

*2014 MAZDA3*

THIS IS THE 2014 MAZDA3.  
WHAT DO YOU DRIVE?

*ZOOM-ZOOM*



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**MAZDA**

*It takes conviction to stand up to the naysayers.  
A creative fire that's unafraid of the blank page.  
And the courage to flip conventional wisdom on its head.  
Because this is the only way to change the game.  
And the only way to build cars worth driving.*

*Today, our SKYACTIV® TECHNOLOGY is changing the game.*

*It's how we reinvented the gasoline engine,  
dramatically improving its efficiency  
without sacrificing heart-pounding performance.*

*It's how we engineered a lighter car that's even stronger,  
safer, more responsive, and more exhilarating to drive.*

*These are actions, not words. Proof, not theories.  
Making the impossible possible. This is the Mazda Way.*

**WHAT DO YOU DRIVE?**



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## **TO ENGINEER A WORK OF ART, YOU HAVE TO MASTER EVERY DETAIL.**

Elaborate sculptures derived from a single piece of paper—and made with the conviction, creativity and courage of the artist who dared to create them. The ancient Japanese craft of origami is a testament to perfection in art and engineering. Of what's possible when you start with a blank sheet of paper and never stop until you've created something spectacular. Just like the all-new Mazda3. We started from scratch to build the ideal sport compact car—a stylish, nimble vehicle that's lighter, stronger and even more technically advanced and beautiful than ever before. When you dare the impossible, you achieve incredible things.

**WHAT DO MAZDA ENGINEERS DO ONCE THEY ACHIEVE PERFECTION?  
START OVER.**

Versatile. Nimble. Striking. The Mazda3 is all of these things. It's the culmination of courageous engineering, creative design and the fearless conviction to achieve the impossible. So how do you improve on a car that already exceeds expectations in every way? A car that wins accolades year after year? It isn't easy. Just ask our Mazda engineers. To reimagine the Mazda3, they started from the ground up. They elevated its style with KODO design sensibilities inside and out. They added more advanced safety innovations than any other car in its class. And they loaded it with high-end features and next-generation innovations. Our engineers even improved on the Mazda3's already legendary driving dynamics. Better than ever before and as versatile as it's always been, the Mazda3 proves that one car can offer everything—all in a fun-to-drive, affordable package.

**"THE ALL-NEW 2014 MAZDA3  
IS VERY, VERY GOOD."** Edmunds.com, July 2013

**"IF YOU DON'T ENJOY DRIVING THE MAZDA3,  
YOU'RE DOING SOMETHING WRONG."** Popular Mechanics, July 2013



- BLIND SPOT MONITORING<sup>†</sup> ▲
- REAR CROSS TRAFFIC ALERT<sup>†</sup> ▲
- HIGH BEAM CONTROL ▲
- ADAPTIVE FRONT-LIGHTING SYSTEM ▲
- FORWARD OBSTRUCTION WARNING<sup>‡</sup> ▲  
(late availability)
- MAZDA RADAR CRUISE CONTROL<sup>\*\*</sup> ▲  
(late availability)
- SMART CITY BRAKE SUPPORT<sup>††</sup> ▲
- LANE DEPARTURE WARNING SYSTEM<sup>††</sup> ▲
- MAZDA NAVIGATION SYSTEM ▲
- BLUETOOTH<sup>®</sup> HANDS-FREE PHONE AND AUDIO STREAMING ▲
- 7-INCH FULL-COLOR TOUCH-SCREEN DISPLAY ▲
- INTEGRATED AHA<sup>™</sup> INTERNET RADIO ▲
- INTEGRATED PANDORA<sup>®</sup> INTERNET RADIO ▲
- INTEGRATED STITCHER<sup>™</sup> INTERNET RADIO ▲
- SMS TEXT MESSAGE AUDIO DELIVERY AND REPLY ▲

- AUTO-DIMMING REARVIEW MIRROR ▲
- MAZDA ADVANCED KEYLESS ENTRY SYSTEM ▲
- PUSH BUTTON START ▲
- ACTIVE DRIVING DISPLAY ▲
- CD/MP3 PLAYER ▲
- BOSE<sup>®</sup> CENTERPOINT<sup>®</sup> 2 SURROUND SOUND SYSTEM WITH 9 SPEAKERS ▲
- MULTI-FUNCTION COMMANDER CONTROL ▲
- SiriusXM SATELLITE RADIO<sup>\*\*\*</sup> ▲
- HD RADIO ▲

- DUAL-STITCHED PERFORATED LEATHER-TRIMMED SEATS ▲
- UP TO 47.1 CUBIC FEET OF CARGO SPACE (5-DOOR MODELS) ▲
- 60/40 SPLIT FOLD-DOWN REAR SEAT ▲

- REARVIEW CAMERA<sup>†††</sup> ▲
- LED COMBINATION TAILLIGHTS ▲

- SOUL RED METALLIC PAINT ▲

- 18-INCH ALUMINUM ALLOY WHEELS ▲

- SKYACTIV-BODY ▲
- UP TO 60% ULTRA-HIGH AND HIGH TENSILE STEEL ▲

- KODO "SOUL OF MOTION" DESIGN FOR VIRTUALLY SEAMLESS GAPS ▲

- SIX STANDARD AIR BAGS<sup>\*</sup> ▲
- RAIN-SENSING WINDSHIELD WIPERS ▲

- SKYACTIV-G 2.0L AND 2.5L GASOLINE ENGINES ▲
- UP TO AN EPA-ESTIMATED 41 HIGHWAY MPG<sup>†††</sup> ▲

- SKYACTIV-DRIVE AUTOMATIC TRANSMISSION ▲
- SKYACTIV-MT MANUAL TRANSMISSION ▲

- ACTIVE GRILLE SHUTTERS ▲

- BI-XENON HEADLIGHTS ▲
- AUTO ON/OFF HEADLIGHTS ▲
- LED DAYTIME RUNNING LIGHTS ▲

- I-ELOOP REGENERATIVE ENGINE BRAKING SYSTEM ▲

- 4-WHEEL INDEPENDENT SUSPENSION ▲

- SKYACTIV-CHASSIS ▲
- 4-WHEEL DISC BRAKES ▲
- ANTI-LOCK BRAKE SYSTEM ▲
- ELECTRONIC BRAKEFORCE DISTRIBUTION ▲
- BRAKE ASSIST ▲



Mazda3 s Grand Touring 4-Door model shown in Soul Red Metallic

## MEET OUR MOST TECHNICALLY ADVANCED MAZDA YET.

If the question is, "What's offered in the new Mazda3?" the response should be, "What isn't?" All new, every aspect of the Mazda3 has been re-engineered to push the limits of innovation and design, improve fuel efficiency, add technologies and reduce weight. From the inside out, you can expect the unexpected from the Mazda3. It's a car that truly offers more of everything and settles for nothing less than the best—as you can see from this long list of advanced standard and available features and innovations.

