MAZDA 3
I believe in the power of human potential; creativity, imagination and the amazing things we’re all capable of when we’re inspired.

I believe in taking the unconventional road and going the extra mile to do work that inspires, because I believe the highest purpose of being human is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors who pour human energy into their work, because I believe there are things the human hand can do that can’t be replicated by a machine or a computer.

I believe in the power of cars to move human emotions. To awaken senses, heighten reflexes, make pulses race. To be more than a cold machine designed to take you from here to there.

I believe the joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.

MAZDA. FEEL ALIVE.
A bold new era has arrived. Born from our obsession to create beautiful vehicles. Expessed through our design language called Kodo: “Soul of Motion.” Capturing movement, even at a standstill. Simplified essential characteristics that embrace the Japanese philosophy of “less is more.” This compelling evolution in our design aesthetic pursues beauty through subtraction and purity. Reflections of light across its surface create more complex and intriguing shapes.

The Speed Form featured is a sculptural exploration done by the designers at Mazda. Created by the hands of master artisans, the piece conveys energy by eliminating all that is unnecessary, leaving only what is essential—becoming the inspiration for its final design stage: the Mazda3.
Design elevated to a work of art can move us. Physically. Emotionally. Eliciting a reaction—to make you feel. It’s something we call the Mazda3—a seductive sportier hatchback that personifies our meticulous nature. As a company of passionate artisans and craftsmen, we infuse energy into everything we touch. Purposeful evocative design is our ethos—and the only way we build Mazdas.

Inside, an inviting cabin welcomes you. No detail or consideration has been overlooked. Resulting in a finely crafted design and the versatility to fit your every need. Because we envision you behind the wheel, every feature is designed for effortless intuitive communication between you and your Mazda.
We believe truly thoughtful design can inspire. Connect with you on a deeper level. This is the essence of our design language. And it’s spoken in the sophisticated Mazda3 Sedan. With a sleek dignified profile, its appeal is visceral, emotional.

Immerse yourself in a cabin that’s elegant and refined. Materials and finishes selectively chosen by master craftsmen. Features intelligently positioned to anticipate your every move; you can’t help but feel like it was made just for you. Where the Mazda3 takes you might have more to do with your state of mind.
Each element of our design process is intentional, including the paint. Before a single drop of color is applied, master painters first perfect their technique by hand, ensuring the surface of the Mazda3 has depth and saturation, illuminating the curves and characteristics of our Kodo design. They apply color with the precision of highly sharpened senses. The machines used to paint the Mazda3 are calibrated to replicate the exact movement of this human technique. Our daring array of lustrous finishes may be the final touch on the Mazda3, but it is the first thing that will catch your eye.
Genuine Mazda Accessories are engineered to seamlessly match every detail of your Mazda3. From the Moonroof Wind Deflector to our Front Air Dam, all are crafted to the contours of your vehicle to enhance its already exquisite design. Plus, when installed by your Mazda Dealer, all Genuine Mazda Accessories carry the same New Vehicle Limited Warranty as your new Mazda.

1 Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12 months/12,000 miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details.
These are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience, and dedication are poured into every vehicle. The Takumi master clay modelers are so highly skilled, they instinctually carve the shape of the vehicle from a block of clay—sometimes with their eyes closed—ensuring every curve is pleasing to not only the eye, but to the touch as well. Exhaustive efforts are made to perfect the outcome of their design. Leaving you with their very best. From designer to driver, this connection ultimately creates an enriching emotional bond between you and your Mazda.
With you in mind, the Takumi set out to create beautiful elements through shape, texture and color. Expert fabricators craft a range of distinct and expressive upholstery designs using soft textures and solid stitching. Every inch of our upholstery is designed to make your driving experience better. An elegant level of refinement—reserved just for you.
For decades, we’ve studied the human body; how it moves, sensations of touch, sound and sight, muscle and skeletal structure. Every consideration has been made so the Mazda3 feels as if it were built just for you. This is the human centric design philosophy known as Jinba Ittai—horse and rider as one. Effortlessly responding to your direction, you feel as though your Mazda is an extension of your body.

We believe in building vehicles for humans—by humans. In everything we do, we aspire to make your driving experience as intuitive as possible, creating a oneness between you and your vehicle. And as we engineer to a feeling, not a specification, we create seamless connections that help you engage with the moment. The reward—feeling energized, rejuvenated, and at one with your Mazda.
Your inspiration. Your space. Your command station. This is the driver-centric cabin within the Mazda3 where every control is situated within your reach, so you can stay focused on the road ahead. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. The center console and Commander control are positioned for optimal comfort of the wrist and forearm. And the Mazda Connect™ Infotainment System includes available Apple CarPlay™ integration for your iPhone® (shown) and Android Auto™ integration. Communication between you and your vehicle becomes second nature—by design.

