





One of the Top 10 Coolest New Cars Under \$18,000 for the 9th consecutive year.

Kelley Blue Book's\* kbb.com

### Exhilaration runs in the family.

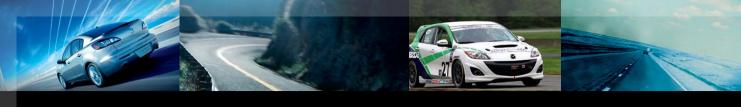
There are so many different ways to experience the uniquely thrilling drive of the new 2013 Mazda3. Whether you choose the 4-Door sedan or 5-Door hatchback, a 2.0-liter or 2.5-liter engine, every Mazda3 is designed to let you personalize your mix of power, efficiency and amenities. For the ultimate balance of performance and fuel economy, explore the trims that feature our 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.























### 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

Power windows with one-touch down/up driver's window

4-wheel disc brakes

Anti-lock Brake System with Electronic Brakeforce Distribution and Brake Assist

Dynamic Stability Control and Traction Control System

Precise rack-and-pinion steering with Electrohydraulic Power Assist Steering

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

Air conditioning with pollen filter

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



### 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 race-proven engines power the Mazda3 family, all of which utilize variable valve timing to help minimize fuel consumption while maximizing performance. When it comes to choices, the Mazda3 lineup offers something for everyone. Most Mazda3s are equipped with the SKYACTIV®-G engine that will not only leave you revved with 2.0-liter 155-hp excitement, but wondering how such a magnificent machine could get up to 40 highway MPG.\* The affordable Mazda3 i SV, with a 148-hp 2.0-liter engine rated at 25 MPG city/33 MPG highway,\* never asks you to sacrifice fuel efficiency for performance either. Or, go for the gusto in the 2.5L Mazda3 s Grand Touring that boasts 167 horsepower and still pushes past the pump with 22 city/29 highway MPG.\*

### **Transmissions**

All Mazda3 models with the SKYACTIV®-G 2.0L engine feature the fuel-saving 6-speed SKYACTIV®-MT manual or the SKYACTIV®-Drive 6-speed automatic transmission for quick, responsive, smarter acceleration. Get exactly what you want with Mazda3's transmission choices. Both the *i* SV and s Grand Touring offer the same electronically controlled 5-speed Sport automatic transmission with manual-shift mode. The *i* SV also offers a 5-speed manual, while the s Grand Touring antes up performance with a precise 6-speed manual transmission, standard.

### Standard Rear Independent Suspension

The responsive, spirited performance of Mazda3's engines is complemented by a precisely tuned 4-wheel independent suspension system. Standard on all models, this sophisticated suspension combines front MacPherson struts with an advanced 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.

### Electrohydraulic Power Assist Steering

The Mazda3's revolutionary Electrohydraulic 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.

\*\*I A Door models with SKYACTIV®-C 2.0 engine \$ SKYACTIV®-Drive 6-speed automatic transmission. EPA-estimated 28 city/40 highway MPG, #EPA-estimated fuel ecromony with manual transmission. #EPA-estimated fuel ecromony with manual transmission. #EPA-estimated fuel ecromony with manual transmission. #EPA-estimated fuel ecromony with manual results may var, \*\*Dynamic Stability Control (IOSC) is an electronic system designed to help the driven miniation 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.

"The Mazda3 is a three-time

for its excellent chassis and

engaging driving feel."