\*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. ‡Forward Obstruction Warning is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. \*\*Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. ††Smart City Brake Support operates in certain low-speed situations. Factors including speed, road conditions and driver input can all impact stopping distance. Smart City Brake Support is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your owner's manual for further details. †††Lane Departure Warning System is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. \*\*\*SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications. ††††Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ††††Based on EPA estimates for 2014 Mazda3 i 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary.



**/ ENLIGHTENED DESIGN /**

Working in concert with the craftsmanship and artistry of clay modeling, our engineers use computer-aided drafting models to project simulated reflections on the surface of the Mazda3. Based on these reflections, our engineers subtly adjust the lines and curves of the Mazda3's exterior design to achieve the most symmetrical and visually pleasing reflections.

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**A REFLECTION ON PASSIONATE ENGINEERING.**

Only the conviction of Mazda engineers could bring the Mazda3 to light. Completely reimagined, the Mazda3 is a testament to obsessive engineering down to the smallest detail. To achieve a greater level of precision and artistry, Mazda sculpts every design in hard clay rather than relying solely on computer-aided design. By using special tools crafted by the artists themselves, Mazda was able to produce a design so precise that it measures within a fraction of a millimeter of the engineers' original vision. It's a level of craftsmanship that might seem extreme—and one other automakers would never attempt. But we're Mazda—defying convention is how we build cars worth driving.



魂動

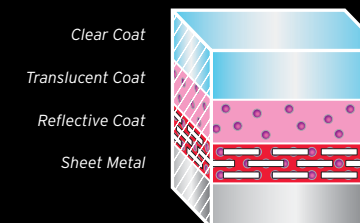
KODO : SOUL OF MOTION

Mazda3 s Grand Touring 5-Door model shown in Soul Red Metallic

**IF LOOKS ARE A PROMISE OF WHAT TO EXPECT, EXPECT A LOT.**

Designed to capture the motion, power and fluidity of nature, every muscular line and refined curve of the Mazda3 embodies the most dramatic expression of our KODO "Soul of Motion" design yet. Slightly lower and wider, the Mazda3's crouching stance, prominent grille and piercing headlamps make a formidable first impression. But as always with Mazda, form follows function, and the Mazda3's beautifully sculpted exterior also provides excellent aerodynamics—even better than the Toyota Prius c. By offering an exceptionally low coefficient of drag—a fancy way of saying better aerodynamics—the Mazda3 delivers better gas mileage, performance and handling than ever before. It's just another example of how there's always more to the Mazda3 than meets the eye.

fig. 01 .....



**/ THE BIRTH OF SOUL /**

To create Soul Red Metallic, we put an entirely new three-coat painting process into action. By using two separate coats of high-brightness aluminum flakes and high-chroma red pigment, we created a deep and vivid color that's unlike any other red on the road.

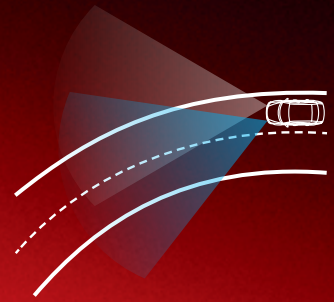


fig. 02a .....

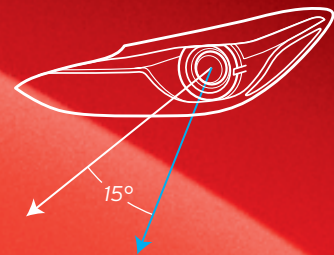


fig. 02b .....

**BENDING LIGHT**

Standard on the s Grand Touring models, the Adaptive Front-lighting System 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.

**A CLEAR VISION OF THE ROAD AHEAD.**

The Mazda3's KODO-design headlamps are not only striking, but also provide a sharper vision of the road ahead. Standard on the s trims, Bi-Xenon headlights incorporate a dynamic light-guiding ring and feature LED Daytime Running Lights for more effective illumination. And s Grand Touring models offer an Adaptive Front-lighting System that helps you better see the curves of the road and available High Beam Control that also improves your view.\* This innovative system works automatically to maximize your opportunity to use your high beams and, on the flip side, dims your lights when it detects approaching vehicles or vehicles in front of you in your lane. Beautiful design fused with highly advanced technologies. There's no better way to illuminate your journey.

\*High Beam Control offered only with the s Grand Touring Technology Package.

# SKYACTIV TECHNOLOGY

## WITH MAZDA, PERFORMANCE AND EFFICIENCY ARE NEVER MUTUALLY EXCLUSIVE.

Achieving the impossible is nothing new for our Mazda engineers. While other car companies are compromising power to improve fuel efficiency, we've taken a dramatically different approach and developed SKYACTIV TECHNOLOGY. Far more than just an engine with hybrid-like efficiency, SKYACTIV TECHNOLOGY is a holistic system that takes the entire car into consideration, delivering a series of innovations that work together to improve the overall driving experience. Power and performance are delivered in abundance, along with efficiencies that allow the Mazda3 to offer up to an astounding EPA-estimated 41 highway MPG\*.

[MazdaUSA.com/skyactiv](http://MazdaUSA.com/skyactiv)



UP TO AN EPA-ESTIMATED  
**41** MPG HWY\*

UP TO AN ESTIMATED  
**487**<sup>†</sup>  
MILES PER TANK



### / MILES AHEAD TO MAKE A WORLD OF DIFFERENCE /

When it comes to fuel efficiency, the Mazda3 is miles ahead, literally. With up to an astounding EPA-estimated 41 highway MPG,\* you can drive up to an estimated 487 miles<sup>†</sup> on one tank of gas. Not only does the Mazda3's excellent fuel efficiency mean fewer fill-ups to interrupt your driving enjoyment, but more peace of mind knowing you are consuming less resources.