1 Don’t drive while distracted or while using a hand-held device. See full disclaimer in specifications.
Every aspect of the Mazda3 has been crafted to work in harmony with your sensibilities. Seats are shaped to maintain an upright position for your spine and support its natural S-shape curve. The suspension considers the way the human body moves naturally—and balances that to the car’s movements—for extraordinary handling and comfort. And the engine technology offers impressive fuel efficiency* without compromising performance. Countless efforts have been made to enhance the joy from driving through a completely holistic, smarter approach: Skyactiv® Technology. Bringing man and machine together to create inherent connection.

* Based on EPA estimates for Mazda3 Sedan with Premium Package and FWD. 27 city/36 highway. Actual results will vary.
The Mazda3 uses the available i-Activ AWD® to help you in every road condition, including dry ones. This innovative technology constantly monitors everything from outside temperature and windshield wiper usage to the driver’s steering and braking inputs. If traction loss is anticipated, it will redirect engine power to the rear wheels as needed to help you maintain road grip. Additionally, i-Activ AWD® and Skyactiv-Vehicle Dynamics with G-Vectoring Control PLUS work together, optimizing engine torque between the front and rear wheels to help stabilize your Mazda3 through each turn. The end result is an effortless connection between car and driver.
To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact—is the ingenious thinking behind i-Activsense®. This intelligent suite of available safety features such as Blind Spot Monitoring and Rear Cross Traffic Alert help improve your visibility and awareness of the road.

Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner’s Manual for further details.
Much like driving, listening to your favorite music performed live is an immersive experience that fully engages you in the moment, invigorating all of your senses. This is what we wanted to capture with Mazda Harmonic Acoustics. With extensive research in psychoacoustics, our engineers prioritized the speaker placement to create the desired spatial effects while avoiding unwanted delay and reflections for a responsive and dynamic performance. And with the available 12-speaker premium sound system, Bose® and Mazda have further achieved an energizing auditory experience. We did all of this to create a sound system that will make it that much harder to end each drive.
EFFORTLESS JOYFUL DRIVING

Is it possible for driving to be an energizing and awakening experience? At Mazda, we believe it is. The Mazda3 is engineered to insulate you from distracting outside noise, while still allowing for sounds from the road and engine to be heard so your connection to the drive is heightened. Your levels of stress and fatigue are lowered. It’s all about shielding you from all that is unnecessary, so you can focus on what will bring joy: exceptional driving.
Every Mazda ever built began with one idea: you. It’s our declaration that you experience effortless joyful driving in every turn and every straightaway. How you feel is our rule of measurement. We believe in taking dares and challenging convention. Pushing boundaries. Because these principles help unleash the potential that exists in all of us. We believe driving isn’t just about a destination. It should inspire you and exhilarate every fiber of your being. This is how we built the Mazda3.
ENGINE
SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
186 hp @ 6,000 rpm
186 lb-ft torque @ 4,000 rpm
Available Cylinder Deactivation (CDA)

TRANSMISSIONS & DRIVETRAIN
SKYACTIV®-Drive 6-speed automatic with manual-shift and Sport modes (standard)
SKYACTIV®-MT 6-speed manual transmission (Available on MAZDA3 HATCHBACK FWD with Premium Package only)
Front-wheel drive (standard)
Available i-ACTIV AWD® (Not available on MAZDA3 SEDAN)
SKYACTIV®-VEHICLE DYNAMICS with G-Vectoring Control Plus

FUEL ECONOMY
EPA-estimated MPG (city/highway)

<table>
<thead>
<tr>
<th>Model</th>
<th>FWD</th>
<th>AWD</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAZDA3 SEDAN</td>
<td>26/28</td>
<td>26/27</td>
</tr>
<tr>
<td>SKYACTIV®-G 2.5L</td>
<td></td>
<td></td>
</tr>
<tr>
<td>with CDA</td>
<td>27/36</td>
<td>25/24</td>
</tr>
<tr>
<td>MAZDA3 HATCHBACK</td>
<td>25/35 (MT) ; 24/35 (AT)</td>
<td>24/32</td>
</tr>
</tbody>
</table>

FUEL TANK CAPACITY

<table>
<thead>
<tr>
<th>Model</th>
<th>SEDAN</th>
<th>HATCHBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.2 U.S. gallons</td>
<td></td>
<td>12.7 U.S. gallons</td>
</tr>
</tbody>
</table>

