If it's not worth driving, it's not worth building.

We build Mazda.

What do you drive?
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.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services* can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.mazdausa.com.

*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.

E v e r y n e w 2 0 1 2 M a z d a 3 i s p r o t e c t e d b y :

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

†Whichever comes first.

We’re with you.

Because we believe if it’s not worth driving, it’s not worth building.

We build Mazdas.

What do you drive?
Fully-loaded comes standard.

In the world of compact cars, the Mazda3 is a statement. It’s a statement that you don’t have to settle for the basic. That’s why, at Mazda, we design each car not just to be a car, but to be a statement car. And that’s why we think you deserve the best. After all, you deserve the best.

In the Mazda3, you get a lot more than just a car. You get a statement car. A car that’s ready for anything, from the city streets to the open road. A car that’s built to perform, to handle, and to impress.

The Mazda3 is powered by a 2.5-liter SkyActiv®-G engine, delivering a smooth and powerful performance. It’s paired with a 6-speed automatic transmission, providing a seamless and responsive shift for a smooth ride.

The Mazda3 is also designed to be safe. It comes standard with advanced safety features, including a full suite of airbags, including front, side, and curtain airbags. It also comes with a rearview camera and a backup sensor, providing added safety and peace of mind.

But the Mazda3 isn’t just about power and safety. It’s also about style. With its sleek and sporty design, the Mazda3 is sure to turn heads wherever it goes. And with a range of colors and finishes to choose from, you can make it your own.

So if you’re looking for a compact car that’s more than just a car, the Mazda3 is the car for you. It’s designed to perform, to handle, and to impress. It’s designed to be the statement car you deserve. So come see what the Mazda3 can do for you. It’s the car that speaks for itself.
Exhilaration runs in the family. 

There are so many different ways to experience the uniquely thrilling drive of the new 2012 Mazda3. Whether you choose the 4-Door sedan or 5-Door hatchback, a 2.0-liter or 2.5-liter engine, every Mazda3 is designed to let you personalize your mix of power, efficiency and sensation. For the ultimate balance of performance and fuel economy, explore the trims that feature our brand-new, groundbreaking SKYACTIV-G Engine, SKYACTIV-Drive automatic transmission and SKYACTIV-MT manual transmission. And for the true performance addict, there’s the notorious Mazdaspeed3. No matter which one you choose, the performance and passion of the Mazda3 is always in its blood.

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 exhilarating drive. Transmissions and suspension systems are precisely engineered to deliver world-class handling and a lot less waste.

Engines

Advanced all-aluminum 16-valve MZR race-proven engines power the Mazda3 lineup, each of which utilize variable valve timing to help maximize fuel consumption while maximizing performance. Mazda3 i SV and Sport models feature a 2.0-liter engine rated at 33 mpg highway/25 mpg city*. The 2.5-liter 167-hp† Mazda3 s engine turns in 29 mpg highway/22 mpg city‡. And for the ultimate in fuel efficiency, the Mazda3 i Touring and Grand Touring with the all-new SKYACTIV-G 2.0-liter engine deliver 155 hp up to 40 mpg‡.

Transmissions

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

Standard Rear Independent Suspension

The responsive, spirited performance of Mazda3’s engines are complemented by a precisely tuned independent rear suspension system. Standard on all models, the sophisticated suspension combines front MacPherson struts with an advanced multi-link 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 and more enjoyable, all at the same time.

Electro-Hydraulic Power Assist Steering

The Mazda3’s revolutionary Electro-Hydraulic Power Assist Steering utilizes hydraulic pressure from a pump driven by an electric motor that works independently of the car’s engine. The result is improved power assist steering power, enhanced agility and increased fuel economy.

“The Mazda3 is a three-time Automobile Magazine All-Star for its excellent chassis and engaging drive feel.”

Automobile Magazine, July 2011

*EPA-estimated fuel economy with manual transmission. †165 hp (PZEV). ‡EPA-estimated fuel economy with automatic transmission. **Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner’s manual for further details. SKYACTIV® is a registered trademark of Mazda Motor Corporation.
We imagined it all and more, and then we made it reality.


Introducing SKYACTIV® TECHNOLOGY from Mazda.

The future of driving begins now.

www.mazdausa.com/skyactiv

We imagined an engine that pushes engineering boundaries by delivering the compression ratio of a Formula 1 race car at 12:1, creating 15% more low-rpm torque yet 15% better fuel economy—on 87 octane fuel.

We imagined a smooth-shifting automatic transmission so smart it perfectly rev-matches downshifts faster than a dual-clutch transmission, while helping to improve fuel economy.