\*Based on EPA estimates for 2014 Mazda3 i 4-Door models with 2.0L engine and automatic transmission. 30 city/41 highway MPG. Actual results will vary. <sup>†</sup>Driving range based on 13.2 gallon tank and EPA estimates for 2014 Mazda3 i 4-Door models with 2.0L engine and automatic transmission 30 city/41 MPG with the assumption that the driver will stop to refill gas tank when only 10% of the tank capacity remains. Actual results will vary based on cargo and driving conditions.



1



**/ SKYACTIV-G /**

By reimagining the combustion engine with a lofty compression ratio of 13:1, increased power no longer requires fuel-consuming engine displacement. Get up to an EPA-estimated 41 highway MPG\* on four-door models and 40 highway MPG† on five-door models.

2



**/ i-ELOOP /**

The Mazda3 is among the first Mazdas to feature i-ELOOP, a regenerative engine braking system that engages every time you lift your foot off the accelerator. i-ELOOP converts the car's own inertia into electricity, preventing fuel from being wasted to charge the battery and improving fuel economy as much as 5 percent.‡



3A



**/ SKYACTIV-MT /**

This six-speed manual transmission has a short throw inspired by the legendary MX-5 Miata. It's also smaller, lighter and stronger than any we've built before.

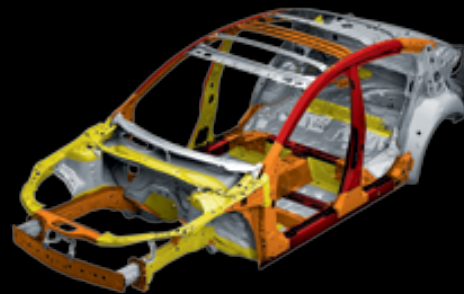
3B



**/ SKYACTIV-DRIVE /**

Standard on s models, our engineers created a new kind of precise, high-performance automatic transmission that combines the direct feel of a manual transmission with the silky smoothness of an automatic. By changing shift mapping, allowing you to hold gears longer in Sport mode, you have more control when driving in challenging conditions such as curvy mountain roads.

4



**/ SKYACTIV-BODY /**

Mazda was the first auto manufacturer to use ultra-high tensile-strength steel in a production vehicle. The SKYACTIV-Body in the Mazda3 continues to incorporate this light-but-strong steel in critical areas to help it be lighter than normal, yet stiffer and stronger.

5



**/ SKYACTIV-CHASSIS /**

Engineered together with the SKYACTIV-Body to work in perfect harmony, the steering and suspension systems achieve two seemingly contradictory goals at once: to be nimble at low speeds, yet stable at high speeds. We also engineered them to be light, allowing for a more direct and agile feel.

\*Based on EPA estimates for 2014 Mazda3 / 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary. †Based on EPA estimates for 2014 Mazda3 / 5-Door models with 2.0L engine and automatic transmission 30 city/40 highway MPG. Actual results will vary. ‡Actual results will vary based on driving conditions.

## MORE INNOVATION FOR MORE DRIVING EXHILARATION.

Exhilaration has always run in the Mazda3 family. And now the driving experience is even better. By re-engineering the Mazda3's core systems such as the powertrain, chassis and body with lighter-yet-stronger SKYACTIV TECHNOLOGY, we improved its already excellent performance and handling. Amplifying the exhilaration is the precisely tuned 4-wheel independent suspension system and your choice of spirited 2.0-liter or 2.5-liter SKYACTIV-G gasoline engines, with the 2.5L offering up 184 horsepower worth of fun. Also helping to make your drive nimble and responsive is the Mazda3's Electric Power Assist Steering that allows you to maneuver with better accuracy. And Dynamic Stability Control\* helps your wheels grip the road during quick turns. Precise, powerful and performance-oriented, the Mazda3 proves that more than ever before, passion and performance is in its blood.

### / FREE FLOWING /

Even the design of the Mazda3's grille improves gas mileage. New for 2014, select Mazda3 models are equipped with Active Grille Shutters that temporarily close to limit excess airflow to the engine bay. This improves aerodynamics, making the Mazda3 slip through the air more easily.



fig. 03 .....



### / THE WHEEL REINVENTED /

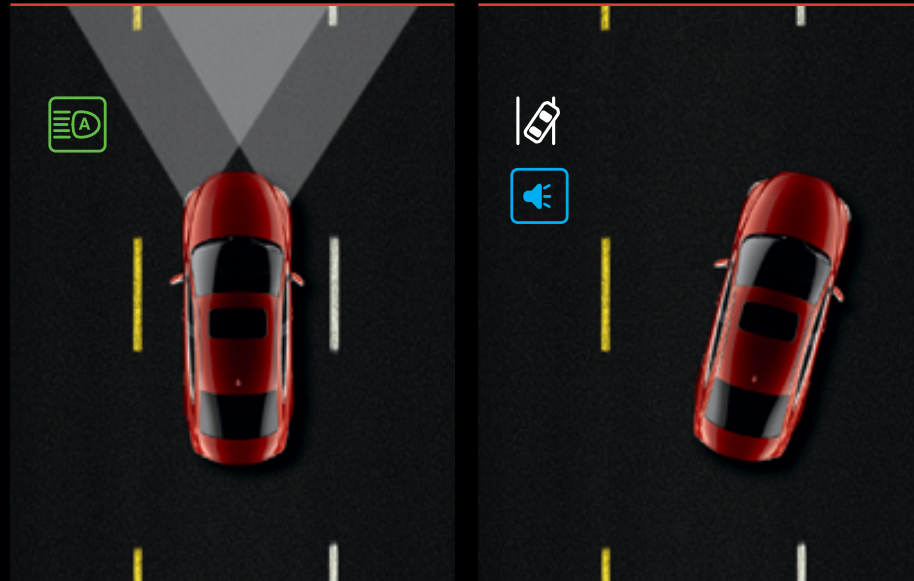
Even at a standstill, the dynamic twists and turns in the Mazda3's wheel spokes give them the look of speed in motion. But beyond their high-end and athletic appearance, the available 18-inch aluminum alloy wheels are specially designed to suppress road noise and heighten handling stability.