DIMENSIONS

<table>
<thead>
<tr>
<th>Model</th>
<th>SEDAN</th>
<th>HATCHBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall length (in)</td>
<td>183.5</td>
<td>170.6</td>
</tr>
<tr>
<td>Wheelbase (in)</td>
<td>107.3</td>
<td>107.3</td>
</tr>
<tr>
<td>Width (in)</td>
<td>70.7</td>
<td>70.7</td>
</tr>
<tr>
<td>Height (in)</td>
<td>56.9</td>
<td>56.7</td>
</tr>
<tr>
<td>EPA Passenger volume, w/o moonroof (cu ft)</td>
<td>92.6</td>
<td>92.7</td>
</tr>
</tbody>
</table>

CARGO VOLUME

<table>
<thead>
<tr>
<th>Model</th>
<th>SEDAN (trunk)</th>
<th>HATCHBACK (rear seats up)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.2 cubic feet</td>
<td></td>
<td>20.1 cubic feet</td>
</tr>
</tbody>
</table>

1 EPA-estimated mileage. Actual results will vary.
Includes the following standard features:

MAZDA

Doorsill Trim Plates (Set of 4), Interior Lighting Kit, Key Chains, License Plate Frames, Moonroof Wind Deflector, Navigation (SD Card), Rear Bumper Guard, 14 Rear Diffuser, Rear Hatch Spoiler, Remote Engine Start (All models), Shark Fin Antenna, Power side mirrors with memory functions, Wash in antenna.

INTERIOR

PHOTOGRAPHIC

MAZDA CONNECT™ Infotainment System2 with: 8.8-inch full-color display, 8-speaker audio system with Mazda Harmonic Acoustics, 7-inch LCD meter display, Power door locks with Mazda Advanced Keyless Entry System, Tire Pressure Monitoring System, Power sliding-glass moonroof with one-touch operation, Apple CarPlay, Android Auto.

EXTERIOR

SAFETY AND SECURITY

Advanced front air bags, front side impact air bags and side-impact air curtains 10
Dynamic Stability Control (DSC) and Traction Control System 10
Rearview Camera 11
Adaptive Front-lighting System 8
Lane Departure Warning System 9
LED headlights with signature lighting 12
Smart Brake Support with Canceled Signal and side-impact air curtains 6
Smart Brake Support with Canceled Signal and side-impact air curtains 6
Lane-keep Assist 9
Engine-immobilizer anti-theft system
?

Engine and Transmission

MAZDA3 HATCHBACK

Includes the following standard features:

MAZDA CONNECT™ Infotainment System2 with: 8.8-inch full-color display, 8-speaker audio system with Mazda Harmonic Acoustics, 7-inch LCD meter display, Power door locks with Mazda Advanced Keyless Entry System, Tire Pressure Monitoring System, Power sliding-glass moonroof with one-touch operation, Apple CarPlay, Android Auto.

EXTERIOR

SAFETY AND SECURITY

Advanced front air bags, front side impact air bags and side-impact air curtains 10
Dynamic Stability Control (DSC) and Traction Control System 10
Rearview Camera 11
Adaptive Front-lighting System 8
Lane Departure Warning System 9
LED headlights with signature lighting 12
Smart Brake Support with Canceled Signal and side-impact air curtains 6
Lane-keep Assist 9
Engine-immobilizer anti-theft system
?

Engine and Transmission

MAZDA3 HATCHBACK

Includes the following standard features:

MAZDA CONNECT™ Infotainment System2 with: 8.8-inch full-color display, 8-speaker audio system with Mazda Harmonic Acoustics, 7-inch LCD meter display, Power door locks with Mazda Advanced Keyless Entry System, Tire Pressure Monitoring System, Power sliding-glass moonroof with one-touch operation, Apple CarPlay, Android Auto.

EXTERIOR

SAFETY AND SECURITY

Advanced front air bags, front side impact air bags and side-impact air curtains 10
Dynamic Stability Control (DSC) and Traction Control System 10
Rearview Camera 11
Adaptive Front-lighting System 8
Lane Departure Warning System 9
LED headlights with signature lighting 12
Smart Brake Support with Canceled Signal and side-impact air curtains 6
Lane-keep Assist 9
Engine-immobilizer anti-theft system
?

Engine and Transmission

MAZDA3 HATCHBACK

Includes the following standard features:

MAZDA CONNECT™ Infotainment System2 with: 8.8-inch full-color display, 8-speaker audio system with Mazda Harmonic Acoustics, 7-inch LCD meter display, Power door locks with Mazda Advanced Keyless Entry System, Tire Pressure Monitoring System, Power sliding-glass moonroof with one-touch operation, Apple CarPlay, Android Auto.