We imagined a manual transmission that helps maximize fuel efficiency more than any of its predecessors, built with less material but just as rigid. A transmission that’s smaller, lighter, stronger and has the shortest shift throw in its class.

"It is a whole new, more efficient way of engineering cars. Really..." autoweek.com, August 2011

When we engineered zero compromise, we aimed for absolute.

Our goal: Ultimate efficiency.

To achieve the unheard of, when fuel economy, low emissions, and outstanding driving performance exist in one accessible to everyone.

And to pull that off, we started from a clean slate.

It meant reimagining with the ground up and reengineering everything to work together in unprecedented harmony.

But most importantly, it meant reimagining what’s possible.

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

We started with something very good, then made it very, very naughty.

Every great car potentially has a darker side. And when you’re this good, you’re just asking for trouble. The Mazdaspeed3 is a perfect example. A turbocharged, intercooled, direct-injected just-of-production automobile. It’s definitely a beast under the hood. The Mazda Speed 3 is powered by a combination of a 2.3 liter 200 hp 4-cylinder turbocharged engine and standard 6-speed manual transmission that includes high-output engine oil, special forged crankshaft and connecting rods, plus optional tuned intake and exhaust. Connecting that power to the pavement is a speed manual transmission in a compact, rear wheel drive package. It’s equipped with a standard 6-speed manual transmission and an electronically controlled, electronic braking distribution system. The Mazdaspeed3 is a fully warranted straight-up tuner that’s straight off the Mazda factory line.

Transmission: A precision 6-speed close-ratio short-throw manual gearbox is standard and ready to transfer Mazdaspeed3’s copious power to the pavement. It’s teamed with a standard torque-sensing conical limited-slip differential and the Mazda Advanced Torque Management System.

Engine: An all-aluminum turbocharged and intercooled MZR 2.3-liter engine rockets the Mazdaspeed 3 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.

Footnotes:
1. Transmission: A 6-speed close-ratio short-throw manual transmission is standard and ready to transfer Mazdaspeed3’s copious power to the pavement. It’s teamed with a standard torque-sensing conical limited-slip differential and the Mazda Advanced Torque Management System.
2. Engine: An all-aluminum turbocharged and intercooled MZR 2.3-liter engine rockets the Mazdaspeed3 down the road. It’s equipped with a standard 6-speed manual transmission and an electronically controlled, electronic braking distribution system.
3. Foot Pedals: Competition-inspired drilled aluminum pedals—just the kind of performance-oriented form and function you’d expect from Mazdaspeed3.

Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner’s manual for further details.
“One of the biggest pluses this car offers is inside, where materials and controls are the best in class.”

Motor Trend, November 2009
Driver-focused. To keep you road-focused.

From the moment you sit in the Mazda3, it’s crystal clear that every technological touch point was specifically designed to keep you focused on the drive, not the technology itself. An available 8-way power-adjustable driver’s seat positions you for optimum control. The center stack is positioned to make it easier for you to see the gauges and controls, while convenient steering-wheel-mounted controls put audio, cruise control, navigation and Bluetooth® hands-free capabilities within thumbs’ reach. Get a clear view of the road with the help of available rain-sensing wipers, and dual power remote and heated outside mirrors. At Mazda, we believe technology should focus on you, so you can focus on driving.

*Bluetooth® is a registered trademark of Bluetooth SIG, Inc.
Bluetooth® Hands-Free Phone and Audio
Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls is as easy as pushing a button and saying hello, while staying entertained with streaming audio is now wireless.

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

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

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

Bluetooth® Hands-Free Phone and Audio
Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls is as easy as pushing a button and saying hello, while staying entertained with streaming audio is now wireless.

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

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

Multi Information Display
Located in the upper dashboard near the driver’s natural line of sight is an innovative Multi Information Display that elegantly integrates audio system info, trip computer calculations, systems data, ambient temperature and maintenance reminders.

Navigation System
Get to where you’re going with ease with the available compact navigation system. It provides you with turn-by-turn directions and features automatic zoom, route highlighting and active road name display. And with steering-wheel-mounted controls, programming is within thumbs’ reach.

High-tech hospitality.
The Mazda3 is a state-of-the-art technological powerhouse of convenience designed to make you feel like a guest. From the Advanced Keyless Entry that instantly recognizes you at the touch of a button, to its Welcome Lighting System that extends a warm welcome by automatically illuminating the interior lights in an elegant sequence, the Mazda3 comes well-equipped with a wide array of technological features that keep you informed, entertained and connected.