# ***i-ACTIVSENSE***



## LIFE IN THE FAST LANE NEVER FELT SO SAFE.

You don't necessarily expect safety innovations to improve the driving experience. Unless you're a performance-obsessed automaker like Mazda. For the Mazda3, our engineers insisted on offering our full suite of i-ACTIVSENSE safety innovations—a collection of advanced safety technologies unavailable in any other car in its class. An active approach to safety, i-ACTIVSENSE is designed to put you closely in tune with your surroundings based on the belief that by making you more aware of road conditions, you'll be better prepared to either prevent an accident or lessen its severity.

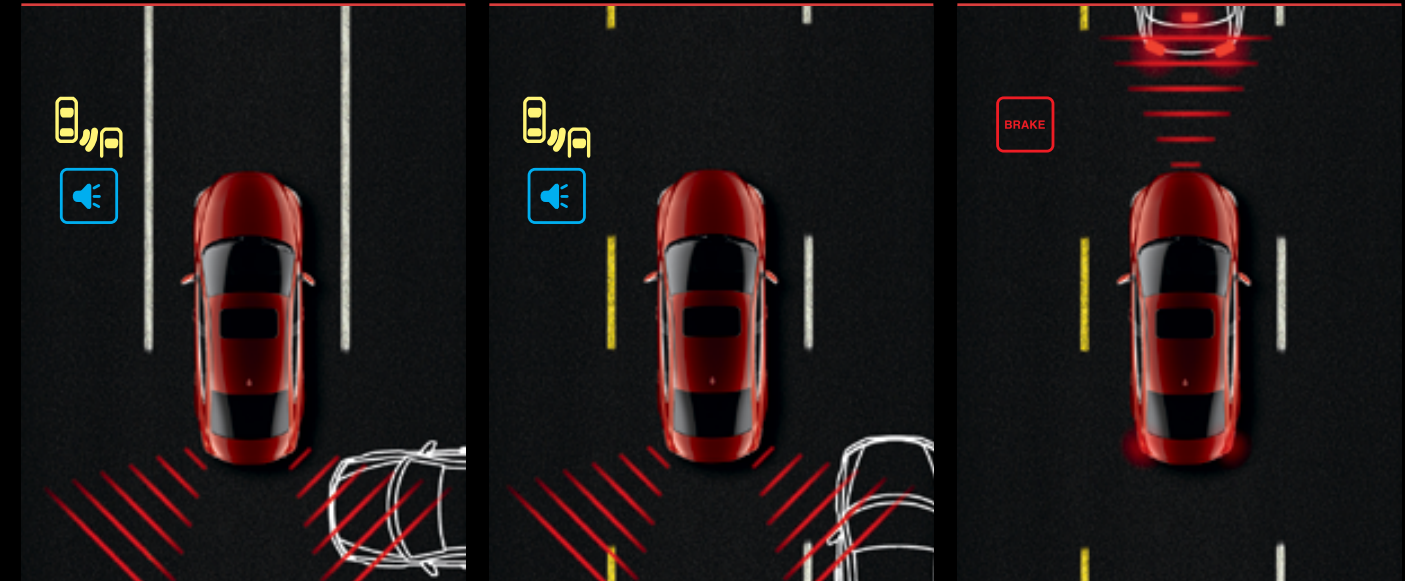


### / HIGH BEAM CONTROL /

High Beam Control 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.

### / LANE DEPARTURE WARNING SYSTEM\* /

This system gives audible and visual warnings when drivers are about to unintentionally depart from their lane at a speed of 44 mph or higher.



### / REAR CROSS TRAFFIC ALERT† /

When backing out, this system detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in the driver's-side mirror.

### / BLIND SPOT MONITORING† /

At speeds above 7 mph, 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.

### / SMART CITY BRAKE SUPPORT† /

When travelling at speeds between 2 and 18 mph, this intuitive system detects objects ahead and prepares the vehicle to stop by adjusting the brake pads closer to the disc. If no driver action is taken, the system automatically applies the brakes.

### / MAZDA RADAR CRUISE CONTROL\*\* /

This system judges the relative speed and distance to the car ahead, and works within a set speed range to maintain a safe following distance, making highway drives less strenuous.

### / FORWARD OBSTRUCTION WARNING†† /

This system detects slower or stopped vehicles in front of the Mazda3 and gives an alert early enough for the driver to brake or take evasive action, helping to reduce the risk of a potential collision.

### / SIX STANDARD AIR BAGS†† /

Advanced dual front air bags with driver's seat-position and passenger-weight sensors are standard on all Mazda3 models—as are dual front side airbags and dual side-impact air curtains with coverage for both front and rear passengers.



\*Lane Departure Warning System is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. †Always check your mirrors. Be aware of the traffic around you. †Smart City Brake Support is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your owner's manual for further details. \*\*Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. ††Forward Obstruction Warning is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. ††Always wear your seat belt and secure children in the rear seat in appropriate child restraints.



#### **/ DASH YOUR INHIBITIONS /**

A first of its kind for the Mazda3, the available Active Driving Display helps you take your mind off distractions by projecting critical driving information directly in front of you, right within your line of sight. Strategically positioned directly in the driver's field of view and above the gauge cluster, this innovative display allows you to process information faster by keeping your eyes focused toward one place—the road ahead. Only our Mazda engineers could think of a way to use innovation to make you feel more in control and relaxed.

#### **/ LOOKING FORWARD /**

Everything in the Mazda3's cockpit is designed around a theoretical vanishing point that's forward-focused, helping you to keep your attention on the road ahead.

#### **/ TAKE CONTROL /**

Conveniently located on your steering wheel, paddle shifters (standard on s models) allow you to upshift and downshift without taking your hands off the wheel or your eyes off the road.

## **BRINGING THE DRIVING EXPERIENCE ALIVE, LITERALLY.**

For our Mazda engineers, creating a car that's sporty, practical and fun to drive simply wasn't enough. They wanted to enliven the driving experience from the moment you open the door. To create this new level of connectedness, the center gauge lights up and pulsates like a heart beat when you enter the cabin. And when you use the push button to start the ignition, the side gauges also illuminate, while the available Active Driving Display rises to greet you. Everything about the Mazda3's cockpit is entirely new, exciting and alive—and designed to evoke a feeling of connectedness.