EXTERIOR

SAFETY AND SECURITY

Advanced front air bags, front side impact air bags and side-impact air curtains 10
Dynamic Stability Control (DSC) and Traction Control System 10
Rearview Camera 11
Adaptive Front-lighting System 8
Lane Departure Warning System 9
LED headlights with signature lighting 12
Smart Brake Support with Canceled Signal and side-impact air curtains 6
Lane-keep Assist 9
Engine-immobilizer anti-theft system
?

Engine and Transmission

MAZDA3 HATCHBACK

Includes the following standard features:

MAZDA CONNECT™ Infotainment System2 with: 8.8-inch full-color display, 8-speaker audio system with Mazda Harmonic Acoustics, 7-inch LCD meter display, Power door locks with Mazda Advanced Keyless Entry System, Tire Pressure Monitoring System, Power sliding-glass moonroof with one-touch operation, Apple CarPlay, Android Auto.

EXTERIOR

SAFETY AND SECURITY

Advanced front air bags, front side impact air bags and side-impact air curtains 10
Dynamic Stability Control (DSC) and Traction Control System 10
Rearview Camera 11
Adaptive Front-lighting System 8
Lane Departure Warning System 9
LED headlights with signature lighting 12
Smart Brake Support with Canceled Signal and side-impact air curtains 6
Lane-keep Assist 9
Engine-immobilizer anti-theft system
?

Engine and Transmission

MAZDA3 HATCHBACK

Includes the following standard features:

MAZDA CONNECT™ Infotainment System2 with: 8.8-inch full-color display, 8-speaker audio system with Mazda Harmonic Acoustics, 7-inch LCD meter display, Power door locks with Mazda Advanced Keyless Entry System, Tire Pressure Monitoring System, Power sliding-glass moonroof with one-touch operation, Apple CarPlay, Android Auto.
MAZDA3 SEDAN
Includes the following standard features:
- Air conditioning
- Cloth-trimmed seats with red thread pockets
- Push-button ignition
- Power windows with one-touch up/down feature
- Dual-zone climate control
- 8-speaker audio system with Mazda Harmonic Audio
- Bluetooth® hands-free phone and audio streaming
- 7" color touch screen display with full color display, Multi Function Commander
- Intelligent voice-activated navigation, HD Radio®, Pandora® internet radio, SiriusXM® satellite radio
- Smart Brake Support
- Lane Departure Warning System
- Dynamic Stability Control™ and Traction Control System
- Rear View Monitor
- Mazda Radar Cruise Control (MRCC) with Stop & Go
- Skyactiv®-Dynamic (SKYACTIV®-VEHICLE DYNAMICS with G-Vectoring Control Plus)
- Skyactiv®-Drive 6-speed automatic with manual-shiftable Sport mode
- SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
- Mazda HVAC DYNAMICS with C-Ventilating Control Plug

INFORMATION AND OPTIONS AVAILABILITY:
Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product availability—occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information.

PREMIUM PACKAGE
Includes the following features in addition to or in place of those in the Select Package:
- 18-inch alloy wheels with P215/45 R18 tires
- Power side mirrors with memory function
- Driver Attention Alert
- Blind Spot Monitoring®

Available Calendar Deactivation
Available / Activable

PRESELECTED ACCESSORIES:
- Apple CarPlay™ integration
- Android Auto™ integration
- Mazda Advanced Keyless Entry
- Dual-zone automatic climate control
- Leather-wrapped steering wheel and gear selector
- Mazda Radar Cruise Control (MRCC) with Stop & Go
- Blind Spot Monitoring
- All-weather floor mats (Low Wall / High Wall)
- Ash Cup
- Commander console armrest with covered storage compartment
- Driver Attention Alert operates under certain driving conditions above 40 mph. It is not a substitute for safe and attentive driving.
- Driver Attention Alert
- Dynamic Stability Control™ and Traction Control System
- Mazda Radar Cruise Control (MRCC) with Stop & Go
- Skyactiv®-Dynamic (SKYACTIV®-VEHICLE DYNAMICS with G-Vectoring Control Plus)
- Skyactiv®-Drive 6-speed automatic with manual-shiftable Sport mode
- SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
- Mazda HVAC DYNAMICS with C-Ventilating Control Plug

Available Calendar Deactivation
Available / Activable

PRESELECTED ACCESSORIES:
- Apple CarPlay™ integration
- Android Auto™ integration
- Mazda Advanced Keyless Entry
- Double-zone automatic climate control
- Leather-wrapped steering wheel and gear selector
- Skyactiv®-Dynamic (SKYACTIV®-VEHICLE DYNAMICS with G-Vectoring Control Plus)
- Skyactiv®-Drive 6-speed automatic with manual-shiftable Sport mode
- SKYACTIV®-G 2.5L 16-valve, 4-cylinder engine
- Mazda HVAC DYNAMICS with C-Ventilating Control Plug

Available Calendar Deactivation
Available / Activable