Well, aren’t you the defiant one. The rebel. You’ve come to the all-new MAZDA3 after all. Which says that you’re someone who’s not ready to walk away from your convictions. To surrender joy in the name of practicality, to nix the word “more” from your vocabulary. Go on then. Rise up. Read on. Prepare to lay your claim to the land of the goose bump and the white knuckle. We’re with you. We build cars for people like you. We are people like you. One flag we’ll never wave? A white one.
One with everything. Your days of having to settle for basic, bland and boring transportation are over. Because the all-new MAZDA3 offers up a complete menu of unexpected surprises.* Like bold, new styling. Enhanced aerodynamics for great fuel economy. A power-adjustable driver’s seat with 3-position memory. Dual-zone automatic climate control. Dual power remote and heated outside mirrors. Advanced Keyless Entry and Push Button Start. Bluetooth® hands-free phone and audio capabilities. A 10-speaker Bose® Surround Sound Audio System. A pivoting Adaptive Front-lighting System with Bi-Xenon headlights. And that’s just for appetizers.

*Optional equipment featured. † Bluetooth is a registered trademark of Bluetooth SIG, Inc.
Optimum power: Both MAZDA3 engines are advanced, all-aluminum, 16-valve, DOHC designs. Both also utilize variable valve timing to optimize low-end torque, high-rpm power and fuel efficiency.

Responsive shift options: A dialed-in 6-speed manual gearbox is standard on all MAZDA3 models. In addition, a 6-speed Sport AT automatic transmission, with a manual-shift mode, is also available on both s and i models.

More pedal to the metal. Less pump to the tank. Performance, meet fuel efficiency. Fuel efficiency, meet performance. It’s the ultimate win-win. Because the all-new MAZDA3 offers a choice of two spirited yet fuel-efficient engines. The MAZDA3i features a responsive 148-hp* 2.0-liter engine that delivers a pump-friendly 33 mpg highway/25 mpg city.† While the MAZDA3s kicks in with a potent, new, higher-output 167-hp‡ 2.5-liter engine that combines top-shelf performance with excellent fuel economy. We can’t think of two more exhilarating ways to make every drop of fuel count. And all without sacrificing a single drop of adrenaline.

* 144 hp (PZEV). † EPA estimated fuel economy manual transmission. Actual results may vary. ‡ 165 hp (PZEV).
Serious performance engineering. Now go play. You always knew the big black asphalt track out there could be as fun as the loopy plastic orange one from your kid days. You just needed the ride to go with it. The all-new MAZDA3 hits the road with some serious performance hardware. Including a sport-tuned suspension that delivers a true and accurate driving line. A precise rack-and-pinion steering system rigidly mounted for immediate response to driver input. Fade-resistant 4-wheel disc brakes with ABS, Electronic Brakeforce Distribution and Brake Assist. Front and rear stabilizer bars that defy the inertia of unwanted body motion. Plus, on most models, advanced safety technology that includes both Dynamic Stability Control® and Traction Control System. So get ready for some really serious fun in the all-new MAZDA3.

* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse driving conditions. It is not a substitute for safe driving practices. Please follow your owner’s manual for further details.
Push Button Start: Now available on Mazda 3 s, it enables you to instantly fire up your new Mazda 3 without the need of ignition key.

No more fumbling: What’s even better than the Push Button Start? Mazda 3’s Advanced Keyless Entry fob. Which allows you to lock and unlock doors, trunk or the rear liftgate. All without your key fob having to ever leave your pocket.

Nothing else remotely like it. The instant you touch the Advanced Keyless Entry button on the door, your Mazda 3 recognizes you. And comes to life before your eyes. The door unlocks. An innovative, sequential Welcome Lighting System casts a warm illumination across the interior. An 8-way power driver’s seat automatically hits your personal setting. Push a button, and the engine starts. And that’s just for starters. The leather-trimmed tilt steering wheel is outfitted with lighted controls for audio, Bluetooth® and cruise control. Bi-Xenon headlights, rain-sensing wipers, a dual-zone automatic climate control and heated front seats with five settings also await the command of your touch. And, oh yes, the whole time, your key never leaves your pocket.

* Bluetooth is a registered trademark of Bluetooth SIG, Inc. Mazda 3’s Grand Touring shown.
Uncompromising sound: An innovative Bose® Centerpoint® Surround Sound System is available on most MAZDA 3 models. Boasting a custom-tuned 10-speaker design, it generates breathtakingly 360º synthesized surround sound from regular CDs—a feat unheard of in other cars in its class. Equally impressive, its patented AudioPilot® 2 technology automatically compensates for distracting road, wind and cabin noises. All to ensure nothing comes between you and the music that moves you.