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## EVEN PASSENGERS IN THE BACK COME FIRST.

We didn't sacrifice any rear-seat roominess when redesigning the Mazda3. In fact, we made the passenger area more spacious than the Ford Focus, Honda Civic and Hyundai Elantra. We achieved this by repositioning the back seats slightly closer to the center of the cabin, providing a broader view of the cockpit and road ahead. And by redesigning the front seatbacks to contour inwards, we created additional legroom. The area beneath the seats is also larger for more foot room, and for added comfort we made the rear seatbacks taller. With Mazda, the passengers in back are always in the forefront of our interior cabin design.



**/ THE HOLE TRUTH /**

By making the seat perforations moderately large and the distances between them small, our engineers created upholstery that's not only soft and breathable, but also absorbs road noise for an enhanced audio listening environment.

**/ PERFECT FIT /**

The Mazda3's redesigned sport seats are contoured to mold perfectly to the body, giving you and your passengers a more comfortable and connected ride, no matter how long the commute. Adding to the Mazda3's high-end appeal are its available dual-stitched leatherette and leather-trimmed seats. The stitching creates upholstery that is as carefully crafted as it is beautiful.

**/ INNER BEAUTY /**

Chances are, you've never seen an interior like this in another car in its class. The Mazda3's interior appointments offer a level of distinction you simply don't find in comparable affordable compact cars. Everything you see and touch is designed with sophistication. We used high-end materials and refined surface treatments such as the satin chrome finish on the climate control knobs and the new carbon fiber-look meter hood. We even streamlined the dash area and instrument panel to give the driver and front passenger better visibility and a feeling of spaciousness typically found in luxury vehicles.

## COMPLETELY CONNECTED. EFFORTLESSLY ENGAGING.

The most technologically advanced Mazda is also equipped with the most technologically advanced cockpit. With functionality at your fingertips thanks to the available multi-function Commander control, you can easily control audio and navigation functions—among other things—and see it all on the Mazda3's available high-mounted 7-inch full-color touch-screen display. Now you can enjoy a host of entertainment options without ever taking your eyes off the road, from the available next-generation Bose® Centerpoint® 2 Surround Sound System, to the available SiriusXM Satellite Radio,\* integrated Pandora® and Stitcher™ internet radio, and so much more. Plus, you get convenient standard features like USB audio input ports, remote keyless entry and Push Button Start.

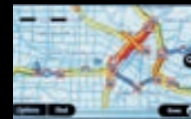
### / BLUETOOTH HANDS-FREE PHONE AND AUDIO STREAMING /

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.



### / MAZDA NAVIGATION SYSTEM /

Get where you need to go with the Mazda3's available factory-integrated navigation system. Its advanced features include voice command and advanced lane guidance.



### / INTEGRATED PANDORA® INTERNET RADIO /

Experience music on your terms with up to 100 unique "stations" through Pandora, all seamlessly streaming through your wireless Bluetooth-enabled and Internet-connected device, and controlled through any of the Mazda3's built-in audio controls.

PANDORA®

### / HD RADIO /

With subscription-free HD Radio, you get cleaner, crisper sound from a digital signal that offers multiple options for some of your favorite AM and FM stations.

HD Radio®

### / SMS TEXT MESSAGE AUDIO DELIVERY AND REPLY /

When a text comes in while you're driving, you can stay focused on the road ahead. Enjoy fully integrated text display and audible readout, and the ability to reply by choosing from a number of customizable preset return messages.



### / INTEGRATED AHA™ RADIO /

Download the Aha app to your smartphone and stream Aha's wide array of Internet content via the Mazda3's Bluetooth connectivity. Access everything from Internet radio and podcasts, Facebook, Twitter and personalized music to audio books, weather, local restaurant and hotel searches, and more. The system even reads the content displayed on the monitor aloud.

aha.

### / INTEGRATED STITCHER™ INTERNET RADIO /

Discover the best of news, entertainment, sports and talk radio—anytime, anywhere! Now available on the 2014 Mazda3, Stitcher internet radio offers more than 15,000 radio shows and podcasts on demand. This free app is available for your iPhone®, Android device and iPad®.

STITCHER™  
RADIO ON DEMAND



### / 7-INCH FULL-COLOR TOUCH-SCREEN DISPLAY AND COMMANDER CONTROL /

Thanks to the newly adopted multi-function Commander control on the center console, all of the functions displayed on the 7-inch full-color display screen—such as audio, navigation and hands-free telephone—are positioned close at hand so you can better concentrate on the drive. The intuitive rotary and push-and-tilt operations of the Commander, as well as the simple push buttons around it, enable smooth and easy operation.

\*SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.



## IN TUNE WITH YOU IN EVERY SENSE.

We believe the connected driving experience should encompass every sense, including your sense of hearing. That's why for the Mazda3, we settled for nothing less than the latest generation Bose® Centerpoint® 2 Surround Sound System. The available system with 9 speakers enables listeners to enjoy a surround sound experience from nearly any stereo source, including CDs, MP3 devices, radio broadcasts and SiriusXM Satellite Radio.\* It has been specifically engineered to meet the unique demands of reproducing surround sound for the Mazda3's interior dimensions. And unlike conventional synthesized surround sound systems that compare left and right channel information to create a virtual surround experience, Centerpoint® 2 technology uses frequency content in addition to the stereo information to create a more lifelike surround experience. While AudioPilot® 2 technology compensates for ambient noise within the cabin.



### Speakers:

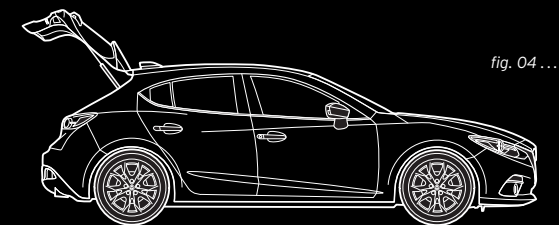
- 65mm mid-range squawker x 2 **A**
- Front-door 9-inch woofer x 2 **B**
- Front 80mm mid-range center speaker x 1 **C**
- Rear-door 5.25-inch woofer x 2 **D**
- 65mm mid-range squawker x 2 **E**
- 5200-series digital amplifier **F**





## STORAGE FLEXIBILITY THAT GIVES YOU ROOM TO ROAM.

With the Mazda3, you can enjoy all the conveniences of a compact car without ever compromising cargo space. With both back seats folded down, the Mazda3 5-Door offers up to a generous 47.1 cubic feet of storage space. That's more than enough room for all the camping gear you need to take a backpacking trip to Yellowstone National Forest, including a two-person tent. When you have more passengers than gear, the five-door Mazda3 offers plenty of versatility. Its 60/40 split fold-down rear seats allow you to fold down both sections for maximum storage or keep one section up, leaving room for a passenger or child-safety seat.