**AUTOMOBILE Magazine All-Star** 

AUTOMOBILE Magazine, July 2011





### 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.

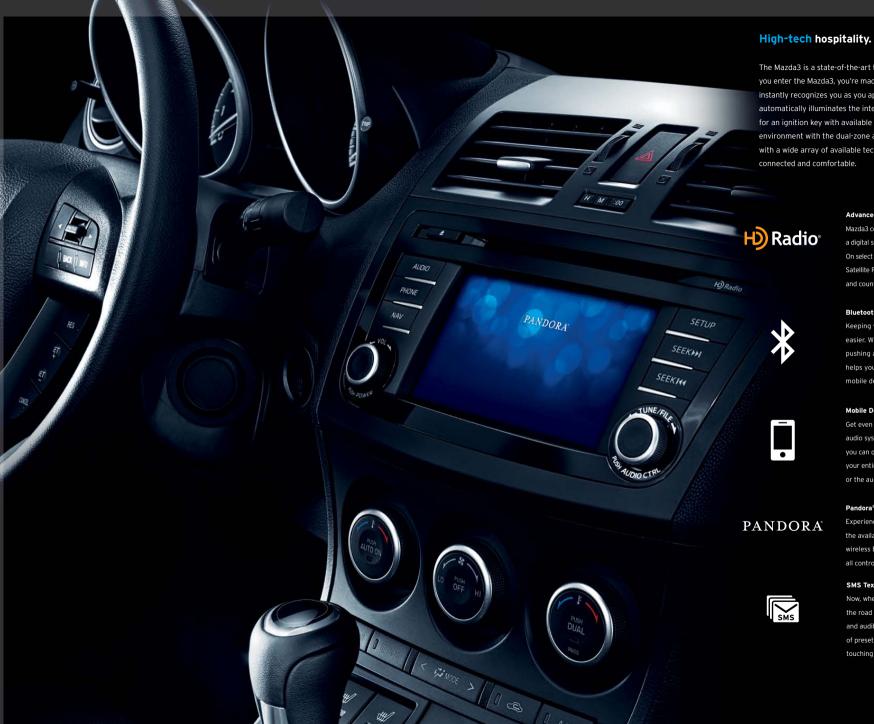
Also in play: larger-diameter ventilated front disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist; larger-diameter front and rear stabilizer bars; and a Mazdaspeed suspension system. Precisely engineered to efficiently transform every drop of gas into rocket fuel, the Mazdaspeed3 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 payement. 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.









The Mazda3 is a state-of-the-art technological powerhouse of conveniences. Even before you enter the Mazda3, you're made to feel like a guest with the Advanced Keyless Entry that instantly recognizes you as you approach the car. Once inside, its Welcome Lighting System automatically illuminates the interior lights in an elegant sequence. Eliminate the need for an ignition key with available Push Button Start, and then settle in and customize your environment with the dual-zone automatic climate control. The Mazda3 is well equipped with a wide array of available technological features that keep you informed, entertained, connected and comfortable.

### Advanced Audio Features

Mazda3 comes with available HD Radio, so you get cleaner, crisper sound from a digital signal that offers multiple options for some of your favorite stations. On select Mazda3s, take advantage of a free 4-month subscription to SiriusXM Satellite Radio<sup>†</sup> with a vast array of channel choices-everything from rock and country to jazz and your favorite talk shows-almost all commercial-free.

### Bluetooth® Hands-Free Phone and Audio Streaming

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, and the Bluetooth wireless capability helps you stay entertained with streaming audio from your compatible mobile device.

### Mobile Device Integration

Get even more enjoyment from your mobile device through your Mazda3's audio system while charging it at the same time. With the USB audio input, you can quickly connect your music to your Mazda, allowing you to navigate your entire music library-all conveniently from the steering-wheel controls or the audio system's display.

### Pandora® Internet Radio

Experience music on your terms with up to 100 unique "stations" through the available Pandora Internet radio, all seamlessly streaming through your wireless Bluetooth-enabled and Internet-connected device. Even better, it's all controlled from the on-screen display and all within sight level.