Technically, it's a genius. Oh, the technological treats that await you in the all-new MAZDA 3's. An innovative Multi Information Display elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders. And with the available compact navigation system, it's all in living color. An auxiliary-audio input jack and Bluetooth® hands-free phone and audio capabilities are standard. SIRIUS Satellite Radio® and iPod® Integration system are available. And it's all linked to a sound system you have to hear to believe. Clearly, when it comes to the latest and greatest in all things techno, MAZDA 3 is beyond smart; it's flat-out gifted.
Sumptuous, exquisite and other unexpected adjectives will come to mind. The elegant interior refinements in the all-new MAZDA3 will inspire the kind of superlatives you normally associate with pricey luxury cars. On Grand Touring models for example, meticulously stitched leather accents the MAZDA3’s high-bolstered sport seats, steering wheel and even the shifter. Graceful, sweeping lines, superb detailing and subtle textures come together with uncompromising fit and finish. And excellence. And distinction. And so forth. Words can definitely describe the craftsmanship that went into the all-new MAZDA3. Just maybe not the ones you expected.
Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner’s manual for further details.

† Bluetooth is a registered trademark of Bluetooth SIG, Inc.
‡ Always wear your seat belt and secure children in the rear seats in appropriate child restraints.
What’ll it carry? What’ve you got? Once again, Mazda elevates the category. This time with unexpected room and versatility.

The MAZDA3 5-Door is designed to be all about you, the open road and a ton of stuff. Including a convenient 5th door and 60/40 split fold-down rear seat. With more overall interior room than a VW Golf, it’s able to easily transport longer, larger items—and still leave room for a backseat driver.

Fold down the whole rear seat, and you’ve got additional cargo space for sports equipment, camping gear, luggage and whatever else gets you through the long haul. Or short haul. And speaking of haul, the potent, new 167-hp engine has more than enough juice to get it all to whatever exciting Point B you have in mind.

* 165 hp (PZEV). Please remember to properly secure all cargo.
Safety conscious? Safety obsessed is more like it. You’re literally able to “see around corners” with the Bi-Xenon Adaptive Front-lighting System, that turns the headlights up to 15° as you steer. Power-assisted four-wheel disc brakes and Anti-lock Brake System (ABS) offer you better stopping power. Front and rear crumple zones and side-impact door beams help protect everyone in the vehicle. Along with dual front air bags, dual front side impact air bags and side-impact air curtains! Plus, lower, whittled-down front seat headrests. Curbstone steering column. Even a “Rearview Monitoring System” that warn you when little ones are too close. Impressive? Yes. But not surprising. At Mazda, we’ve always believed that the best kind of driving experience is a safe one. And we’re hardly alone. The 2009 MAZDA3 was named a Top Safety Pick by the Insurance Institute for Highway Safety (IIHS).

Safety all-star: MAZDA3 earned the highest possible rating. Five Stars in government frontal crash tests. Government star ratings are part of NHTSA’s New Car Assessment Program (NCAP). Vehicle tested with standard side-impact air bags (SABs). For complete test results, visit NHTSA.gov.

Added safety: LED (light-emitting diode) taillights are standard on Grand Touring models. Faster-reacting, brighter and longer-lasting than conventional lightbulbs. Dual heated outside mirrors are also standard.

Hidden strengths: Mazda’s “Triple H” construction system is standard on all MAZDA3 models. It provides extra steel reinforcements to add further strength to critical body areas. Among its key benefits: enhanced structural integrity, improved overall handling and greater impact protection.

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★★★★★

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Even without a turbocharger, we’re racing into the record books. This tubocharged version of Mazda’s remarkable 2.3-liter MZR engine is the most powerful engine ever used in the Cooper Tires Atlantic Championship Powered by Mazda racing series. Capable of generating 300 horsepower and propelling a race car up to 175 mph, it has already shattered many long-standing records.

Mazda Motorsports—powering growth. Mazda’s motorsports program has been uniquely designed to grow driver talent—from karting all the way up to the top of endurance sports-car racing. Our motorsports ladder system enables aspiring young drivers to perfect their skills and let their inner racer rule the road.

On any given weekend, more Mazdas and Mazda-powered cars are road-raced than any other car! At Mazda, motorsports is in our blood. It’s part of our heritage. And it’s a passion that spans decades, inspiring us to compete in 18 distinct club and pro-level motorsports series. For example, Mazda engineers developed a high-output, turbocharged MZR-R racing engine for American Le Mans Series LMPC class competition (see opposite page). They started with a reliable MZR engine similar to the ones available in Mazda—including the MAZDA3—and engineered a fully race-prepared engine that delivers an amazing 500 horsepower. The impressive result: A huge win at the American Le Mans Series’ Petit Le Mans 2009 at Road Atlanta where the #20 BP Mazda Lola finished 29 laps ahead of the second place car. What’s more, these are the same engineers who work their mechanical magic on the Mazda you drive every day. And why we say you’ll find “the soul of a sports car” in every Mazda we make. Zoom-Zoom. Forever.
Peace of mind also comes standard.