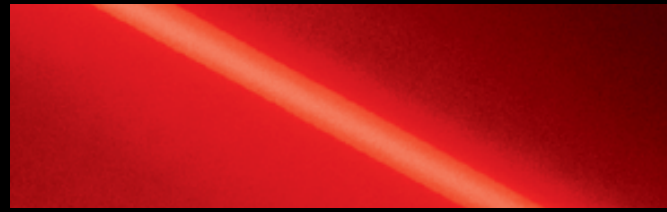


Mazda3 5-Door: 20.2 cubic feet of storage space behind rear seats

**"THE NEW MAZDA3 IS A GREAT-LOOKING  
CAR THAT'S INHERENTLY ENGAGING FROM  
BEHIND THE WHEEL...."** '' Road & Track, July 2013



## MAZDA3 COLORS



Soul Red Metallic\*



Meteor Gray Mica



Jet Black Mica



Liquid Silver Metallic



Blue Reflex Mica



Titanium Flash Mica



Deep Crystal Blue Mica



Snowflake White Pearl Mica\*

\*Extra cost option.

## MAZDA3 UPHOLSTERY

*i* SV AND *i* SPORT

*i* TOURING

*i* GRAND TOURING AND *s* TOURING

*s* GRAND TOURING

Black Cloth



Black Cloth



Black Leatherette



Black Leather



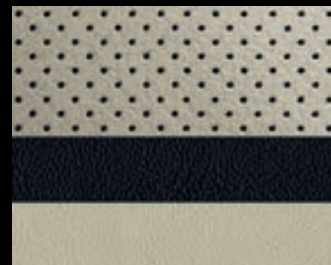
Sand Cloth



Sand Cloth



Almond Leather



18-inch Alloy

## MAZDA3 WHEELS



16-inch Wheel Cover



16-inch Alloy



## MAZDA3 SPECIFICATIONS & CAPACITIES

	<b>Mazda3 i</b> 4-Door & 5-Door	<b>Mazda3 s</b> 4-Door & 5-Door
<b>ENGINE</b>		
Engine type	SKYACTIV-G 2.0L DOHC 4-cylinder with VVT	SKYACTIV-G 2.5L DOHC 4-cylinder with VVT
Horsepower	155 hp @ 6,000 rpm	184 hp @ 5,700 rpm
Torque	150 lb-ft @ 4,000 rpm	185 lb-ft @ 3,250 rpm
Redline	6,800 rpm	6,500 rpm
Displacement (cc)	1,998	2,488
Bore x Stroke (mm)	83.5 x 91.2	89.0 x 100.0
Compression Ratio	13.0:1	13.0:1
Fuel System	Advanced Direct Injection	
Recommended Fuel	Regular unleaded	
Valvetrain	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 / ULEV	
<b>DRIVETRAIN</b>		
Type	Front-wheel drive	
Manual Transmission	SKYACTIV-MT 6-speed	NA
Automatic Transmission	SKYACTIV-Drive 6-speed with manual-shift mode	SKYACTIV-Drive 6-speed with manual-shift mode and Sport mode
<b>CHASSIS</b>		
Brakes		
- Front / Rear	11.02-inch vented disc / 10.43-inch solid disc	11.61-inch vented disc / 10.43-inch solid disc
- ABS	4-wheel, 4-channel with Electronic Brakeforce Distribution and Brake Assist	
Steering type	Power rack-and-pinion with variable assist	
Power assist	Electric Power Assist Steering	
Overall steering ratio	14:1	
Steering wheel turns, lock-to-lock	2.57	
Turning circle, curb-to-curb (ft)	34.78	
Suspension	4-wheel independent	
- Front / Rear	MacPherson strut with stabilizer bar / Multilink with stabilizer bar	
Wheel size (in)	16 x 6.5	18 x 7.0
Tire size	P205/60 R16 all-season radial	P215/45 R18 all-season radial

	<b>Mazda3 4-Door</b>	<b>Mazda3 5-Door</b>
<b>EXTERIOR DIMENSIONS (INCHES)</b>		
Wheelbase	106.3	106.3
Track, front	61.2	61.2
Track, rear	61.4	61.4
Overall Length	180.3	175.6
Overall Width	70.7	70.7
Overall Height - (unladen)	57.3	57.3
Minimum ground clearance - (laden)	6.1	6.1
<b>INTERIOR DIMENSIONS (INCHES)</b>		
Headroom, front / rear, without moonroof	38.6/37.6	38.6/37.6
Headroom, front / rear, with moonroof	37.6/37.5	37.6/37.5
Legroom, front / rear	42.2/35.8	42.2/35.8
Shoulder room, front / rear	57.2/54.4	57.2/54.4
Hip room, front / rear	55.5/53.5	55.5/53.5
EPA passenger volume (cu ft)	96.3	96.4
5-Door cargo volume, rear seats up/down (cu ft)	NA	20.2/47.1
4-Door trunk volume (cu ft)	12.4	NA
<b>WEIGHTS &amp; CAPACITIES</b>		
Curb weight (lb)		
- Mazda3 i models, with MT/AT	2,781/2,848	2,797/2,855
- Mazda3 s models, AT only	2,982	3,002
<b>EPA-ESTIMATED FUEL ECONOMY (CITY/HIGHWAY MPG)</b>		
Mazda3 i models, with MT/AT	29/41* ; 30/41†	29/40* ; 30/40**
Mazda3 s models, AT only	28/39††	27/37††
Mazda3 s models, AT with i-EL00P	28/39***	28/38††
Fuel tank capacity (U.S. gallons)	13.2	13.2

## / MAZDA3 i SV 4-DOOR /



Mazda3 i Sport 4-Door

### DRIVETRAIN

SKYACTIV-G 2.0L gasoline engine  
SKYACTIV-MT 6-speed manual  
or available SKYACTIV-Drive 6-speed automatic transmission