*Bluetooth® is a registered trademark of Bluetooth SIG, Inc. †Apple and iPod® are registered trademarks of Apple Inc. iPhone® not compatible with iPod® adapter. ‡SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio. Included in Tech Package. Available only in the U.S., except Alaska and Hawaii.
No matter where you sit in the Mazda3, the Bose® Centerpoint® Surround Sound System makes you feel like you’re enjoying an intimate concert for one—or five. Standard on all Mazda3 s models, Mazda3 i Grand Touring and Mazdaspeed3, and available on Mazda3 i Touring, is an exclusive sound system you can’t get anywhere else. Specifically tuned for the Mazda3’s unique cabin acoustics, it features 10 high-performance neodymium magnet speakers powered by a 265-watt amplifier. Exclusive processing technology turns ordinary CDs or MP3 discs into 360-degrees of pure audio exhilaration. And for all you audiophiles out there with a true ear for details, the Mazda3 offers a wide array of state-of-the-art audio features you have to hear to believe.

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

From the look and feel of it, you'd think it was a luxury car. Every aspect of the Mazda3’s interior is crafted to be as rewarding as possible, that includes details commonly found in high-priced luxury cars. On Grand Touring models, we meticulously stitched real leather to the Mazda3’s high bolstered seats, steering wheel and shifter. But we didn’t stop there. Every dashboard is exquisitely crafted for a tactile feel that flows seamlessly with the graceful lines and curves throughout the rest of the interior. It’s an environment that is both comfortable and refined, down to the smallest of details.
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 hard to beat the balance of joy and practicality of the Mazda3.”

Winding Road, August 2010
It's a speed demon—and a guardian angel.

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

**Bi-Xenon Adaptive Front-Lighting System**
The best way to protect you and your passengers starts with seeing what's ahead of you. The Mazda3 comes fully equipped with an available Adaptive Front-lighting System and self-leveling Bi-Xenon high-intensity discharge headlights. These headlights are specifically designed to help you see around corners at night, literally. As you turn into a corner, the adaptive inside headlights move up to 15º 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 2011 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 safe, secure structure around the driver and passenger compartments. Its high-tensile steel reinforcements increase the strength of critical body areas and enhance basic structural integrity, as well as improve overall handling and provide increased impact protection.

**Active Safety**
Advanced dual front air bags* that utilize inflators with both crash zones, and driver's and passenger's weight sensors are standard on all Mazda3 models—as are dual front side-impact air curtains† with coverage for front and rear passengers.

**Blind Spot Monitoring System†**
A class-exclusive state-of-the-art Blind Spot Monitoring System utilizes motion sensor technology and automatically warns you of an approaching vehicle or object in your blind spots by activating an icon in the appropriate side mirror. The icon blinks and a warning beeps when the driver initiates the turn signal.

**Tire-Pressure Monitoring System**
Designed to monitor air pressure in real time, this system automatically alerts you before one or more tires become critically low.

**Air Bags***
Advanced dual front air bags* that utilize inflators with both crash zones, and driver's and passenger's weight sensors are standard on all Mazda3 models—as are dual front side-impact air curtains† with coverage for front and rear passengers.

**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.

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

*Based on Sports Car Club of America racing data.
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<th>Grand Touring</th>
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Roof Rack.
Auto-Dimming Mirror.
bumper Guard.
cargo Tray.
All-Weather Floor Mats.
cargo Net.

Mazda is one of the few brands that continue to cater to people who care about driving.

Additional accessories:
- fuel Door
- Splash guards
- Side Sills
- Moonroof Wind Deflector
- Windshield Sunscreen
- front Mask
- fog Lights

What do you drive?

Are they insightful craftsmen,
Are they pushing the boundaries of tradition and habit
Are they just another behemoth carmaker following the rules?
What were the people who built your car thinking?
Is it inspiring?
We build Mazdas.
It's your Mazda—make it your own.
Customize your new Mazda with Genuine Mazda Accessories. Visit your Mazda Dealer prior to or at initial vehicle delivery to keep your Mazda looking new. Ask your dealer for details.

Financing without the fuss.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services can help make the financing process more convenient and satisfying. Our JPMorgan Chase Bank loans and leases can be tailored to fit your lifestyle and budget.

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

Mazda is always a Mazda. Because if it’s not worth driving, it’s not worth building.
IF IT’S NOT WORTH DRIVING, IT’S NOT WORTH BUILDING.

WE BUILD MAZDAS. WHAT DO YOU DRIVE?

ZOOM-ZOOM