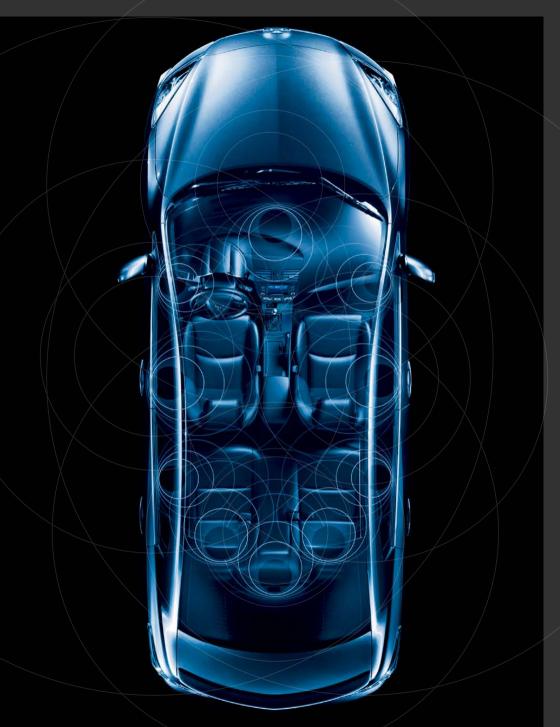
### SMS Text Message Readout

Now, when a text comes in while you're driving, you can stay focused on the road ahead. Select Mazda3 models offer a fully integrated text display and audible readout, and the ability to reply by choosing from a number of preset, standardized return messages. Stay in touch-and safer-without touching your phone.

### 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 Grand Touring models 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





### "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 for 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 headlight moves up to 15° in the direction of your turn, thereby improving visibility and allowing you to spot potential hazards and dangers up ahead.

The Insurance Institute for Highway Safety has awarded the Mazda3 its coveted 2012 Top Safety Pick award.



### 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 safer, more 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.



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. In the event of a collision and airbag deployment, the available E911 system will use a paired Bluetooth phone to dial emergency responders and identify your location. Added peace of mind when your loved ones are on the road.













### Blind Spot Monitoring System<sup>†</sup>

An available 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 spot by activating an icon in the corresponding 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 becomes 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.

\*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 an all affect whether DSC will be effective in preventing loos of control. Please see your owner's manual for further details.

# DNA straight from the raceway. with less than 50 races under his belt, rookie driver Michael Cooper won the 2012 Pirelli World Challenge Touring Car Drivers THERACESTE SAHLEN'S \*Based on Sports Car Club of America racing data.



### Mazda3 4-Door



### Mazda3 i SV 4-Door

Includes the following features:

- MZR 2.0L DOHC 4-cylinder engine with VVT
- · Standard 5-speed manual transmission or available 5-speed Sport automatic transmission
- · Air conditioning with pollen filter
- Power windows and dual power side mirrors
- · 16-inch steel wheels with full covers
- Variable-intermittent windshield winers
- Cloth-trimmed seats with 60/40 solit fold-down rear seatback
- Steering-wheel-mounted audio controls

- AM/FM/CD/MP3-compatible audio system with 4 speakers and auxiliary-audio input jack
- Active front headrests
- Advanced front air bags, front side-impact air bags and side-impact air curtains\*
- Dynamic Stability Control<sup>†</sup> and Traction Control System
- Tire-Pressure Monitoring System
- Available Convenience Package includes power door locks with 2-stage unlocking feature, automatic door locks and remote keyless entry system (AT models only)

 Leather-wrapped steering wheel and shift knob Available Preferred Equipment Package includes Blind Spot Monitoring system; Bose Centerpoint 10 speaker Surround Sound

System with AudioPilot® and power sliding-glass moonroof

## UPHOLSTERY Black Cloth

### Mazda3 i Sport 4-Door

Includes the following features in addition to or in place of Mazda3 i SV 4-Door:

- SKYACTIV®-G 2.0L DOHC 4-cylinder engine with VVT
- Standard 6-speed SKYACTIV®-MT manual transmission or available 6-speed SKYACTIV\*-Drive sport automatic transmission
- · Power door locks
- · Remote keyless entry
- Cruise control
- IISR audio innut
- Multi Information Display and Trip Computer



Black Leather

### Mazda3 i Touring 4-Door

Includes the following features in addition to or in place of the Mazda3 i Sport 4-Door:

- 16-inch aluminum allov wheels
- Bright tip single exhaust outlet
- Dual-zone automatic climate control
- · Mazda Advanced Keyless Entry & Start System
- Push Button Start
- 6-speaker audio system
- · Bluetooth hands-free phone and audio capability
- Rear-seat center armrest with cup holders
- Mazda3 i Grand Touring 4-Door Power sliding-glass moonroof

Includes the following features in addition to or in place of the Mazda3 i Touring 4-Door:

- Heated side mirrors
- Leather-trimmed seats and door panel inserts
- · 8-way power-adjustable driver's seat
- Heated front seats with 5 levels
- Blind Spot Monitoring System‡
- · Bose® Centerpoint® 10 Speaker Surround Sound System with AudioPilot
- 5.8" full-color touch-screen navigation system with voice command and real-time traffic updates
- · Sliding center-console armrest

- · Audio menu voice command
- E911 Automatic Emergency Notification
- HD Radio
- Pandora Internet radio
- · SMS text-to-voice delivery and reply
- Available Technology Package includes auto on/off Bi-Xenon High-Intensity Discharge headlights, Adaptive Front-lighting System, halogen fog lights, power heated side mirrors with integrated turn signals, rain-sensing windshield wipers, rear deck lip spoiler, clear-lens LED combination taillights, SiriusXM Satellite Radio with 4-month trail subscription to the Sirius Select Package\*



### Mazda3 s Grand Touring 4-Door

Includes the following features in addition to or in place of the Mazda3 i Grand Touring 4-Door:

- MZR 2.5L DOHC 4-cylinder engine with VVT
- Standard 6-speed manual transmission or available 5-speed Sport automatic transmission
- Halogen fog lights
- 17-inch aluminum alloy wheels
- · Rear deck lin spoiler
- · Dual exhaust with bright tips

- Power heated side mirrors with integrated turn signals
- · Clear-lens LED combination taillights
- · Bi-Xenon High-Intensity Discharge headlights with Adaptive Front-lighting System
- Auto on/off headlights
- · Rain-sensing windshield winers
- · Leather-trimmed sport seats
- · Illuminated driver and passenger vanity mirrors
- · SiriusXM Satellite Radio with 4-month trial subscription to the Sirius Select Package\*\*
- Alarm system

### Mazda3 5-Door

BLACK MICA

### Black Cloth Dune Cloth

### Mazda3 i Touring 5-Door

- Includes the following features:
- SKYACTIV8-G 2.0L DOHC 4-cylinder engine with VVT
- Standard 6-speed SKYACTIV®-MT manual transmission or

available 6-speed SKYACTIV®-Drive sport automatic transmission

- 16-inch aluminum allov wheels
- · Bright tip single exhaust outlet
- Dual-zone automatic climate control
- Mazda Advanced Kevless Entry & Start System
- Power windows, side mirrors and door locks
- Push button start
- AM/FM/CD/MP3-compatible audio system with 6 speakers and auxiliary-audio input jack

- · Bluetooth hands-free phone and audio capability
- · USB audio input
- Cruise control
- Rear-seat center armrest with cup holders
- . Leather-wranned steering wheel and shift knob
- Advanced front air bags
- Multi Information Display and Trip Computer
- Dynamic Stability Control<sup>†</sup>
- Available Preferred Equipment Package includes Blind Spot Monitoring system; Bose Centerpoint 10 speaker Surround Sound System with AudioPilot\* and power sliding-glass moonroof



### Mazda3 i Grand Touring 5-Door

Includes the following features in addition to or in place of the Mazda3 i Touring 5-Door:

- Power sliding-glass moonroof
- Heated side mirrors
- · Leather-trimmed seats and door panel inserts
- 8-way nower driver's seat Heated front seats with 5 levels
- Blind Spot Monitoring System<sup>‡</sup>
- Bose® Centerpoint® 10 Speaker Surround Sound System
- Sliding center-console armrest
- 5.8" full-color touch-screen navigation system with voice command and real-time traffic updates