### EXTERIOR

Gloss black dual folding power side mirrors  
Body-colored bumpers  
Body-colored door handles  
Clear-lens halogen headlights  
Daytime running lights  
Dual exhaust outlets  
Integrated high-mount center brake light  
16-inch steel wheels with full wheel covers  
P205/60 R16 all-season tires

### SAFETY AND SECURITY

3-point seat belts for all seating positions  
Front seat-belt pretensioners with force limiters  
Advanced front air bags, front side-impact air bags and side-impact air curtains†††  
Whiplash-reducing front seat headrests  
Child-safety rear door locks  
Collapsible steering column  
Engine-immobilizer anti-theft system  
Front and rear side-impact door beams  
LATCH rear seat child safety-seat anchors & upper tethers  
Tire-Pressure Monitoring System  
SKYACTIV-Body with Ring Structure  
Dynamic Stability Control\*\*\*\* and Traction Control System

### INTERIOR

5-passenger seating capacity  
Air conditioning with pollen filter  
Power door locks with 2-stage unlocking feature  
Power windows with driver's-one-touch up/down  
Push Button Start  
AM/FM audio system with digital clock and 4 speakers  
Auxiliary-audio input jack  
USB audio input port  
Dual 12V power outlets  
Center-console armrest with covered storage compartment  
Driver and front-passenger covered visor vanity mirror  
Front-door storage pockets with bottle holders  
Front-passenger's seatback pocket  
Manual driver's seat height adjuster  
Fold-down rear seat  
Rear-door bottle holders  
Rear window defogger  
Cloth-trimmed sport seats  
Cloth-trimmed door panel inserts  
Remote hood, trunk and fuel door releases  
Tachometer (MT only)  
Dual trip odometers  
Tilt and telescopic steering column  
Trip computer (MT only)  
Carpeted floor mats

## / MAZDA3 i SPORT 4-DOOR & 5-DOOR /

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



Mazda3 i Sport 4-Door



Mazda3 i Sport 5-Door

### EXTERIOR

Body-colored dual folding power side mirrors  
Rear roofline spoiler (5-Door models)  
Bright exhaust tip finishers (5-Door models)  
Rear window wiper (5-Door models)

### INTERIOR

Steering-wheel-mounted audio and cruise controls  
60/40 split fold-down rear seat  
Bluetooth hands-free phone and audio streaming  
CD player  
Cruise control  
Dual front map lights  
Tachometer  
Trip computer

## / FOR BOTH MAZDA3 i SV & i SPORT 4-DOOR & 5-DOOR /

### UPHOLSTERY

Black Cloth



Sand Cloth



### UPHOLSTERY



16-inch wheel cover

## / MAZDA3 i TOURING 4-DOOR & 5-DOOR /

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



Mazda3 i Touring 4-Door

Mazda3 i Touring 5-Door

### EXTERIOR

- 16-inch alloy wheels
- Body-colored dual folding heated power side mirrors with integrated turn signal lamps
- Rear deck lip spoiler (4-Door models)
- Bright beltline trim

### SAFETY

- Blind Spot Monitoring<sup>††††</sup> with Rear Cross Traffic Alert<sup>††††</sup>

### INTERIOR

- Mazda Advanced Keyless Entry
- Premium cloth-trimmed sport seats
- Leather-wrapped steering wheel with red stitching
- Leather-wrapped parking brake handle with red stitching
- Leather-wrapped shift knob with red stitching
- Rear-seat center armrest with cupholders

### OPTIONS AND PACKAGES

- Optional power sliding-glass moonroof with one-touch open (late availability)

**Touring Technology Package** includes 7-inch full-color touch-screen display, Mazda navigation system, multi-function Commander control, rearview camera<sup>††††</sup>, Bose® 9-speaker Surround Sound system with Centerpoint® 2 and AudioPilot® 2, HD Radio, SiriusXM Satellite Radio with 4-month subscription to the SiriusXM All-Access package<sup>\*\*\*\*\*</sup>, Aha™ internet radio integration, Pandora® internet radio integration, Stitcher™ internet radio integration, SMS text message audio delivery and reply, infotainment system voice command, E911 automatic emergency notification, dual-zone automatic climate control system, sunglasses holder, illuminated driver and front-passenger vanity mirrors, roof-mounted shark fin antenna

### UPHOLSTERY

#### EXTERIOR COLORS

Black Cloth



Sand Cloth



### UPHOLSTERY



16-inch alloy wheel

## / MAZDA3 i GRAND TOURING 4-DOOR & 5-DOOR /

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



Mazda3 i Grand Touring 4-Door

Mazda3 i Grand Touring 5-Door

### EXTERIOR

- Power sliding-glass moonroof with one-touch open
- Roof-mounted shark fin antenna

### SAFETY

- E911 automatic emergency notification

### INTERIOR

- Dual-zone automatic climate control system
- 6-way power-adjustable driver's seat
- Variable heated front seats
- Leatherette-trimmed sport seats
- Leatherette-trimmed door panel inserts
- 7-inch full-color touch-screen display
- Multi-function Commander control
- Mazda navigation system
- Bose® 9-speaker Surround Sound system with Centerpoint® 2 and AudioPilot® 2
- HD Radio
- Infotainment system voice command
- Aha™ radio integration
- Pandora® internet radio integration
- Stitcher™ internet radio integration
- Radio Broadcast Data System program information
- SiriusXM Satellite Radio with 4-month trial subscription to SiriusXM All-Access package<sup>\*\*\*\*\*</sup>
- SMS text message audio delivery and reply
- Rearview camera<sup>††††</sup>
- Illuminated driver and front-passenger vanity mirrors
- Sunglasses holder

### UPHOLSTERY

#### EXTERIOR COLORS

Black Leatherette



### UPHOLSTERY



16-inch alloy wheel

## / MAZDA3 s TOURING 4-DOOR & 5-DOOR /

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



Mazda3 s Touring 4-Door

Mazda3 s Touring 5-Door

### ENGINE

- SKYACTIV-G 2.5L gasoline engine
- SKYACTIV-Drive 6-speed automatic transmission with Sport mode option
- Steering-wheel-mounted paddle shifters

