / 54.0	54.9 / 54.0
Hip room, front / rear (in)	53.7 / 52.2	53.7 / 52.2	53.7 / 52.2	53.7 / 52.2	53.7 / 52.2
Legroom, front / rear (in)	42.0 / 36.2	42.0 / 36.2	42.0 / 36.2	42.0 / 36.2	42.0 / 36.2
EPA passenger volume (cu ft)	94.1	94.1	94.6	94.6	94.6
EPA cargo volume 2nd-row down (cu ft)	n/a	n/a	n/a	42.8	42.8
EXTERIOR DIMENSIONS					
Wheelbase (in)	103.9	103.9	103.9	103.9	103.9
Track, front (in)	60.4	60.4	60.2	60.4	60.2
Track, rear (in)	59.8	59.8	59.6	59.8	59.6
Length (in)	180.9	180.9	180.9	177.4	177.4
Width (in)	69.1	69.1	69.1	69.1	69.1
Height (in) - (unladen)	57.9	57.9	57.9	57.9	57.9
Minimum ground clearance (in) - (laden)	4.7	4.7	4.7	4.7	4.7
FUEL ECONOMY					
Manual Transmission (city/hwy)	25 / 33	27 / 39	20 / 28	27 / 38	20 / 28
Automatic Transmission (city/hwy)	24 / 33	28 / 40	22 / 29	28 / 39	22 / 29

Mazda3 Exterior

BODY

	Mazda3 i 4-Door	Mazda3 s 4-Door	Mazda3 i 5-Door	Mazda3 s 5-Door
Halogen headlights	●	●	●	●
Self-leveling Bi-Xenon High-Intensity-Discharge (HID) headlights		○	○	○
Auto on/off headlight feature		○	○	○
Adaptive Front-lighting System (AFS)		○	○	○
Halogen fog lights	△	△	△	△
Variable-intermittent windshield wipers	●	●	●	●
Rain-sensing windshield wipers		○	○	○
Intermittent rear wiper/washer		○	○	○
Power sliding-glass moonroof with one-touch-open feature and interior sunshade		○	○	○
Dual power side mirrors	●	●	●	●
Dual power side mirrors with integrated turn signal		○	○	○
Heated side mirrors		○	○	○
Side sill extensions	△	△	△	△
In-glass radio antenna	●	●	●	●
Roof-mounted antenna		○	○	○
Rear spoiler	△	△	△	△
Roof-mounted spoiler		○	○	○
Clear-lens LED taillights		○	○	○
Single exhaust outlet	●	●	●	●
Single exhaust outlet with bright tip		○	○	○
Dual exhaust outlets with bright tips		○	○	○

WHEELS & TIRES

16-inch steel wheels with full wheel covers	●	●	●	●
16-inch aluminum alloy wheels		○	○	○
P205/55 R16 all-season radial tires	●	●	●	●
17-inch aluminum alloy wheels		○	○	○
P205/50 R17 all-season radial tires		○	○	○
Temporary spare tire	●	●	●	●

Safety & Security

Advanced front air bags* with seat belt-use, passenger-weight and driver's seat-position sensors	●	●	●	●	●
Front side-impact air bags and side-impact air curtains*	●	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●	●
Front seat-belt pretensioners with force limiters	●	●	●	●	●
Active front headrests	●	●	●	●	●
Anti-lock Brake System (ABS) w/ Electronic Brakeforce Distribution (EBD) & Brake Assist	●	●	●	●	●
Dynamic Stability Control (DSC)** and Traction Control System (TCS)	●	●	●	●	●
Blind Spot Monitoring (BSM) System†	○	○	○	○	○
*Triple H" body construction	●	●	●	●	●
Side-impact door beams	●	●	●	●	●
Collapsible steering column	●	●	●	●	●
Engine-immobilizer anti-theft system	●	●	●	●	●
Anti-theft alarm system	●	●	●	●	●
Keyless remote panic button (on key fob)		○	○	○	○
Automatic door locks (speed-sensitive and transmission-sensitive)		○	○	○	○
Tire-Pressure Monitoring System (TPMS)	●	●	●	●	●
LATCH child-safety-seat anchors & upper tethers	●	●	●	●	●
Child-safety rear door locks	●	●	●	●	●