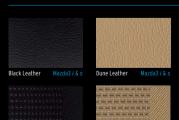
- · Audio menu voice command
- HD Radio
  - Pandora Internet radio
  - SMS text-to-voice delivery and reply
  - E911 Automatic Emergency Notification
  - Available Technology Package includes auto on/off Bi-Xenon High-Intensity Discharge headlights, Adaptive Front-lighting System. halogen fog lights, power heated side mirrors with integrated turn signals, rain-sensing windshield wipers, clear-lens LED combination taillights, SiriusXM Satellite Radio with 4-month trial subscription to the Sirius Select Package\*\* and alarm system



### Mazda3 s Grand Touring 5-Door

Includes the following features in addition to or in place of the Mazda3 i Grand Touring 5-Door:

- 2.5L DOHC MZR 4-cylinder engine with VVT
- Standard 6-speed manual transmission or available 5-speed Sport automatic transmission
- Halogen fog lights
- 17-inch aluminum alloy wheels
- Rear s-style roofline snoiler Side sill extensions
- · Dual exhaust with bright tips
- Power heated side mirrors with integrated turn signals Clear-lens LED combination taillights
- Bi-Xenon High-Intensity Discharge headlights with Adaptive Front-lighting System
- · Auto on/off headlights · Rain-sensing windshield winers
- Leather-trimmed snort seats
- Illuminated driver and passenger vanity mirrors
- Overhead sunglasses holder
- · SiriusXM Satellite Radio with 4-month trial subscription to the Sirius Select Package\*\* · Alarm system



Black Cloth

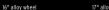


16" wheel cover









\*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. #Always check your mirrors. Be aware of the traffic around you." ShinsaM safetile Radio reception requires a subscription and Macias safetile radio. Included in Teo Practicage, Suscippions to ShinsaM serving are see old by ShinsaM set #A month subscription to the Sinsa Select package engines and are continuous uniful you call ShinsaM set #B66-652249 to cancel. See ShinsaM source Agreement for complete terms at www.shinsam.com. Shinsa sellite service available body to loss act least that and other in the 4R confiquous USA, DC, and PR. With coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. <code>++Extra</code> cost option. Bluetooth is a registered trademark of Bluetooth SIG, Inc.

Apple and iPod® are registered trademarks of Apple Inc. iPhone® not compatible with iPod® adapter.

Dune Cloth

### MazDaSPEED3 Key Features

### Intense Performance

MZR 2.3-liter all-aluminum 4-cylinder turbocharged, intercooled & direct-injected engine Forged crankshaft & connecting rods

Sport-tuned intake & exhaust systems Close-ratio 6-speed manual gearbox Torque-sensing conical limitedslin differential

Mazda Advanced Torque Management System 263 hp @ 5,500 rpm/280 lb-ft of torque @ 3,000 rpm

155 mph top speed (electronically limited)

### Dynamic Handling & Suspension

Fully independent Mazdaspeedtuned suspension Front MacPherson struts/ rear multilink High-performance springs

Heavy-duty front & rear stabilizer bars 12 6-inch ventilated front disc brakes 11.0-inch solid rear disc brakes ABS, Electronic Brakeforce Distribution & Brake Assist

Traction Control System & Dynamic Stability Control\*

### Sporty Interior

Mazdaspeed3 red gradation gauges & boost gauge Racing-inspired, high-bolstered front bucket seats Drilled aluminum foot pedals Bluetooth hands-free phone & audio capabilities IISB audio input Multi Information Display Dual-zone automatic climate control

Special Mazdaspeed3 scuff plates and floor mate Illuminated steering-wheel-mounted controls for audio system, Bluetooth & cruise control Bose® 265-watt Centerpoint® 10-speaker Surround Sound System with Audio Pilot

### **Bold Exterior**

18-inch aluminum alloy wheels with P255/40 R18 radial tires Bilevel rear spoiler Mazdaspeed3 aero body parts Dual bright tip exhaust outlets Integral fog lights Dual power side mirrors with integrated turn signals Rear window wiper