### EXTERIOR

- 18-inch alloy wheels
- P215/45 R18 all-season tires
- Bi-Xenon headlights with manual leveling
- LED daytime running lights
- Halogen fog lights
- LED combination taillights
- Gloss black front grille
- Power sliding-glass moonroof not included

### INTERIOR

- Active Driving Display

### UPHOLSTERY

#### EXTERIOR COLORS

Black Leatherette



### UPHOLSTERY



18-inch alloy wheel

## / MAZDA3 s GRAND TOURING 4-DOOR & 5-DOOR /

Includes the following features in addition to or in place of the Mazda3 s Touring:



Mazda3 s Grand Touring 4-Door

Mazda3 s Grand Touring 5-Door

### EXTERIOR

- Power sliding-glass moonroof with one-touch open
- Auto on/off headlights
- Bi-Xenon headlights with auto leveling
- Adaptive Front-lighting System
- Rain-sensing windshield wipers

### INTERIOR

- Auto-dimming rearview mirror
- Perforated leather-trimmed sport seats

### PACKAGES

**Grand Touring Technology Package** includes i-ELOOP regenerative engine braking system, active grille shutters, High Beam Control, Lane Departure Warning System<sup>†††††</sup>, Forward Obstruction Warning<sup>†††††</sup> (late availability), Smart City Brake Support<sup>\*\*\*\*\*</sup> and Mazda Radar Cruise Control<sup>†††††</sup> (late availability)

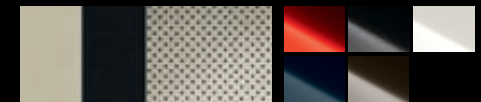
### UPHOLSTERY

#### EXTERIOR COLORS

Black Leather



Almond Leather



### UPHOLSTERY



18-inch alloy wheel

## WE'RE COMMITTED TO OUR DRIVERS.

Every new 2014 Mazda3 is protected by a:

- 3-year/36,000-mile\* “bumper-to-bumper” limited warranty
- 3-year/36,000-mile\* 24/7 Emergency Roadside Assistance program
- 5-year/60,000-mile\* limited powertrain warranty
- 5-year/unlimited-mileage warranty against body rust-through

\*Whichever comes first.



Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New-Vehicle Limited Warranty. Accepted nationwide and utilizing only Mazda Genuine Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

## FINANCING WITHOUT THE FUSS.



Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services<sup>1</sup> 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.

<sup>1</sup>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 owned by Chase.

FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.

\*Based on EPA estimates for 2014 Mazda3 i 4-Door models with 2.0L engine and manual transmission 29 city/41 highway MPG. Actual results will vary. †Based on EPA estimates for 2014 Mazda3 i 4-Door models with 2.0L engine and automatic transmission 30 city/41 highway MPG. Actual results will vary. ‡Based on EPA estimates for 2014 Mazda3 i 5-Door models with 2.0L engine and manual transmission 29 city/40 highway MPG. Actual results will vary. \*\*Based on EPA estimates for 2014 Mazda3 i 5-Door models with 2.0L engine and automatic transmission 30 city/40 highway MPG. Actual results will vary. ††Based on EPA estimates for 2014 Mazda3 s 4-Door models with 2.5L engine and automatic transmission 28 city/39 highway MPG. Actual results will vary. †††Based on EPA estimates for 2014 Mazda3 s 5-Door models with 2.5L engine and automatic transmission 27 city/37 highway MPG. Actual results will vary. \*\*\*Based on EPA estimates for 2014 Mazda3 s 4-Door models with 2.5L engine and Technology Package 28 city/39 highway MPG. Actual results will vary. ††††Based on EPA estimates for 2014 Mazda3 s 5-Door models with 2.5L engine and Technology Package 28 city/38 highway MPG. Actual results will vary. †††††Always wear your seat belt and secure children in the rear seat 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. †††††Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. †††††SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All-Access package expires and are continuous until you call SiriusXM at 1-866-635-2249 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. †††††Lane Departure Warning System is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. †††††Forward Obstruction Warning is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details. †††††Smart City Brake Support operates in certain low-speed situations. Factors including speed, road conditions and driver input can all impact stopping distance. Smart City Brake Support is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your owner's manual for further details. †††††Mazda Radar Cruise Control is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your owner's manual for further details.

## MAZDA FULL LINE



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.®

## 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.



**A Rear Bumper Guard.** Tailored and sleek, our durable stainless steel rear bumper guard not only looks great, but also protects the rear bumper from chips and scratches. **B 18-inch RAYS Gloss Black with Diamond Cut Finish Forged Wheels.** Made by RAYS, these 18-inch gloss black forged wheels give your Mazda3 added style to match its new exterior design. **C 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. **D 18-inch Dark Alloy Wheels.** Bring out the Mazda3's dark side with these 18-inch dark alloy wheels. **E Doorsill Trim Plates.** Every time you step in or out of your Mazda3, these doorsill trim plates provide added style. **F Auto-Dimming Mirror with Compass and HomeLink.®** Features a bright LED compass readout and also automatically dims to reduce glare from headlights of cars behind you. The built-in HomeLink® controller activates any system-connected lights, gates, etc., in your home.

### ADDITIONAL ACCESSORIES:

3.5mm Audio Cable  
16-inch Dark Alloy Wheels  
Aero Kit:  
– Door Mirror Caps  
– Front Air Dam  
– Rear Diffuser  
– Side Sills  
Alloy Pedals and Footrest  
Ashtray  
Auto-Dimming Rearview Mirror with Compass  
Car Cover  
Car Cover Cable Lock  
Cargo Mat  
Cargo Net and Hooks  
Cargo Storage Shelf  
Cargo Tray  
First Aid Kit  
Fog Lights  
Interior Lighting Kit  
License Plate Frame  
Moonroof Wind Deflector  
Paint Protection  
– Door Edge and Handle Cups  
– Front Bumper Upgrade  
– Hood and Front Fender Kit  
– Rear Bumper Top  
Portable Navigation Devices by Garmin®  
Rear Parking Sensors  
Rear Spoiler  
Remote Engine Start  
Roadside Assistance Kit  
Side Window Deflectors  
Soft Cargo Liner  
Splash Guards  
Touch-Up Paint  
Wheel Locks  
Windshield Sunscreen

## OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want—surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

**This is the Mazda Way.**