Mazda3 Interior

COMFORT & CONVENIENCE

Air conditioning with pollen filter		○	○	○	○
Dual-zone automatic climate control with pollen filter		○	○	○	○
Power windows with driver's one-touch auto up/down feature		○	○	○	○
Power door locks with 2-stage unlocking feature		○	○	○	○
Cruise control with steering-wheel-mounted controls		○	○	○	○
Remote keyless entry		○	○	○	○
Mazda Advanced Keyless Entry & Start System with push-button start		○	○	○	○
Tilt & telescopic steering wheel		○	○	○	○
Manual day/night rearview mirror		○	○	○	○
Auto-dimming rearview mirror		○	○	○	○
Welcome lighting system		○	○	○	○
12-volt power outlet (2)		○	○	○	○
Cargo area light		○	○	○	○
Rear window defogger with timer		○	○	○	○

SEATING & TRIM

6-way adjustable manual driver's seat	●	●	●	●	●
8-way adjustable power driver's seat		○	○	○	○
4-way adjustable manual front passenger seat	●	●	●	●	●
60/40 split fold-down rear seatback	●	●	●	●	●
5-position variable heated front seats		○	○	○	○
Cloth-trimmed seats	●	●	●	●	●
Cloth-trimmed sport seats		○	○	○	○
Leather-trimmed seats		○	○	○	○
Leather-trimmed sport seats		○	○	○	○
Leather-wrapped steering wheel		○	○	○	○
Leather-wrapped shift knob		○	○	○	○

AUDIO & NAVIGATION

AM/FM/CD/MP3-compatible stereo with 4 speakers	●	●	●	●	●
AM/FM/CD/MP3-compatible stereo with 6 speakers		○	○	○	○
265-watt Bose® Centerpoint™ Surround Sound System with AudioPilot®, AM/FM stereo, in-dash CD/MP3-compatible player and 10 speakers		○	○	○	○
In-dash 6-disc CD/MP3 changer	△	△	△	△	△
Auxiliary-audio input jack	●	●	●	●	●
SiriusXM™ Satellite Radio-compatible audio system**		○	○	○	○
SiriusXM™ Satellite Radio with four-month subscription	○	○	○	○	○
Steering-wheel-mounted audio controls	●	●	●	●	●
Bluetooth® hands-free phone and audio capability††		○	○	○	○
Compact navigation system with color display		○	○	○	○

STORAGE

Driver's side in-dash storage	●	●	●	●	●
Front center console storage	●	●	●	●	●
Sliding center console armrest		○	○	○	○
Dual front cup holders with cover	●	●	●	●	●
Front door storage pockets with bottle holders	●	●	●	●	●
Front passenger-side seatback map pocket	●	●	●	●	●
Rear center armrest with cup holders	●	●	●	●	●
Removable cargo cover		○	○	○	○

KEY: Standard = ● Optional = ○ Package = ● Dealer-available accessory = △

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.

*Always wear your seat belt and secure children in the rear seats in appropriate child restraints. †Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details. †Bluetooth is a registered trademark of Bluetooth SIG, Inc. **SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Included in Tech Package. ††Bluetooth is a registered trademark of Bluetooth SIG, Inc. ©2011 Mazda North America, Inc.