Fully functional hood scoon



### Mazdaspeed3 Technology Package

Full-color 5.8" touch-screen navigation system with real-time traffic updates, audio menu voice command, HD Radio, Pandora Internet radio, SMS text-to-voice delivery and reply, E911 automatic emergency notification, SiriusXM Satellite Radio+ with four-month trial subscription to the Sirius Select Package; Mazda Advanced Keyless Entry & Start System with Push Button Start; Bi-Xenon High-Intensity-Discharge auto-leveling headlights; Adaptive Front-lighting System; Automatic on/off headlights: Blind Snot Monitoring System: clear-lens LED taillights: rain-sensing windshield wipers:

UPHOLSTERY Black+Red, Cloth+Leather











### 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 MazdaUSA.com.

\*The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are

We're committed to our drivers. Every new 2013 Mazda3 is

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

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

\*Dynamic Stability Control (OSC) 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. Hot equipped for XM Radio reception. SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications ‡ Always check your mirrors. Be aware of the traffic around you.

	Mazda3 i 4-Door SV			Mazda3 <i>i</i> 4-Door & 5-Door Sport 4-Door, Touring & Grand Touring		Mazda3 s 4-Door & 5-Door Grand Touring			
ENGINE									
Engine type	M7R 2 OL DO	OHC 16-valve 4-cylinder with	h VVT	SKYACTIV®-G 2 OL	DOHC 4-cylinder with VVT	MZR 2.5L DOHC 16-valve 4-cy	linder with VVT		
Horsepower	148 hp @ 6,500 rpm			155 hp @ 6,000 rpm		167 hp @ 6,000 rpm			
Torque	135 lb-ft @ 4,500 rpm			148 lb-ft @ 4,100 rpm		168 lb-ft @ 4,000 rpm			
Redline	6,500 rpm			6,500 rpm		6,200 rpm			
Displacement (cc)	1,999			· ·	1.998	2,489			
Bore x Stroke (mm)		87.5 x 83.1		я	33.5 x 91.2	89.0 x 100.0			
Compression Ratio		10.0:1		, and the second	12.0:1	9.7:1			
Fuel System	Flectronically	controlled multiport fuel in	niection	Myance	d Direct Injection	Electronically controlled multiport fuel injection			
Recommended Fuel	Liectionically	controlled illustiport ruer il	ijection		u briect injection Jar unleaded	Electronically controlled maltiport fael injection			
Valvetrain	· · · · · · · · · · · · · · · · · · ·								
Ignition System	Chain-driven dual overhead cams, 4 valves per cylinder with variable intake valve timing (VVT)  Direct coil-on-plug electronic ignition with platinum-tipped spark plugs								
Engine Block			Direct con-on-			ark bioda			
Cylinder Head	Aluminum alloy Aluminum alloy								
Emission Control Type (Fed/Cal)	Tier2-BIN5 / Ultra Low Em				IIIIIIIIII alioy	Tier2-BIN5 / Low Emissions Vehicle (LEV)			
Elilission control Type (Fed/Cal)	Herz Bins /	OILI & LOW LIIIISSIOI	ISSIDIIS VEIIICIE (OLEV)		TICLE BIND / EOW EIIIISSIONS VEHICLE (EEV)				
DRIVETRAIN									
Туре	Front-wheel drive				t-wheel drive				
Manual Transmission	5-speed overdrive			SKYACTIV®-MT 6-speed overdrive		6-speed overdrive			
Automatic Transmission	5-speed electronically controlled Sport			SKYACTIV®-Drive 6-speed electronically		5-speed electronically controlled Sport			
	with Adaptive Shift Logic and manual-shift mode controlled Sport with manual-shift mode					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 and Brake Assist								
Steering type					pinion with variable assist	Take 1135131			
Power assist					ic Power Assist Steering				
Overall steering ratio				Electronyaradii	16.2:1				
Steering wheel turns, lock-to-lock	16.2:1 2.9								
Turning circle, curb-to-curb (ft)					34.2				
Suspension	34.2 4-wheel independent								
- Front / Rear			MacDharaa			or har			
Wheel size (in)	MacPherson strut with stabilizer bar / Multilink with stabilizer bar 16 x 6.5								
Tire size	16 X 6.5 P205/55 R16 all-season radial					P205/50 R17 all-season radial			
111 € 312€		FZ	P200/30 KiT dii 30d30ii Tadidi —						
		Mazda3 i	Mazo	da3 i	Mazda3 s	Mazda3 i	Mazda3 s		
		4-Door		loor	4-Door	5-Door	5-Door		
			Sport, Touring 8	& Grand Touring	Grand Touring	Touring & Grand Touring	Grand Touring		
WEIGHTS & CAPACITIES									
Curb weight (lb)									
		2,866	2,8	72	3,046	2,896	3,048		
			2,9		3,103	2,969	3,046		
- Manual transmission									
- Manual transmission - Automatic transmission		2,929 14 5							
- Manual transmission		2,929 14.5	14		15.9	14.5	15.9		
- Manual transmission - Automatic transmission									