We want your new MAZDA3 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 230 Mazda includes the U.S. Protection Plan included at no extra charge. 

• A 3-year/36,000-mi* bumper-to-bumper limited warranty
• A 5-year/60,000-mi* limited powertrain warranty

*5-year/60,000-mi* limited powertrain warranty applies when vehicle is used as a passenger car, truck or van in normal, careful and conventional service and used not more than 12,000 mi/year. 

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800.639.1000.

Finance your Mazda made simple.

Whether you’re shopping for a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process convenient and satisfying experience. As one of the largest auto lenders in America, Chase is known for its first-class customer service, wide range of financing options and highly competitive rates. To find out which Chase purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or visit ChaseMazda.com.

Financing your Mazda made simple.

• Free Device—Portable Bluetooth® Car Kit
• In-Dash 6-Disc CD/MP3 Changer
• Side Sill Extensions
• Compass Auto-Dimming Mirror
• iPod® Compatibility
• 3.5-mm Audio Cable
• Ashtray w/LED Illumination
• 30-pin, dock-connector-equipped iPods. iPod touch also providing a built-in battery charger. Works with most iPod accessories.
• Weather Guards (3-Month/3,000-Mile Coverage for Wheel Locks and Hubcaps; 3-Year/unlimited mile

Once you have it, outfit it accordingly.

One of the most enjoyable aspects of buying a new MAZDA3 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What’s more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new vehicle limited warranty as your new MAZDA3. Ask your dealer for details.

• Cargo Tray—ideal for cargo or snowboard/ski equipment, to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 230 Mazda includes the U.S. Protection Plan included at no extra charge.

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**Engine size and type**
- **2.0L DOHC 16-valve**
- **2.5L DOHC 16-valve**

**Specifications**
- **Wheelbase/overall length (in)**
  - 4-Door: 103.9/180.7
  - 4-Door/5-Door: 103.9/180.9
  - 5-Door: 103.9/177.4

**Fuel capacity (U.S. gallons)**
- 4-Door: 14.5
- 4-Door/5-Door: 15.9

**Engine-immobilizer antitheft system**

**Power door locks with 2-stage unlocking**

**Dual body-color power remote outside mirrors**

**Rear liftgate spoiler**

**Variable-intermittent windshield wipers**

**Rear wiper/washer with intermittent setting**

**Rain-sensing front windshield wipers**

**Dual-zone automatic climate control**

**Steering-wheel-mounted audio controls**

**Welcome Lighting System**

**5-mph body-color bumpers**

**Integratd rear window antenna**

**Center instrument display panel**

**Engine size and type**

**Shoulder room front/rear (in)**
- 4-Door: 54.9/54.0
- 4-Door/5-Door: 54.9/54.0
- 5-Door: 54.9/54.0

**Legroom, front/rear (in)**
- 4-Door: 42.0/36.2
- 4-Door/5-Door: 42.0/36.2
- 5-Door: 42.0/36.2

**Rack-and-pinion steering with electrohydraulic variable assist**

**Power-assisted 4-wheel disc brakes**

**Brakeforce Distribution (EBD) and Brake assist**

**Traction Control System (TCS)**

**Dynamic Stability Control (DSC)**

**Engine size and type**

**EPa estimated fuel economy**
- **horsepower**
  - 4-Door: 148* @ 6500 rpm
  - 4-Door/5-Door: 167* @ 6000 rpm

**Fog lights**

**adaptive Front-lighting System (aFS)**

**auto-leveling headlights**

**Bi-Xenon high-Intensity-Discharge (hID)**

**Integrated rear window antenna**

**Pearlescent paint (Crystal White Pearl Mica)**

**SIRIuS Satellite Radio®‡ with 6-month subscription**

**Mud guard package**

**Rear wing spoiler**

**Cargo net**

**Constellation package**

**Component Kit**

**SIRIuS Radio® including satellite radio service**

**MARCH® Extended Warranty**

**SIRIuS® Satellite Radio Service**

**Moonroof, 6-Disc CD Changer and Bose® Audio System Package**

**SIRIuS® Satellite Radio Service (with 6-month subscription)**

**Fog lights**

**adaptive Front-lighting System (aFS)**

**auto-leveling headlights**

**60/40 split fold-down rear seatback**

**Steering-wheel-mounted audio controls**