Mazda3 Color Combinations & Upholstery

	Mazda3 i 4-Door SV & Sport	Mazda3 i & Mazda3 s 4-Door	Mazda3 i & Mazda3 s 5-Door																									
Black Mica	●	●	●																									
Indigo Lights Mica		○	○																									
Sky Blue Mica		○	○																									
Velocity Red Mica	●	●	●																									
Dolphin Gray Mica		○	○																									
Graphite Mica		○	○																									
Liquid Silver Metallic		○	○																									
Crystal White Pearl Mica		○	○																									
*Extra cost option		○	○																									
Mazda3 Packages																												
	Mazda3 i 4-Door Touring & Grand Touring	Mazda3 s 4-Door Touring & Grand Touring	Mazda3 i 5-Door Touring & Grand Touring	Mazda3 s 5-Door Touring & Grand Touring																								
Technology Package:																												
Self-leveling Bi-Xenon High-Intensity-Discharge (HID) headlights;																												
Adaptive Front-lighting System (AFS); Auto on/off headlights;																												
Blind Spot Monitoring (BSM) System; rain-sensing windshield wipers;			● GT	● GT																								
SiriusXM™ Satellite Radio with 4-month subscription;			● GT	● GT																								
anti-theft alarm system																												
Moonroof & Bose® Package:																												
Power sliding-glass moonroof with one-touch-open feature & interior sunshade;			● Touring	● Touring																								
265-watt Bose® Centerpoint™ Surround Sound System with AudioPilot®, AM/FM stereo, in-dash CD/MP3-compatible player and 10 speakers																												
Mazdaspeed3 Key Features																												
Intense Performance	Dynamic Handling & Suspension		Sporty Interior	Bold Exterior																								
MZR 2.3-liter all-aluminum 4-cylinder	Fully independent Mazdaspeed-tuned suspension		Mazdaspeed3 red gradation gauges & boost gauge	Fully functional hood scoop																								
Turbocharged, intercooled & direct-injected engine	MacPherson struts in front/multi-link in rear		Racing-inspired, high-bolstered front bucket seats	18-inch alloy wheels with P255/40 R18 radial tires																								
Forged crankshaft & connecting rods	High-performance springs		Drilled aluminum foot pedals	Bilevel rear spoiler																								
Sport-tuned intake & exhaust systems	Heavy-duty front & rear stabilizer bars		Bluetooth® hands-free phone & audio capabilities	Mazdaspeed3 aero body parts																								
Close-ratio 6-speed manual gearbox	12.6-inch ventilated front disc brakes		Multi Information Display	Dual chrome exhaust outlets																								
Torque-sensing conical limited-slip differential	11.0-inch solid rear disc brakes		Dual-zone automatic climate control	Integral fog lights																								
Mazda Advanced Torque Management System	ABS, Electronic Brakeforce Distribution (EBD) & Brake Assist		Special Mazdaspeed3 scuff plates	Dual power side mirrors with integrated turn signals																								
263 hp @ 5500 rpm/280 lb-ft of torque @ 3000 rpm	Traction Control System (TCS) & Dynamic Stability Control (DSC)**		Illuminated steering-wheel-mounted controls for audio system, Bluetooth® & cruise control	Rear window wiper																								
155 mph top speed (electronically limited)			Bose® 265-watt Centerpoint™ 10-speaker Surround Sound System																									
Mazdaspeed3 Tech Package				Colors & Upholstery																								
Full-color compact navigation system with Multi Information Display;				<table border="1"> <tbody> <tr> <td>BLACK MICA</td> <td>CRYSTAL WHITE PEARL MICA</td> </tr> <tr> <td>VELOCITY RED MICA</td> <td>LIQUID SILVER METALLIC</td> </tr> </tbody> </table>	BLACK MICA	CRYSTAL WHITE PEARL MICA	VELOCITY RED MICA	LIQUID SILVER METALLIC																				
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VELOCITY RED MICA	LIQUID SILVER METALLIC																											
SiriusXM™ Satellite Radio** with four-month subscription; Mazda Advanced Keyless Entry & Start System with Push Button Start; Bi-Xenon High-Intensity-Discharge (HID) auto-leveling headlights; Adaptive Front-lighting System (AFS); Automatic on/off headlights; LED clear-lens taillights; rain-sensing front windshield wipers; perimeter alarm system.				<table border="1"> <tbody> <tr> <td>Black Leather</td> <td>Mazda3 i & s</td> <td>Dune Leather</td> <td>Mazda3 i & s</td> </tr> <tr> <td>Black Cloth</td> <td>Mazda3 s</td> <td>Dune Cloth</td> <td>Mazda3 s</td> </tr> <tr> <td>Black Cloth</td> <td>Mazda3 i</td> <td>Dune Cloth</td> <td>Mazda3 i</td> </tr> <tr> <td>16" wheel cover</td> <td></td> <td>16" alloy wheel</td> <td></td> </tr> <tr> <td></td> <td></td> <td>17" alloy wheel</td> <td></td> </tr> <tr> <td></td> <td></td> <td>18" alloy wheel</td> <td></td> </tr> </tbody> </table>	Black Leather	Mazda3 i & s	Dune Leather	Mazda3 i & s	Black Cloth	Mazda3 s	Dune Cloth	Mazda3 s	Black Cloth	Mazda3 i	Dune Cloth	Mazda3 i	16" wheel cover		16" alloy wheel				17" alloy wheel				18" alloy wheel	
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“Mazda is one of the few brands that continue to cater to people who care about driving.”