Curb weight (lb)					
- Manual transmission	2,866	2,872	3,046	2,896	3,048
- Automatic transmission	2,929	2,950	3,103	2,969	3,104
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 [n/a for Sport]	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	94.1	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 / 22	29 / 40	22 / 20	29 / 20	22 / 20

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.



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.



■ 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. ■ Cargo Tray.\* Keeps the cargo area carpet clean and free from damage. Cleans easily with soap and water. ■ Cargo Net.\* Keep smaller items from bouncing around in your cargo area. Easily installed and removed. ■ Roof Rock.\* Expand your storage possibilities with a removable roof rack. Add any of our customized attachmized attachmized to transport your kayak, bike, cargo, surfloard, lugage, snowboard and more. ■ Auto-Dimming Mirror with compass and HomeLink. 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. ■ Rear Bumper Guard. Protect your paint's finish while loading and unloading the cargo area. 5-Door only.

### Additional accessories:

Fog Lights Front Mask Windshield Sunscreen Moonroof Wind Deflector Side Sills Splash Guards

Fuel Door

Roof-Rack Attachments: - Bike Carrier - Cargo Box, Medium - Cargo Box, Short

 Luggage Basket with Stretch Net
 Kayak Carrier
 Ski/Snowboard Carrier
 Surfboard Carrier Rear Wing Spoiler License-Plate Frames Car Cover Car-Cover Cable Lock Touch-Up Paint 3.5-mm Audio Cable
Bluetooth Car Kit
by Motorola
In-Dash 6-Disc
CD/MP3 Changer
Portable Navigation
Devices by Garmin®
Interior Lighting Kit

Remote Engine Start Cargo Mat Rear Aero Flares and Center Underskirt (5-Door only) Roadside Assistance Kit First Ald Kit

### Dear Driver,

As the Mazda3 program manager, I had one all-consuming goal for this car: to make something economical feel like a much richer experience. My team and I worked long days to ensure that the final result never felt like everyday transportation.

To accomplish our goals, we ignored what the automotive industry told us were acceptable features for this segment. They said Bi-Xenon headlights, Blind Spot Monitoring and text message-reading audio systems were only for expensive cars. So we made them easily obtainable options. Then we ignored the traditional thinking that fuel-efficient couldn't also be performance-oriented. So we incorporated SKYACTIV® TECHNOLOGY to let the Mazda3 hit 40 MPG and still be a hit on winding roads.

We made it good. Then we made it better. And then we went a bit further and made it a Mazda. I'm extremely proud that we could give the world a practical car that's quite entertaining. Our no-compromise engineering gave birth to a car that's born to be driven.

KENICHIRO SARUWATARI MAZDA3 PROGRAM MANAGER





Sirius XM Satellite Radio