caranddriver.com, January 2011



Every model in the Mazda lineup was built by a bunch of car-crazed craftsmen. Who love to drive. For people who love to drive. So from the Mazda2 to the CX-9, a Mazda is always a Mazda. Because if it's not worth driving, it's not worth building.

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.



Financing without the fuss.

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services* can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates.

To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.mazdausa.com.

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We're committed to our drivers.

Every new 2012 Mazda3 is protected by:

- ▶ **A 3-year/36,000-mile¹ "bumper-to-bumper" limited warranty**
- ▶ **A 3-year/36,000-mile¹ 24/7 Emergency Roadside Assistance program**
- ▶ **A 5-year/60,000-mile¹ limited powertrain warranty**
- ▶ **A 5-year/unlimited-mileage warranty against body rust-through**

¹Whichever comes first.

For details, please see your Mazda Dealer, visit mazdausa.com, or call toll-free 1-800-639-1000.



A All-Weather Floor Mats. Not just for bad weather anymore, these "whatever" floor mats are the perfect accessory to protect your Mazda3's interior from not only water, sand, mud and snow, but crumbs, spills, grass and anything else that your lifestyle may bring. **B Cargo Tray.** Keeps the cargo area carpet clean and free from damage. Cleans easily with soap and water. **C Cargo Net.** Keep smaller items from bouncing around in your cargo area. Easily installed and removed. **D Roof Rack.** Expand your storage possibilities with a removable roof rack. Add any of our customized attachments to transport your kayak, bike, cargo, surfboard, luggage, snowboard and more. **E Auto-Dimming Mirror.** Equipped with a bright LED compass to help keep you on the right road and HomeLink® to help make your life more convenient and safe. **F Bumper Guard.** Protect your paint's finish while loading and unloading the cargo area.

Additional accessories:

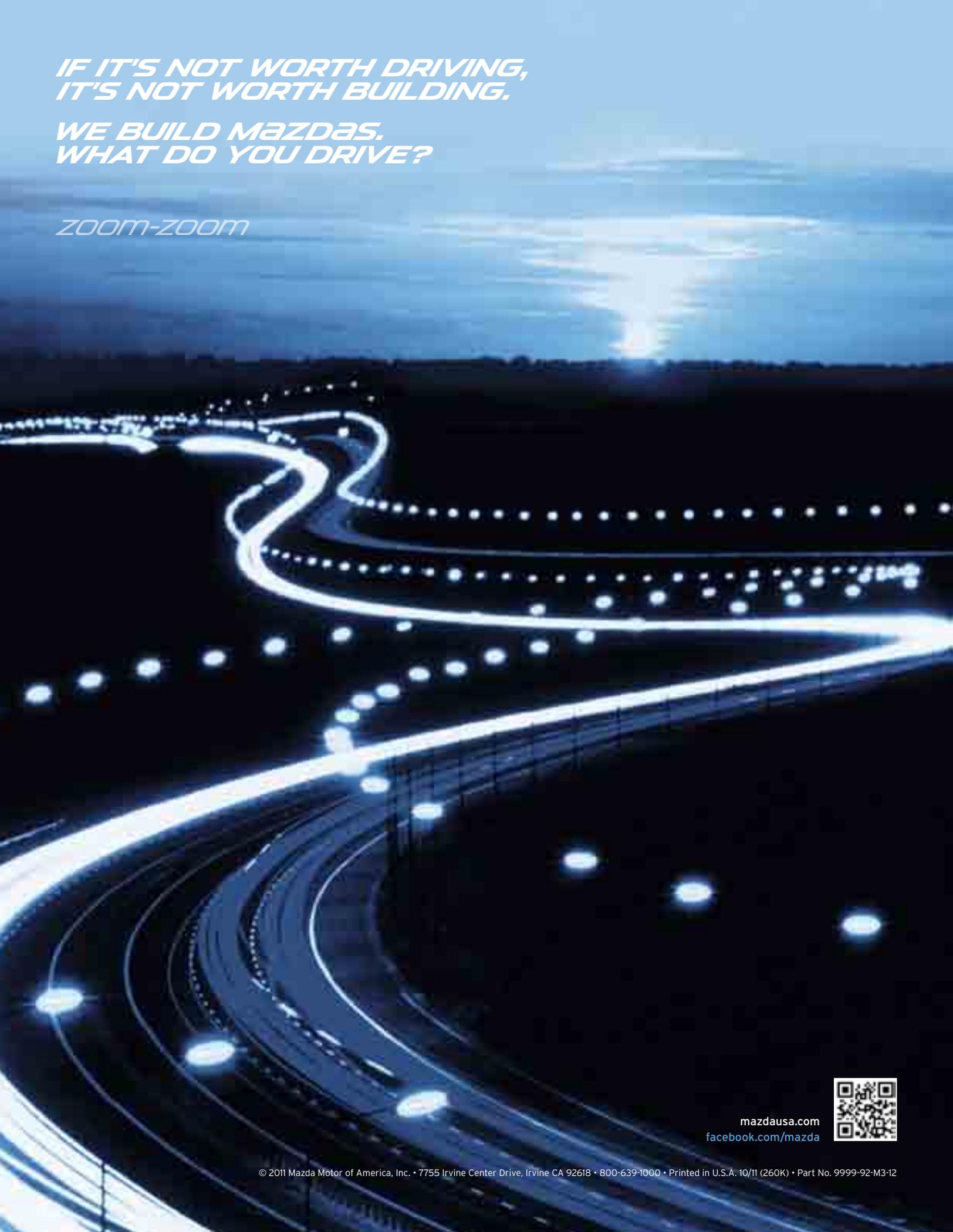
- | | | | | | |
|---|--|--|--|---|---|
| <ul style="list-style-type: none"> Fog Lights Front Mask Windshield Sunscreen Moonroof Wind Deflector Side Sills Splash Guards Fuel Door | <p>Roof-Rack Attachments:</p> <ul style="list-style-type: none"> - Bike Carrier - Cargo Box, Medium - Cargo Box, Short - Luggage Basket with Stretch Net - Kayak Carrier - Ski/Snowboard Carrier - Surfboard Carrier | <ul style="list-style-type: none"> Rear Wing Spoiler License-Plate Frame Car Cover Car-Cover Cable Lock Touch-Up Paint Wheel Locks SiriusXM™ Satellite Radio*** | <ul style="list-style-type: none"> 3.5-mm Audio Cable Bluetooth®† Car Kit by Motorola In-Dash 6-Disc CD/MP3 Changer Apple® iPod® Integration System‡ | <ul style="list-style-type: none"> Portable Navigation Devices by Garmin® Interior Lighting Kit Remote Engine Start Cargo Mat Rear Aero Flares and Center Underskirt | <ul style="list-style-type: none"> Roadside Assistance Kit First Aid Kit Ashtray |
|---|--|--|--|---|---|

Previous page disclaimers: *SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio. Included in Tech Package. Subscriptions to SiriusXM services are sold by SiriusXM after 4-month subscription expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and PR. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. †Bluetooth is a registered trademark of Bluetooth SIG, Inc. ‡Apple and iPod are registered trademarks of Apple Inc. iPhone® not compatible with iPod® adapter.

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IT'S NOT WORTH BUILDING.*

*WE BUILD MAZDAS.
WHAT DO YOU DRIVE?*

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